

# 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 45001:2018**

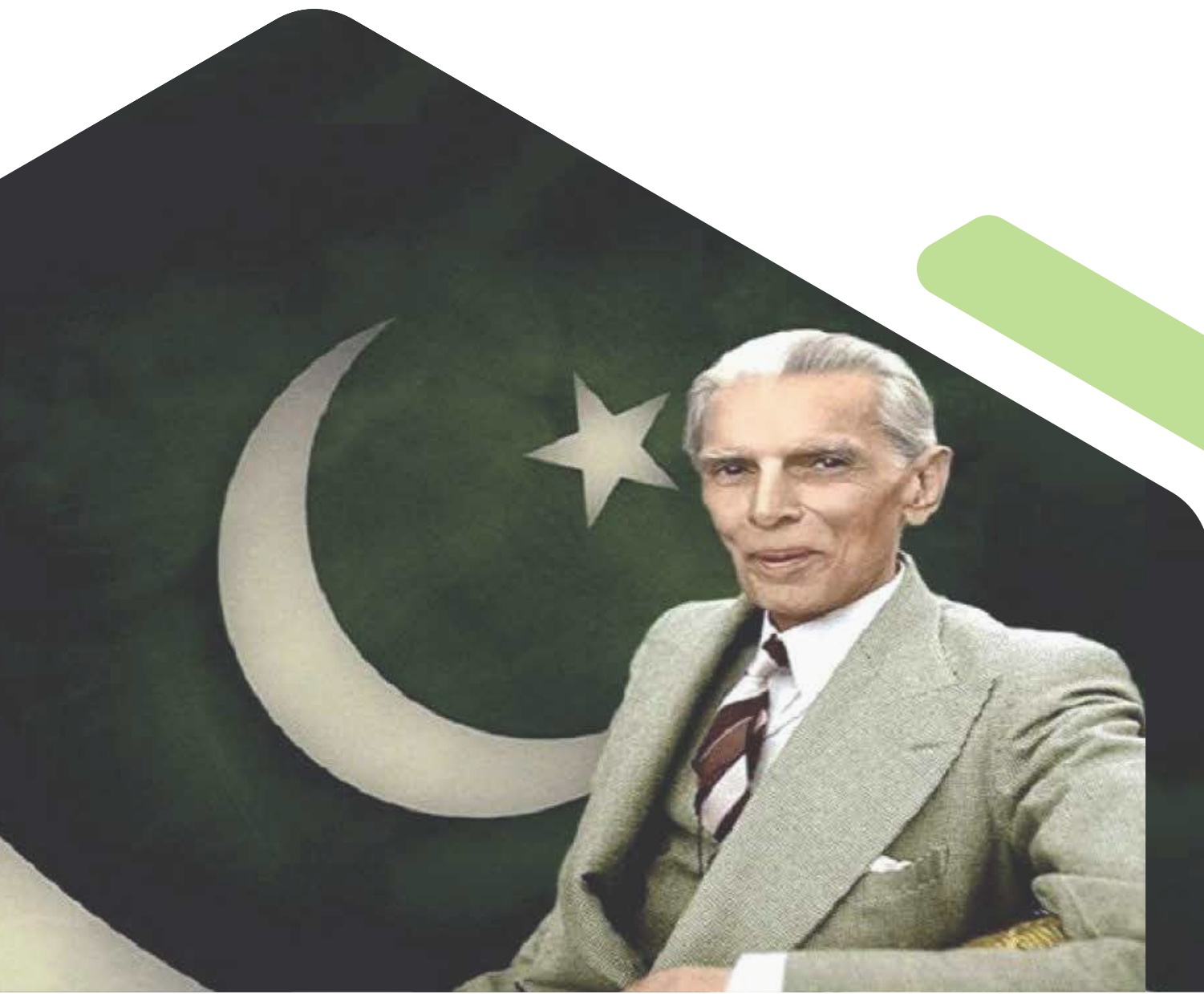
**GDSP Certifications**

**cGMP (Good Manufacturing Practices)**



*"With faith, discipline & selfless devotion to duty, there is nothing worthwhile that you cannot achieve"*

