

# SHAIGAN INTERCOM



If you will work in  
co-operation, forgetting  
the past, burying the  
hatchet,  
you are bound to **Succeed!**

(Muhammad Ali Jinnah)

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# Another Big Move

## Karachi regional office opening ceremony



It's a pleasure to share with all of you that Shaigan Pharma took another big move to open state of the art Karachi regional office. This workable place is a real motivation for existing employees to work in a newly designed professional work environment as well as an attraction for candidates to join a people friendly organization. For south team, it is like "a dream come true".

This wonderful ceremony was held in the month of July 2021.

The office building, hall and all walking passages were decorated for the occasion with white and blue balloons, bunting which turned this inauguration function pleasingly unforgettable. Thematic decor made this day a memorable event for coming years. Especially baked impressive cake made this event catchy and delightful.

Mr. Asim Ahmed (ED) along with Mr. Kabir Saleh (DO) was the guests of honor for this auspicious occasion.



During an introductory speech by Mr. Syed Asrar Shah (GMMS), he expressed his determination not to leave any stone un-turned on his way towards organization success path. Speeches by distinguished guests continued to highlight the significance of professionalism and enhanced efficiency towards goal achievement. Mr. Athar Mughal (DM&S), Malik Ejaz (GMMS),

Mr. Daood Qureshi (GMM) extended their best wishes towards Karachi team. Management committed to provide every viable resource for strengthening business activities, increase market share and being noticeable within the industry. People seem dedicated to generate more numbers as a proof of their employee loyalty and competence.



# Zedron 1<sup>st</sup> Successful Year Celebrations

Ortho Business Unit celebrated Zedron 1<sup>st</sup> year success. Zedron achieved 33.5 Millions in its 1<sup>st</sup> year of launch. Zedron is one of the best product launch of Shaigan Pharmaceuticals. This fervor event took place in a meeting. Management welcomed the OBU team & congratulate them. Mr. M. Athar Mughal, Director (MTK & Sales) elaborated the objectives for Zedron and showed his trust in OBU team. Mr. Syed Asrar shah GM (MKT & Sales) stated that Zedron is the futuristic brand of OBU and he admired the OBU team. Mr. M. Qaiar Nadeem Sr. BUM explained the planning for the upcoming year. It is just a beginning, 33.5 Million is not a destinations, it is a milestone. Next year we will make it 2nd largest brand of Ondansetron market.



# Zedron NV-Forum



Shaigan once again took initiative and got the lead for arranging the Pakistan first ever Nausea and Vomiting Management Forum i.e. "Zedron NV-Forum".

Ortho Business Unit conducted the preliminary meetings of Zedron NV-Forum in Faisalabad, Multan and Lahore. Top class consultants from different specialties like Gynecology, Gastroenterology, Oncology, Medicine, Surgery and General Practitioners participated in the preliminary meetings. They showed high interests in Zedron NV-Forum, also committed for upcoming meetings. They also gave suggestions for effective utilization of Zedron NV-Forum for health care professionals and patients.



# Gut Health Conventions

Khyber-1 has continued the legacy of Shaigan by organizing Gut Health Conventions at different venues including Naran and Malam Jaba, head by top key opinion leaders and attended by consultants from different cities of Pakistan. This convention also included tribute to all doctors who are serving the nation during deadly COVID - 19 situation. During all these events, branding at passing ways, halls and flag wave events have also been conducted to greet the guests from Shaigan and Esso 40. Scientific panel discussion conducted at Rai medical college Sargodha, with the participation of head of departments, associate and assistant professors.



# Eid Greetings & Roza Kushai

Perusing the tradition, Ramadan campaign has been done nationwide including roza kushai "First fast of doctor's child" & Iftar of doctors. Health care posters were also the part of Ramadan campaign.

