

SHAIGAN INTERCOM



SHAIGAN Pharmaceuticals (Pvt) Ltd was established in Rawalpindi, Pakistan in 1993, having state of the art manufacturing facility, skilled and motivated work force. Shaigan has progressed over the years to become one of the leading pharmaceutical manufacturers in Pakistan.

ISO 9001:2015 ISO/IEC 17025:2017
ISO 14001:2015 ISO 18001:2018



“Be aware of your own worth, use all of your power to achieve it. Create an ocean from a dewdrop. Do not beg for light from the moon, obtain it from the spark within you”

Allama Muhammad Iqbal

Follow us on:



TABLE OF CONTENTS

1. CMD-1 Activities	1
2. International Business Activities	2-9
3. Femicare Activities	9-14
4. Khyber- I Activities	15-18
5. Khyber- II Activities	19-23
6. Ortho Business Unit Activities	24
7. Shaigan Super League	25-26
8. Training & SFE Department	27-29
9. Training Department	30-34
10. What is spyware and how to remove it from your mobile phone ?	35-38
11. New Joiners	39-42

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CMD 1 Activities: HbA1c & BSR Camps



The total number of people living with diabetes is projected to rise to 643 million by 2030 and **783 million by 2040**. Every 3 in 4 adults with diabetes live in low & middle-income countries. Shaigan Pharma plays a crucial role in Pakistan's fight against diabetes. Our objectives are to improve diagnosis, care and treatment of

diabetes; promote educational and training programmers. To meet this objective CMD-1 executed many diagnostic HbA1c and BSR camps throughout Pakistan. In all these camps we engaged leading KOL's of Pakistan.



International Business Activities: Fungama



“Time with family is time well spent.”
Shaigan Pharmaceuticals took the lead to arrange family Fungama for the doctors of Ghazni in a tranquil atmosphere to spend quality time with their families.

The family Fungama entertained 30 leading doctors with their children. They were provided food & a playing area for different games. Different educational gifts were given to the children of the doctors.



Gulona Mashoman

Emotional marketing is the deliberate use of persuasive messages that tap into human emotion to form a deep connection with the audience toward achieving the desired result.

Shaigan Pharmaceuticals designed table clocks for

the doctors with their child's photo. Across the country, 1200 doctors from different specialties were engaged in the activity.



PAK – IRAN Exhibition

Shaigan Pharmaceuticals participated in the first specialized Pak-Iran exhibition, held in Islamabad from August 24th to August 26th. A 50-member Iranian delegation, consisting of managers and representatives of 35 domestic companies, took part in the exhibition with the aim of finding new opportunities to expand

business cooperation.

Iranian companies in different fields including medicine and medical equipment, foodstuffs, construction machinery, telecommunications, technology & energy, oil and gas and petrochemicals attended this exhibition.



RTDs

Shaigan Pharmaceuticals believes in updated medical intervention & effectiveness with the objective of improving human health by preventing disease, and by curing or reducing the severity or duration of an existing disease.

Round Table Discussions (RTDs) were arranged with the leading doctors of Kabul, Khost & Gardiz. Around 30 doctors participated in each of the different RTDs.



Sudan Agreement

At Shaigan we export our pharmaceutical products to Afghanistan, Sri Lanka, Myanmar, Cambodia, Uganda, Burundi, Yemen, Senegal, and many other South Asian and African countries, which speak volumes about our internationally recognized quality standards.

Our future plans are to expand Shaigan's operation in more than 30 countries by 2025. Recently, Shaigan Pharmaceuticals opened its Sudan operation & made a trade distributorship agreement with a well-known distributor in Sudan.



Team Gathering

"Alone we can do so little; together we can do so much." – Helen Keller
Shaigan Pharmaceuticals values its people by

building a strong team. Team dinner in Kabul was planned with General Manager – International business during his visit to Kabul.



World Heart Day 2022

Shaigan Pharmaceuticals – Afghanistan observed World Heart Day on 29 September 2022. The activity was done in 27 hospitals in 9 cities of Afghanistan. More than 150 doctors including Cardiologists, Endocrinologists, and Internal Medicine Specialists were engaged in the awareness campaign.

USE ❤️ FOR EVERY ❤️

#WorldHeartDay (29th September) is an opportunity for everyone to stop and consider how best to use ❤️ for humanity, for nature, and for you. Beating cardiovascular disease is something that matters to every beating heart.