M. Ali Jinnah



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# Khyber Business Unit 1 Annual Budget Meeting

*Khyber-1 has always been the pride of Shaigan pharmaceuticals. This year the Budget Meetings of Khyber-1 Business unit held on 1st Jan 2023 at Pc Hotel Rawalpindi.*

The occasion was graced by the **CE Mr. Waheed Ahmed**, **Director Operations**, **Mr. Kabir Saleh**, **Executive Directors Mr. Asim Ahmed** and **Mr. Basil Ahmed**.

The chief guests were presented flower bouquets.

**Mr. Zarsharaf** motivated the teams by his inspirational speech. He welcomed the induction of the new group Khyber III, in the Shaigan business Unit I. Prize distribution ceremony was also held among the top most ASM, SM and TM. who committed to achieve even more. The Year 2023 has been kicked off with the theme **Azm-e-Nau**.





# Khyber Business Unit 3 Annual Budget Meeting

*The new leadership Mr. Zar Sharaf Director (MKT & Sales) and Mr. Mansoor Ahmed Kiyani Business Unit Head took Charge of the group which was renamed as Khyber Unit 3 and dynamics. New product like Esso 40 IV and Co-Benz, were inducted, along with shuffling of some products .*



The new leadership awarded the KBU-3 team achievers ASMs and TMs.

- Mr. M. Usman Sethi awarded as Best Sales Manager for 2022
- Mr. Sami Ullah Khan ASM-DIK was awarded the Highest Contributor ASM for the year 2022.
- Mr. Uzair Qasi ASM-ISBD recieved the Highest Sales Achiever award for 2022.
- Mr. Niaz Alam Khan ASM-MNG was awarded the Highest Sales Runner up award for 2022.
- Mr. Khali TM-Tank was awarded as Mr. Zedron for 2022
- Mr. Habib Ahmad TM-Mingora awarded as Mr. Pepzym for 2022
- Mr. Siyar Khan TM-Rawalpindi awarded as Mr. Artho for 2022
- Mr. M. Ashfaq TM-Bahawalpur was awarded for 100% YTD-2022
- Mr. M. Azhar TM-Sargodha was awarded for 100% YTD-2022





# Femicare Annual Budget Meeting

*Femicare has organized Annual Budget Meeting 2023 at Hotel Best Western Islamabad dated 2nd & 3rd of January 2023 with great enthusiasm & motivation.*

Budget meeting was successfully initiated with great motivational Corporate Service Awards which were given to the most loyal employees by honorable **Mr. Waheed Ahmed (CE)**, **Mr. Kabir Saleh (Director Operations)** along with **Mr. Daood Ahmed (GM- Mkt & Sales)**. The occasion was graced by **Mr. Aasim Ahmed (Executive Director)** & **Mr. Basil Ahmed (Executive Director)**.



*YTD Achievers Prize distribution ceremony was conducted along with acknowledgment of countless efforts of Achievers followed by individual group sessions in which 2023 vision, objective & planning was addressed by respected Mr. Sheryar Wali Lone (Marketing Manager). The Action Plan was presented by both Product Manager's i.e., Mr. Raja Amber & Mohib Ullah Abbasi. The team gave a strong commitment to achieve all qualitative & quantitative objectives of 2023.*

# Femicare Ward Excursion Activity

*Femicare organized Ward Excursion Activity for Gynae unit "B" of one of the leading hospitals in Peshawar i.e. Hayatabad Medical Complex on 18th December 2022.*

Sunday brunch was organized at one of the best venues in Islamabad i.e. Monal Restaurant having most charming view of natural sceneries from the top mountain side. Prof Naeema Utman, Robina Qadir (AP), Madeeha Iqbal (AP), Dr Saba (Registrar), Dr Zoppash (Registrar) were leading a group of 50 plus doctors who were entertained with best food followed by visit of Centaurus Shopping Mall in Islamabad. The doctors really enjoyed watching the famous movie show in cinema and also enjoyed delicious & traditional refreshments.