After the execution of roza kushai and Iftar campaign in the holy month of Ramadan, Eid Greetings "Mussarat -e- Eid" has been presented to the loyal customers of Khyber-1. Eid Greetings have been presented to doctors for customer retention and new customer development.



## FM Programs

Khyber-1 has emerged in digital war and showed the presence by conducting on air FM radio programs at different locations spreading in entire nation. Local speakers from respective cities were engaged in these on air sessions.

- Khyber-1 has always contributed for betterment either scientifically or personal grooming and this time a unique activity performed in the form of "Skillful communication workshop" for the grooming of healthcare professionals and head by one of the consultants from Karachi.

- Unique and innovative gimmicks and customized table reminders were presented to doctors for the purpose of brand recall for value addition in running brands.

- Ward presentations in different regions (including peripheries) like Lahore, Faisalabad, Khanewal, Sheikhupura, Karachi and Multan have been done to engage customer's product wise.

- Ward presentations and IV Lyophilization demo were done nationwide in gastro and medicine wards to enhance the penetration into institutions.

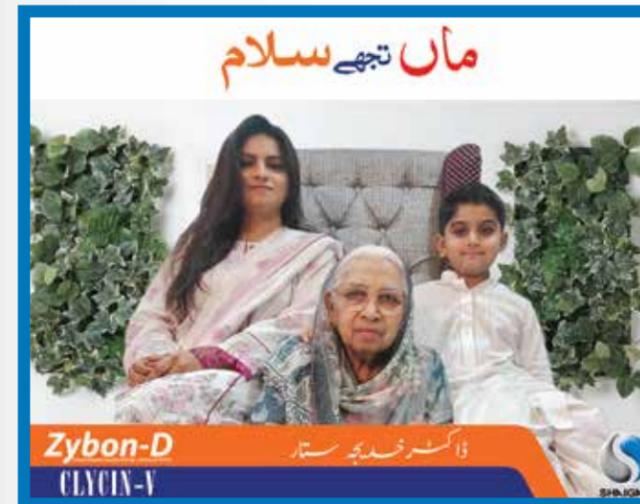
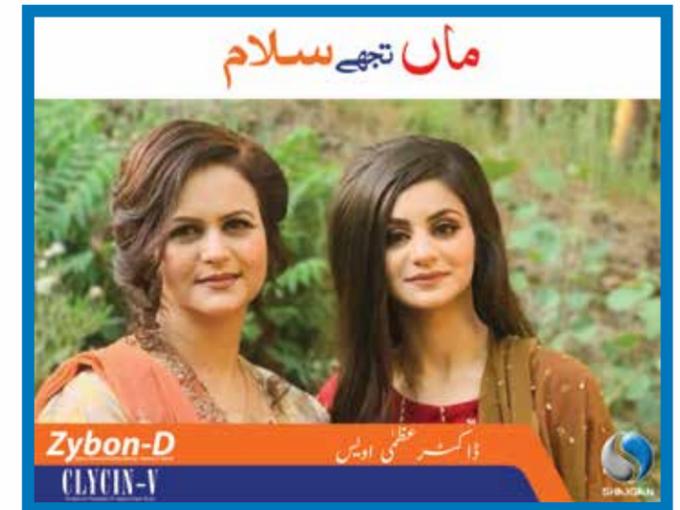


## MOTHERS DAY – MAY - 2021

Femicare group has successfully executed Mother's Day in May 2021 by engaging more than one hundred potential Gynecologists in which doctors pictures along with their mother/ daughter were developed in beautiful Acrylic Photo frames with product branding and presented / hanged in their private chambers.

A special tribute was presented (Maa Tujhey Salaam) for all the sacrifices of Mothers & their affection of love for daughters.

Doctors highly appreciated this tribute in the form of beautiful long lasting emotional gift of frame for their chambers that will be a permanent source of brand (Zybon D) reminder as well.