By getting involved in global events such as World Heart Day as well as local activities, we are empowering our people to spread awareness

and help make a difference in the lives of all man kind. Knowing the fact that over 75% of CVD deaths occur in low to middle-income countries, Shaigan Pharmaceuticals launched the awareness campaign in Afghanistan.



World Sight Day

World Sight Day is an International Day of Awareness, held annually on the second Thursday of October.

This World Sight Day, Shaigan Pharmaceuticals launched a campaign in Afghanistan to invite the eye-care professionals to think about the

importance of eye health and how it can be protected and keeping it healthy now and long into the future.

We engaged almost all the eye-care professionals & practitioners in hospitals, teaching institutions & clinics throughout Afghanistan.



FEMICARE ACTIVITIES:

14th August Independence Day Activity – 2022

On the occasion of 14th August 2022 (Independence Day) two key brands i.e. Zybon-D & Clycin-V special detailing message was delivered to our all listed doctors (Gynecologists) along with special customized gifting of branded perfumes (feel “Freedom” after the use & a part of “Mazboot Pakistan”) All Femicare team members were branded T Shirts highlighting the national patriotism. The doctors committed to prescribe the national brands to strengthen the nation and benefit to our economy.

Special introduction along with achievement certifications & awards of Shaigan Pharma being a national pharmaceutical company were highlighted to all the doctors.



Ward & Chamber Presentations



Shaigan always believes in academic activities like ward & chamber presentations to strengthen the brand image, promotion & marketing. Several chamber presentations were conducted with leading consultants.

Several non-prescriber gynecologists, were convinced to prescribe our brand after successful presentation in their chambers by Brand Managers & Marketing Manager using the digital means.



Daughter's Day Celebration



بیٹیاب
عکس ہیں اپنی ماؤں کا

Zybon-D
(Ossein Mineral Complex 830 mg + Vitamin D 400 IU)

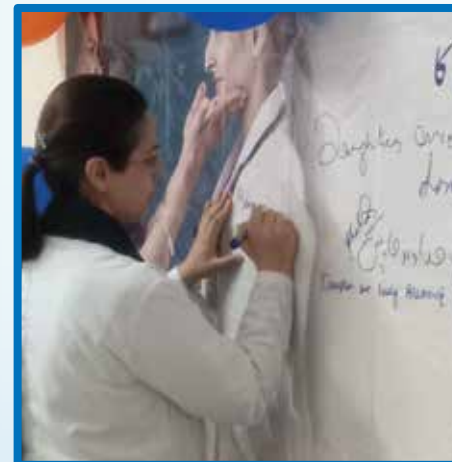
CLYCIN-V
(Clindamycin Phosphate 2% Vaginal Cream 40 gm)



Daughters are blessing for all parents, our religion Islam also has enlightened the role and importance of daughters and there are lot of Ahadees Mubarika in which our beloved Prophet Mohammad PBUH has specially highlighted the blessings of daughter; Shaigan Pharmaceuticals (Femicare business unit) celebrated Daughter's day with very Emotional campaign with theme of;

بیٹیاب
عکس ہیں اپنی ماؤں کا

In this Campaign HOD'S & doctors were involved (17 wards of public Hospitals about 500 doctors participated). HODs delivered speeches on daughters by highlighting their fundamental rights, role and importance.



Daughter's Day Celebration

They condemned the gender discrimination prevailing in our society (dominancy of male over female child) and also daughter's importance in the society which often treats daughters as a burdens, Issues like dowry, female infanticide (murder on birth) and foeticide (abortion of a fetus) etc. continue to crop up in places across the sub-continent and concluded that Islam is a complete code of life that provides guidance in all aspects. It was a great day with cake cutting by respective HOD's/ Professors followed by their

emotional remarks on the product banner (Zybon D) already displayed in their conference rooms and wards. The HOD's/ senior doctors highlighted the role of our brand & composition along with latest clinical guidelines to the junior doctors who committed to prescribe the brands of Shaigan pharmaceuticals Pvt Ltd with trust and confidence.

Brand Managers/ RSM's/ SM's/ ASM's highlighted the Feature, Advantage & Benefits of brand successfully.



Swat Gala Dinner Activity

Gala Dinner was arranged in the beautiful valley of Batkhela (Swat) for key consultant Gynecologists of DHQ hospital Swat in which head of department Dr. Shagufta Murad was the chief guest. Leading gynecologists of DHQ Dr. Sahar Naz, Dr. Fozia Qadeem, Dr. Sidra Sanam, Dr. Khalida Irfan, Dr. Galena Rahman etc participated along with their families.