*The doctors were really happy and thankful to the Shaigan Management and team members who worked in collaboration for hosting and organizing such a wonderful excursion trip.*



# Dermocare-I Annual Budget Meeting

*Dermocare-I conducted its Annual Budget meeting held at Best Western Hotel Islamabad dated 2<sup>nd</sup> & 3<sup>rd</sup> January 2023.*

The Budget meeting was one of the most exciting get-together of the Dermocare-I Division, where we appreciated the countless efforts of the team for making the Dermocare-I proud. The management awarded the services award to the team in the presence of Honorable **Mr. Waheed Ahmed (CE)**, **Mr. Kabir Saleh (Director Operations)** along with the **GM (Mkt & Sales) Daood Ahmed**. In addition, we were accompanied by **Mr. Aasim Ahmed (Executive Director) & Mr. Basil Ahmed (Executive Director)**. The 2023 Vision was embellished by Mr. Daood Ahmed (GM- Mkt & Sales), who further highlighted the previous year hurdle's & outcome's for the team in the year 2022. Dermocare-I is highly concerned regarding their devoted field force, this time their efforts were appreciated by giving them a service award.



*The incentive policy was announced by Mr. Muhammad Usman (BUH), The next year's Action Plan was presented by Product Manager i.e., Hamad Baig & Abbas Ahmad Khilji the action plan comprised of a bunch of innovative marketing activities which will be a supporting tool for the field force to achieve their monthly targets.*

*The team accepted the target and has given a strong commitment to achieving 2023 targets.*

# Dermocare-II Annual Budget Meeting

*Dermocare-II conducted its Annual Budget meeting held at Best Western Hotel Islamabad dated 2<sup>nd</sup> & 3<sup>rd</sup> January 2023.*

The Budget meeting was one of the most exciting get-together of the Dermocare-II Division, where the head office team appreciated the countless efforts of the team for making the Dermocare-II proud. We awarded the services award to the team in the presence of the Honorable **Mr. Waheed Ahmed (CE)**, **Mr. Kabir Saleh (Director Operations)** along with the **GM (Mkt & Sales) Daood Ahmed**. In addition, we were accompanied by

**Mr. Aasim Ahmed (Executive Director) & Mr. Basil Ahmed (Executive Director)**.



*The incentive policy was unveiled by Mr. Qaiser Nadeem Kamboh (BUH), The next year's action plan having a creative customer engagement campaign was presented by the product managers i.e., Mr. Syed Zeeshan Haider & Mr. Malik Latif.*

*The team has given a strong commitment to achieve 2023 targets.*



# Optix Annual Budget Meeting

*Ophthalmology is crucial in preserving and restoring vision. Early detection of eye problems and prompt treatment can prevent vision loss and blindness.*

It is not only concerned with vision but also with the overall health of the eye. Many eye diseases and conditions, such as glaucoma and diabetes, are closely linked to a person's overall health, and an ophthalmologist can identify and treat these conditions. Good vision is essential for leading an active and fulfilling life. Shaigan is contributing in this field with the help of its Ophthalmic division. The annual budget meeting of Ophthalmology division was of unique importance as it was attended by the Top most management. The **CE Mr. Waheed Ahmed** was invited for the cake cutting ceremony along with **Director Operation Mr. Kabir Saleh, Executive Directors Mr. Asim Ahmed and Mr. Basil Ahmed.** The **General Manager Mr. Syed Asrar Shah** appreciated and motivated the team. The Ophthalmology team was renamed as **“OPTIX team”**. The newly renamed OPTIX team committed to achieve the target.