# FEMICARE GALIYAT CME - JUNE 2021

Femicare group has organized a marvelous three days tour of Galiyat CME (Changla Gali, Ayubia, Patriata & Monal Islamabad) dated 25th, 26th & 27th of June 2021 by engaging 19 key consultant Gynecologists with their families.

- All participants fully enjoyed the whole event including the visit of recently discovered British tunnel (manufactured in 1891), chairlift ride, horse riding, awesome cool weather, fun game night, celebration of doctors surprise birthdays & wedding anniversaries, visiting most beautiful eye catching & soul refreshing natural scenes.

- Special tribute was given to the consultant gynecologists to be at front line and did their utmost efforts to serve humanity during Covid – 19 pandemic situation followed by scientific session (product presentation) and discussions.



# Medisurg-Chief Executive Achievement Reward (9<sup>th</sup>-12<sup>th</sup> June, 2021)

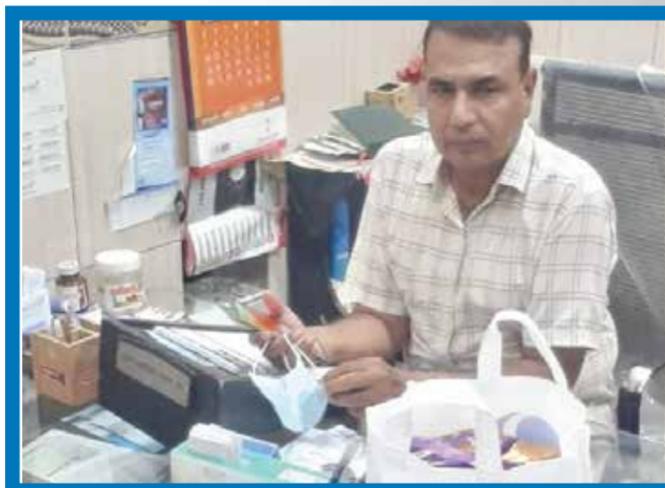
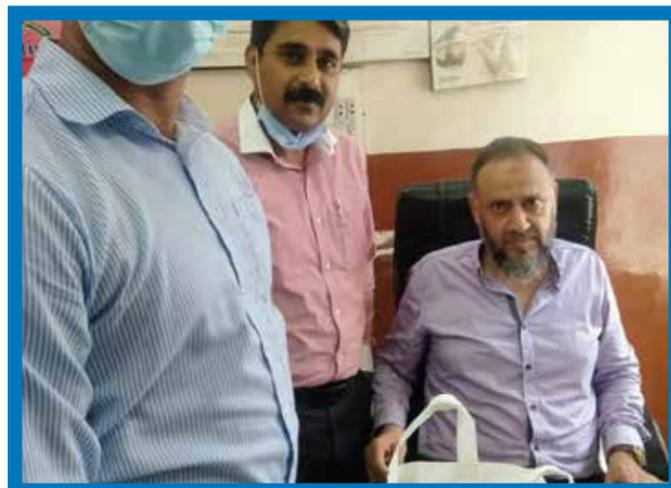
Maintain the Shaigan tradition, chief executive announced during annual budget meeting 2019, an achievement reward for Medisurg on 100% YTD achievement of 2020. We feel great pleasure to share that besides covid-19, Alhamdulillah Medisurg team has successfully achieved 110% YTD in 2020. So, we arranged a recreational trip to Kaghan Valley as a winning reward for Medisurg. It was a great motivation and excitement for winners of Medisurg, who did hard work and put every effort to achieve and surpass 2020 target. Medisurg team made

history by outperforming during this pandemic situation. It would have not been possible to achieve the goal without the team work and everyone's support. All enjoyed the taste of success with chilly cold mornings, cozy afternoon & cold sunset. Medisurg management thanked all team members for their dedicated efforts towards target achievement. Well done!