Mr. Xubair Qureshi Marketing Manager Femicare unit & Mr. Zar Sharaf Director Marketing & Sales presented Corporate Introduction of Shaigan Pharmaceuticals, followed by brand presentation

by Product Manager.

HOD Dr. Shagufta Murad & all participating consultants highly admired the activity, venue, menu & especially the hospitality provided by Shaigan Pharma. The HOD admired the brand efficacy along with the unique features as compared to other available brands available in the market.

Benefits of this activity resulted in enhanced relationship with all the doctors who participated, enhanced prescription and good value addition in business output.



KHYBER – I ACTIVITIES

Swat Kalam CME



Khyber-1 executed CME in Kalam in which 35 doctors and their families belonging to different regions were engaged. It was memorable tour for doctor families. Malam Jabba eye catching views and pleasant weather and our hospitality

were the attraction for the families. K I executed Fungama in which doctor's and their families were engaged in different interesting games This was well appreciated by our guest.



Independence Day Campaign for ESSO-40



Khyber-1 executed Independence Day campaign with the name of "Azadi Ka Nishan GERD Free Pakistan" in which we engaged different wards at national level. Cake cutting activity, buntings, shirts and puzzle were

engagement tools provided to the team. The doctors liked this activity. A strong brand message of ESSO-40 has been sent to doctors through this campaign.



Strong Defense with Mionex (Defense Day Campaign)

Khyber-1 engaged different Pulmonology wards in Mionex defense day campaign named as “**Stronger Defense with Mionex**”. Strong

message of Mionex has been sent to doctors by branding on cakes, T shirts and permanent reminders were pasted in doctor’s clinic.



PSH (Pakistan Society of Hepatology Conference)



Shaigan Pharmaceuticals participated in Pakistan Society of Hepatology Conference *PSH* held at PC hotel Lahore.

1. Badshahi Mosque was a unique and eye catching thematic stall and was the master piece which caught everyone’s eye.

2. Photo frame activity was done on stall, along with refreshments,

3. We are committed to participate fully in these academic events to make ESSO as most innovative marketing brand in Pharmaceuticals industry of Pakistan.



KHYBER – II ACTIVITIES

Mango Activity

Khyber -II under the dynamic leadership of General Manger SBU II Mr. Syed Asrar Shah performed Mango Festive activity in tertiary

care hospitals across the country which was well appreciated by the doctors.



Mehndi Activity

Khyber II took initiative and conducted a Mehndi activity of the occasion of Eid ul Azha where, more than 32 wards were engaged. This

innovative activity, was immensely liked by the doctors and paramedical staff, who committed to prescribe the products of Khyber II.



ESSO 20 Medico Marketing

Khyber-II engaged many post graduate doctors in Gynae, Medicine and Ortho wards to enhanced their Synopsis writing skills by

conducting an educative and interactive session to strengthen the corporate relationship.



Independence Day Campaign

Pakistan's Independence Day was celebrated in different wards across the country. Cake cutting activity, along with beautiful picture of National

Flag were displayed at various clinics. Doctors liked this and committed to write Esso- 20.



6 September Activity “Qoum Ke Muhafizon ko Salam”

Khyber-II team paid tribute to our saviors and heroes, who have always strived to cure our sick and provide their services round the clock, by sacrificing on personal interest. To admire

the SCPs role in this noble cause, Khyber-II presented shields to the doctors and also posters were pasted for general awareness.



Patient Welfare Activation

For the welfare of patients, bed sheet, pillow covers and file holders were provided to

Government Hospitals for the facilitation of the Health Care system by Khyber-II.



Pain Awareness Month “September”

September is celebrated as pain awareness month all over the world. To effectively utilize this month, a meeting was arranged with

President of Interventional Pain Medicine Pakistan Dr SHAHZAD ANWAR, in Lahore by Mr. Abdul Khaliq (Group Product Manager).



Smart Recognition Drive

Khyber-II always believes in “Our People are our Strength”. SMART RECOGNITION DRIVE was initiated by Khyber-II by giving its team

members credentials and credits and motivate the team.



Ortho Interactive Review

Ortho interactive clinical review course in Department of Orthopedic Surgery, Khyber Teaching Hospital Peshawar with collaboration

of POA was sponsored by Khyber-II in order to facilitate the young doctors in educational workshops to excel their knowledge and skill set.



