I. Introduction
Consumer Unity & Trust Society (CUTS) is implementing a project titled Exploring the Interplay between Business Regulation and Corporate Conduct (BRCC) in the four States of India including Himachal Pradesh, Gujarat, West Bengal and Andhra Pradesh. The overall goal of the project is to stimulate better business to achieve sustainable development objectives in India.

The project was initiated to examine the existing relationship between business regulation and corporate conduct; and initiate a discourse in the country on the need for ‘responsible business behaviour’ in key sectors of the economy to balance business interests with sustainable development and inclusive growth. Pharmaceutical and Private Healthcare were chosen to explore this linkage.

The preliminary findings of the project in the four states (Andhra Pradesh, Gujarat, Himachal Pradesh & West Bengal) suggest that there is huge gap in the understanding and practice of responsible behavior among pharmaceutical firms as well as private healthcare units when it comes to their behavior in the market place, workplace, communities and the environment. Further details of the research can be found at the BRCC project webpage (www.cuts-ccerr.org/BRCC).
In order to overcome these limitations, CUTS organised two capacity building workshops, one each for private healthcare and pharmaceutical sectors during February and April, 2013 respectively. The main objective of these workshops was to promote better understanding of business responsibility among stakeholders from both the sectors. The workshops were technical assistance activity and a forum for exchange of practices prevailing in the pharmaceutical and private healthcare industry.

As a follow-up to above mentioned capacity building workshops, CUTS along with Indian Institute of Management-Bangalore (IIM-B) would like to organise a national level workshop for interested pharmaceutical companies and private hospitals to enhance their understanding about elements of ‘responsible business behavior’ and start thinking about ways in which they can adopt certain measures, without affecting their bottom-line, to emerge as responsible businesses.

Objective
The main objective of the workshop is to contribute towards the proper implementation of existing regulations/voluntary guidelines by strengthening the capacity of pharmaceutical firms and private hospitals in meeting the challenges for becoming responsible corporate citizen and taking care of the public interest. The workshop will be an opportunity for the experts as well as representatives of both sectors to engage in a dialogue in order to address challenges pertaining to these sectors.

The Workshop is intended to be a technical assistance activity and a forum for exchange of practices prevailing in both pharmaceutical and private healthcare industry. It is expected that it would serve as a platform for learning by sharing (good practices).

IV. Key Issues

Pharmaceutical Firms
a) Good practices adopted by firms
b) National Voluntary Guidelines and its operationalisation in the sector
c) How to reduce environmental impacts of pharmaceutical manufacturing
d) Issues related to socio-economic impact of pharmaceutical firms
e) Awareness and application of relevant laws, regulations, rules, etc. in
f) Ethics in pharmaceutical drug promotion
g) Way forward for promoting BR in pharmaceutical sector - role of stakeholders

Private Hospitals
a) Good practices and current approaches to quality improvement by private hospitals
b) National Voluntary Guidelines and its operationalisation in the sector
c) Quality of the practice of biomedical waste management prevalent among hospitals
d) Awareness and application of relevant laws, regulations, rules, etc. in private healthcare institutions
e) Standard treatment guidelines/protocols, Clinical Establishment Act, etc.
f) Way forward for promoting BR in private healthcare sector - role of stakeholders

V. Expected Outcome
a) Sharing of good practices between the pharmaceutical firms and private hospitals
b) Enhanced understanding about business responsibility
c) Enhanced awareness regarding application of laws, regulations, rules, etc.
d) Roadmap for development of sector specific (pharma and private healthcare) NVGs

VI. Target Audience
The workshop would be attended by doctors and managers of pharmaceutical firms from 5-6 states in India. Apart from this the workshop would also have experts from both the sectors to share their opinion regarding business responsibility and other related issues pertaining to both sectors.