# Democare - II Eid Greetings with Dermatologists

Eid festival is always celebrated warmly in all spheres of life in our society. Shaigan Dermocare - II wished EID greetings to all renowned Dermatologist as ONE team. Sweets from renowned confectioners were presented to consultants upon auspicious day of Eid. Key brands like Clycin-T & Fudic range were well discussed by Area Sales Managers ensuring firm commitment of continued progress both in terms of qualitative as well as quantitative terms.



# Khyber – II SWAT VALLEY SINGLE TOPIC CONFERENCE–JULY 2021

- Khyber-2 group has organized a marvelous four days tour of SWAT Valley STC (Kalam, Malam Jabba, Lake Mahodand, Ushu Forrest) dated 29th of June to 1st of August, 2021 by engaging leading consultants with their families.
- All participants fully enjoyed the whole event including, chairlift ride, river rafting, awesome cool weather, family fungama and musical night.
- Doctors actively participated in our academic session followed by product presentation and discussions.



# Training department & its contribution towards Shaigan Pharmaceuticals



Training is the process of enhancing the skills, capabilities and knowledge of employees for doing a particular job.

This helps ensure that everyone in your team is up to par and can perform their job day in and day out. With proper training and development, weakness can turn into strengths and your employees can excel.

Training is a continuous and never-ending process in nature. Effective training is a business necessity that helps team members develop the necessary skills in their job position. Training helps employees' master new procedures and reinforces existing protocols. Every company needs to identify its own internal needs to develop an effective training strategy.

Shaigan pharmaceuticals value its employees and consider them a part of the family and feels

its responsibility to enlighten its employees and impart latest knowledge and skills in order to make them better citizens. Shaigan training department was established in 2011 with the sole aim of educating and enhancing the medical knowledge and improving the overall skills of field force.



The training department feels pride in claiming that it has trained, a large number of Shaigan field force members through Initial sales training course (ISTC). During ISTC we impart basic knowledge, mandatory to fulfill prime job of medical representative. ISTC proved to be a significant tool for field force development which in turn makes them generate required numbers.

Soft skill courses like "interviewing and hiring" held recently, under the able guidance of experienced senior management speaks volume of the performance of this shining star of Shaigan.

Since our field force is diversified we get members from different regions of Pakistan having different backgrounds and product knowledge. We try to bring everybody at par with the required set of skills and product knowledge.

We are continuously in the process of up gradation of knowledge and skills using latest data available with the hope to achieve the maximum.



# Interview & Hiring Workshop for Managers

Shaigan pharmaceutical is not only investing in business activities but always prefer to invest in human resource development and strives hard to achieve new milestones in the industry. That's the reason Shaigan's training department continues to arrange soft skill courses for people development. For this purpose, during 2nd quarter 2021 Shaigan training & reinforcement (STAR) department enrolled interviewing and hiring skill workshop for front line managers to equip them for attracting, selecting and hiring best performers of the industry who could bring more value to the organization.

It was two day workshop arranged in Ramada Plaza Karachi for south teams and in Rawalpindi head office for center and north region managers.

Mr. Athar Mughal (Director sales & marketing), Mr. Malik Eijaz (GMMS) actively participated, contributed and conducted session along with Mr. S. Asrar Shah (GMMS). The concept was

based on best employee selection to control employee turnover rate, as long term stay within organization will develop employee loyalty which definitely brings numbers too.

During the session, participants were grouped to work as a team for brain storming during assigned workshop activities. Main areas of improvement which were focused are as follows:

- Reasons of high turnover
- Current Interviewing process
- Attributes of Shaigan pharma
- CV evaluation parameters
- Interview simulation

People learned to exercise questioning technique during interview to get a real insight of candidate's employment history and skill set for best hiring. Management is quite sure to get desired outcome of this extensive workshop in terms of best hiring and employee retention.



# New Joiners

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## Welcome to Shaigan Family



**Naveed Anjum**  
Group Product Manager



**Shahzad**  
Quality Control Analyst



**Nayab Saeed**  
Regulatory Officer



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