Brand Ambassador



OBU ACTIVITIES

Pakistan's 1st Nausea & Vomiting Management Guidelines

OBU participated in Pakistan Society of Hepatology conference 2022 at PC Lahore. OBU distributed Xylitol bubble gums as refreshers during sessions, also Drone Mascot refreshed the image of Zedron in customers mind.

As a part of marketing awareness campaign OBU arranged FM-100 Live programs for HODs and professors of Gynecology and Gastroenterology at different stations

To create awareness about Nausea & Vomiting, its preventions and treatments. The Health care

professionals gave their valuable inputs OBU also arranged ward presentations in Medical, Gastro and Gynae wards of different hospitals as part of the Pakistan's 1st Nausea & Vomiting Management Guidelines. Health Care Professional across the board highly appreciated these guidelines and have started to practice these guidelines.

Safe Bins activity as a part of safe wards was done and placed at targeted Safe Wards. HODs and Professors placed these safe bin in wards themselves and appreciated the activity.



Shaigan Super League 2022

Winner of Shaigan Super League: Shaigan Paradise



Shaigan Pharmaceuticals (Pvt.) Ltd. had organized the Inter Departmental Cricket Tournament “Shaigan Super League (SSL)” from 26 to 27 September, 2022.

Ten (10) departmental teams participated in this mega tournament.

1. Shaigan Zalmi 2. Shaigan Sultan 3. Shaigan Paradise 4. Production Tigers 5. Shaheen Chasers 6. QC Falcons 7. Supply Chain Titans 8. Shaigan United, 9.FAWZ Wolves 10.Univet Stallion.

The occasion was graced by **Mr. Asim Ahmed** (Executive Director) and **Mr. Basil Ahmed** (Executive Director) besides a large number of spectators, who enjoyed the environment and the tasty food.

The final thrilling match was played between Supply Chain Titans and Shaigan Paradise (Admin). **Shaigan paradise won the Shaigan Super League tournament.**

Mr. Asim Ahmed (Executive Director) distributed the prizes.

Mr. Sh. Saqib was declared the best batsman of the tournament.



SFE Department Activities

Induction Training Programs

A two-day orientation training session is conducted for newly hired field force so that they can feel motivated to join Shaigan Pharmaceuticals & know the organization, colleagues and basic job knowledge to become more confident in customer chamber to deliver the

key selling message of products. Quiz is conducted at end of the session to assess their knowledge retention. Grooming kits are distributed at the end to sensitize importance of their attire and overall well-being.



Premium Execution -On job coaching days by Training department (for TMs & ASMs)

Field training team conducts one to one on job coaching interactions with field force & develops them to become brilliant at basics. On job coaching is designed to enable salespeople to

have patient focused interaction. Detailing practice and products knowledge refreshers are conducted in the free waiting time.



Monthly – Weekly Knowledge Refresher and Detailing Sessions

Knowledge & detailing refresher sessions are facilitated by FEMs to elevate product & disease knowledge of field force. This has improved their

capacity to cultivate better sales dialogue in customer chamber.



Online Quiz Management - Monthly Quiz conduction and facilitation

Online Quiz Execution is a continuous practice to assess the knowledge capability of the field force. All TMs, ASMs & SMs participate in the monthly

quiz. Field force is assessed about basic medical knowledge, disease, product knowledge, competitor knowledge, selling skills & literature.



Dressing And Grooming Competition

Corporate dressing helps an individual to dress according to his work profile and organization culture. Dressing correctly helps you stand apart from the rest and be a role model for others. For this reason, Shaigan Training & SFE

Department initiated a Grooming Dressing Competition pan Pakistan on monthly basis with grooming standees placed in the base stations. The first, second, third positions were given prizes to further motivate all the field force.



YTD SFE Team Activities Update

Total Field Coaching = 494 TMs
Total Induction Training participants = 218

Total monthly Quiz participants (TM, ASM & SM) = 2958
Total Detailing and Refresher sessions = 82

Training Department Interview & Hiring Skills Training Session

There is much debate by industry professionals on the best ways to improve the interview process. And by improve, we mean attract and make better hires. One theory is that harder job interviews actually lead to better job matches. Candidates who go through a rigorous interview process often find that the company places a high value on finding employees who are a good match for both the position and the company culture.

Shaigan training and reinforcement department conducted a two day workshop on "interviewing & hiring skill" for North and center region managers to attract and hire best candidate who would contribute in organization's growth. We can confidently claim to have an impact of this workshop on current hiring process.