# CMD

## Annual Budget Meeting

*Shaigan Pharmaceuticals feels its responsibility towards people health. Cardio Metabolic division is part of this plan. To implement this plan, the annual budget meeting of CMD was held at Shaigan head office.*

Cardiometabolic health refers to the interrelated health factors and conditions that impact both the cardiovascular system and metabolism, including heart disease, stroke, type 2 diabetes, & obesity. Maintaining good cardiometabolic health is important because these conditions are major contributors to mortality and morbidity worldwide. Strategies for promoting cardiometabolic health include regular physical activity, healthy eating, smoking cessation, stress management, and maintaining a healthy weight.



The General Manager Mr. Malik Ejaz Khan presented the numbers and motivated the team. The CMD Team committed to achieve the target for 2023.



# Export Division Annual Budget Meeting

*Shaigan Pharmaceuticals has conducted one of its own kind Annual Budget Meeting and Annual Distributor Meeting at three Different Stations of Afghanistan*

- *Kabul*
- *Herat*
- *Mazar-e- Shareef*

With the Slogan **“RISE UP TO THE NEXT LEVEL”** and to rise to the occasion through an approach **“WISH IT, PLAN IT , DO IT”**. Objective of the meeting was not only to review 2022 what we have done in the past but setting the objectives and goals for the year 2023.

To recognize the achievers and best Performers among the team and distributors. We have promoted Nine Territory Managers To Senior Territory Managers, two Area Sales Managers to Senior Area Sales Managers and in this difficult economic circumstances we have given the increments and inflation allowance to all our Afghanistan team.





# Shaigan Training Department

*Shaigan training department has been striving to educate the sales force in order to enhance its activities. Various training sessions were held in the last quarter in order by the training department.*

Training is a never-ending art. Its starts from birth and ends at death. It plays a critical role in ensuring the success and reputation of a pharmaceutical company by promoting compliance, quality control, product knowledge, employee development, and improved performance. Employees must have a deep understanding of the products they are working with to ensure that they are used correctly and to their full potential. Training helps employees grow professionally, stay current with industry developments, and perform their jobs effectively.





# Sales Force Effectiveness

*Induction Training is of core importance for any organization. In order to have a trained field force, Shaigan feels that induction training is a must for the new Territory Managers.*

Induction trainings were held across the country and ASM Workshop in south region on “Interview and hiring skills” in the 4th Qtr of 2022. Besides this, the monthly dressing competition which is held to highlight the importance of dressing. The T.Ms of each group are given gifts in order to create a healthy competitive environment. Following are some of the glimpses of induction training ;





# Artificial Intelligence

## Sheharyar Saeed Malik

*Artificial Intelligence (AI) is a branch of computer science that focuses on the development of algorithms and systems. AI refers to the simulation of human intelligence in machines that are designed to think and work like humans.*

There are several approaches to AI, including:

- **Machine learning:** Is a type of AI that involves the use of algorithms to learn from data and improve performance on a specific task over time.
- **Deep learning:** A subset of machine learning that involves the use of neural networks with many layers to analyze complex data and make decisions.
- **Natural Language Processing (NLP):** A field of AI that focuses on enabling computers to understand, interpret, and generate human language.
- **Robotics:** The use of AI algorithms to design, build, and control robots that can perform tasks autonomously or with minimal human supervision.

AI has the potential to transform numerous industries and has already been adopted in various forms, such as voice assistants, self-driving cars, and fraud detection systems. However, it also raises ethical and societal concerns, such as the potential for job displacement and the need for responsible deployment and regulation of AI systems.

Artificial Intelligence (AI) can be helpful in many ways, such as:

1. **Automation of repetitive tasks:** AI algorithms can automate tasks that are repetitive and time-consuming, freeing up human workers to focus on more complex and creative work.
2. **Improved decision making:** AI can analyze vast amounts of data and provide insights and recommendations that can assist humans in making more informed

decisions.