The interview process is a multi-stage process for hiring new employees. This process typically includes the following steps: writing a job description, posting a job, scheduling interviews, conducting preliminary interviews, conducting in-person interviews, following up with candidates and making a hire.

The essence of this workshop is participation of every trainee through multiple activities which included:

- Reasons of high turnover
- Why anyone should join Shaigan pharma
- Candidate's CV analysis
- Interview simulation exercise
- Videos to facilitate conceptual learning



Reshaping the thought process

-Self-Motivation and Positive Thinking

-Work Life Balance

Learning is an ever-going process and Shaigan pharmaceuticals is striving hard to elevate the quality of life of its people.

The training department is contributing in this regard by educating our people and make their lives better.

Under the banner of Reshaping the thought process.

Following presentations were imparted in the 3rd qtr

1. Mr. Salman Makhdoom (C.E Fawz Polymers) gave a presentation on the topic of **Self-Motivation and Positive Thinking**.

2. Mr. Sheharyar Saeed Malik (Training Manager) presented on the topic of **Work Life Balance**.



Initial Sales Training Course



No corporate can progress without a resilient sales force. Shaigan's training department is playing its positive role in Shaigan's progress by updating the medical and selling skills of the

field force. During this quarter several training sessions were conducted which included. Khyber- I, Khyber- II, Ortho, Femicare besides CMD I-II & Derma groups.



What is spyware and how to remove it from your mobile phone?

Sheharyar Saeed Malik (Training Manager)



Our mobile phones are now an established part of our identity. The emails we send, the conversations we have over social media -- both private and public -- as well as the photos we share, the videos we watch, the apps we download, and the websites we visit all contribute to our digital personas

WHAT IS SPYWARE?

Nuisance ware is often bundled with legitimate apps. It interrupts your web browsing with pop-ups, changes your homepage settings by force, and may also gather your browsing data in order to sell it off to advertising agencies. Although considered malvertising, nuisance

ware is generally not dangerous or a threat to your core security.

Basic spyware,

These generic forms of malware steal operating system and clipboard data and anything of potential value, account credentials.



Stalkerware also known as Advanced Spyware:

This malware is sometimes found on desktop systems, but it is now most commonly implanted on phone. Spyware and stalkerware may be used to monitor emails, SMS, and MMS sent and received; to intercept live calls for the purpose of eavesdropping across standard telephone lines or Voice over IP (VoIP) applications; to covertly record environmental noise or take photos; to hijack social media apps including Facebook and WhatsApp.

Government-grade spyware



Pegasus is the most well-known recent case, sold as a tool to governments for combating 'terrorism' and for law enforcement purposes, but ultimately was found on smartphones belonging to journalists, activists, political dissidents, and lawyers.

The warning signs of attacks



Phishing is one of the simplest cyberattacks for hackers to carry out - and one of the most effective.

Shutterstock



If you find yourself the recipient of odd or unusual social media messages or emails, this may be a warning sign of a spyware infection attempt. You should delete them without clicking on any links or downloading any files. The same goes for SMS content, too, which may contain links to lure you into unwittingly downloading malware. To catch a victim unaware, these phishing messages

will lure you into clicking a link or executing software that hosts a spyware or stalkerware payload.

Android



A giveaway on an Android device is a setting that allows apps to be downloaded and installed outside of the official Google Play Store. If enabled, this may indicate tampering and jailbreaking without consent. In most modern Android phones, check if you have allowed any giveaway by going into **Settings > Security > Allow unknown sources**. You can also check **Apps > Menu > Special Access > Install unknown apps** to see if anything appears that you do not recognize.

iOS



iOS devices that aren't jailbroken are generally harder to install with malware unless a zero-day exploit is used. However, the presence of an

app called Cydia, which is a package manager that enables users to install software packages on a jailbroken device, may indicate tampering

Other signs



You may experience unexpected handset battery drain, overheating, and strange behavior from the device's operating system or apps.

How can I remove spyware from my device?



By design, spyware and stalkerware are hard to detect and remove. It is not impossible in most cases, but it may take some drastic steps on your part. When removed, especially in the case of stalkerware, some operators will receive an alert warning them that the victim's device has

been cleaned up. Should the flow of your information suddenly stop, this is another clear sign that the malicious software has been removed.

Here are some removal options:

1. **Run a malware scan:** There are mobile antivirus solutions available that can detect and remove spyware. This is the easiest solution available, but it may not be effective in every case. Cybersecurity vendors, including Malwarebytes, Avast, and Bitdefender, all offer mobile spyware-scanning tools.
2. **Change your passwords:** If you suspect account compromise, change the passwords of every important account.
3. **Enable two-factor authentication (2FA):** When account activity and logins require further consent from a mobile device, this can also help protect individual accounts. (However, spyware may intercept the codes sent during 2FA protocols.)
4. **Consider creating a new email address:** Known only to you, the new email becomes tethered to your main accounts.
5. **Update your OS:** When an operating system releases a new version, it often comes with security patches and upgrades, cause conflict and problems with spyware. Keep this updated.
6. **Protect your device physically:** A PIN code, pattern, or enabling biometrics can protect your mobile device from future tampering.
7. **If everything fails, factory reset...** or junk it: Performing a factory reset and clean install on the device you believe is compromised. It may eradicate some forms of spyware and stalkerware. However, make sure you remember to back up important content first. On Android platforms, this is usually found under **Settings > General Management > Reset > Factory Data Reset**. On iOS, go to **Settings > General > Reset**.

Unfortunately, some stalkerware services may survive factory resets. So, failing all of that,

consider restoring to factory levels and then throwing your device away.

What about advanced spyware?

Government-grade spyware can be more difficult to detect. However, as noted in a guide on Pegasus published by Kaspersky, there are some actions you can take to mitigate the risk of being subject to such surveillance, based on current research and findings:

- **Reboots:** Rebooting your device daily to prevent persistence from taking hold. The majority of infections have appeared to be based on zero-day exploits with little persistence and so rebooting can hamper attackers.
- **Disable iMessage and Facetime (iOS):** As features enabled by default, iMessage and Facetime are attractive avenues for exploitation. A number of new Safari and iMessage exploits have been developed in recent years.
- **Use an alternative browser other than Safari, default Chrome:** Some exploits do not work well on alternatives such as Firefox Focus.



New Joiners



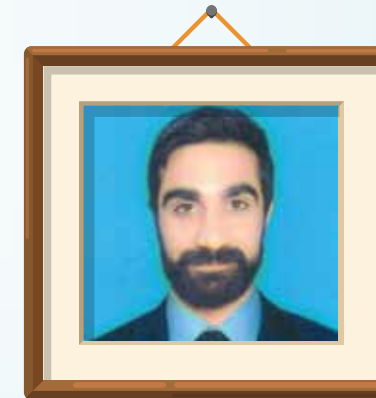
Abdul Khaliq
Group Product Manager



M. Kamran Ahmed
Business Manager



Anees Ahmed
Accountant



Mohsin Malik
Internal Audit Executive



M. Noshervan Khan Niazi
Sr. Accountant



Ahsan Sulaiman
Regulatory Officer



Shahzad Khan
Accountant



Neelam Rauf
Internal Audit Executive



Amir Shahzad
QC Manager



Skhawat Ali
Product Manager



Rashid Ali
Product Manager

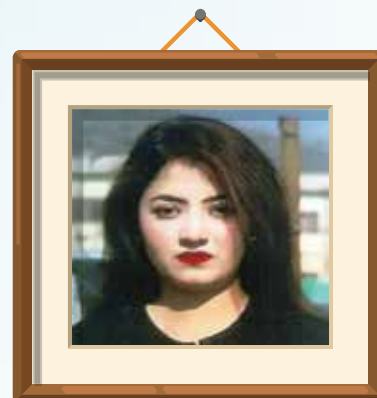


Syed Danyal
Production Pharmacist

New Joiners



Anam Ayaz
QC Analyst



Aleena Asad
QA Inspector



Iqra Ghafoor
Production Pharmacist



Abid Hussain
Maintenance Technician



Muhammad Ejaz
QC Executive



Abdullah
Sr Manager Impex



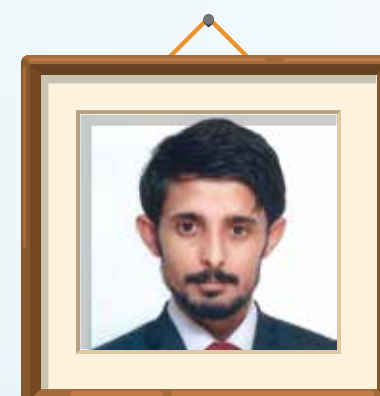
Banaras Nawaz
Machine Operator



Ghazanfar Abbas
Microbiologist



Sajeel Ahmed
Production Pharmacist



Muhammad Shahab
Deputy Manager Production