3. **Improved accuracy and efficiency:** AI algorithms can process large amounts of data quickly and accurately, improving the efficiency and accuracy of various processes, such as medical diagnoses or financial predictions.
4. **Enhanced customer experiences:** AI-powered chatbots and virtual assistants can provide personalized and convenient customer service, improving customer satisfaction.
5. **Improved accessibility:** AI can assist people with disabilities, such as speech recognition software for individuals who are unable to type.

How ever there are some disadvantages also like

AI systems can automate many tasks that were previously performed by human workers, potentially leading to job loss and unemployment. The Ai can be BIAS and can be Discriminatory.Sometimes there can be non clear interpretation which lack explainability. The system can be hacked easily thereby compromising security







### IoT:

IoT stands for the Internet of Things, which refers to the network of physical devices, vehicles, home appliances, and other items embedded with electronics, software, sensors, and connectivity which enables these objects to collect and exchange data. The IoT allows for the seamless transfer of data between devices, enabling them to communicate and interact with each other without human intervention. The data generated by these devices is used to inform decision-making, automate processes, and improve efficiency across a wide range of industries and applications, from smart homes and cities to industrial automation and healthcare.

Examples of these are google home, Alexa and Siri.

### Business Intelligence:

(Business Intelligence)BI refers to the technologies, processes, and practices used by organizations to gain insights and make informed business decisions. It involves the collection, storage, analysis, and dissemination of data and information, often from multiple sources, to help organizations understand their operations, customers, and markets. BI tools and methods include data warehousing, data mining, dashboards, reporting, and visualization. The goal of BI is to enable better decision-making, drive operational efficiencies, and support effective strategic planning.



# What is ChatGPT

## Sheharyar Saeed Malik

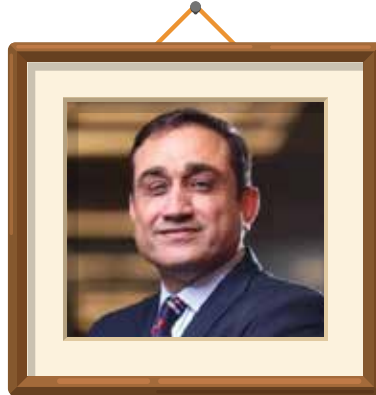


ChatGPT is a language model developed by OpenAI. It is part of the GPT (Generative Pretrained Transformer) series of language models, which are known for their ability to generate human-like text. ChatGPT was trained on a massive amount of diverse text data and is capable of understanding and generating text in multiple languages. This makes it a valuable tool for various applications such as text generation, text classification, question-answering, and conversational AI.

One of the key features of ChatGPT is its attention mechanism, which allows it to focus on specific words or phrases in the input and generate text that is relevant to those elements. This makes the generated text more context-aware. The other advantage of ChatGPT is its ability to learn from its previous interactions. This enables the model to generate personalized responses to specific users, making the conversation more natural and engaging. However, despite its advanced capabilities, ChatGPT is not perfect. It is still limited by the quality and diversity of the data it was trained on, and it can sometimes generate biased or misleading responses, which may not always be appropriate or factually accurate. ChatGPT is a powerful tool for language-related tasks, but it is important to use it responsibly and critically assess its outputs. As the field of AI continues to advance, we can expect to see further improvements in language models like ChatGPT, making them even more useful and accessible to a wider range of users.



# New Joiners



**Khalid Shafiq**  
Chief Operating Officer



**Kamran Abdullah**  
Finance Executive



**Salman Afzal**  
Deputy Manager R & D



**Abdur Rehman Mir**  
Assit. Product Manager



**Muhammad Kamran**  
Deputy Manager Production



**Saqib Nauman Ahmed**  
Assist. Machine Operator



**Mahad Murtaza**  
Lab Assistant



**Faiza Fazal**  
Production Pharmacist



**Mahnoor Jabbar**  
QA Inspector



**Hassan Murad Malik**  
Internal Audit Officer



**M. Nauman Shaukat**  
Product Manager Export