

STATE LEVEL MEETING BRCC PROJECT
Minutes of Meeting

The State Level Meeting for BRCC project was held at ESCI, Hyderabad on 25.09.2012. The following members attended the meeting:

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| 1. Cdr. A. K. Poothia (Retd) IN | Director General, ESCI |
| 2. Dr. S. Chakravarthy | Retd I.A.S Officer |
| 3. Dr. L. Suresh Goud | CEO, Woodlands Hospital |
| 4. Brig (Retd) M N Venugopal, VSM | Chief (A&P), ESCI |
| 5. Mr. S. Ranga Rao | Chief Project Coordinator, ESCI |
| 6. Mr. Rijit Sengupta | Director, CUTS International |
| 7. Mr. Vikash Batham | Programme Officer, CUTS International |
| 8. Mrs. Gayatri Subramaniam | Programme Coordinator, IICA |
| 9. Dr. H. S. R. Arora | Expert, Healthcare Sector, BRCC Project |
| 10. Dr. R. Marayya | Expert Pharmaceutical Sector, BRCC Project |
| 11. Mr. S. Surya Prasad | Advisor, PETL |
| 12. Dr. Indrani Tenneti | Senior Medical Officer, Apollo Hospital |
| 13. Dr. A. Veera Reddy | Vice President, Suven Life Sciences Ltd |
| 14. Dr. K. N. Sudha Ramana | Former Director of Medical Education |
| 15. Dr. M. Jayaram | Academic Registrar & Sr. Administrative Officer, IIPH |
| 16. Dr. P. L. K. M. Rao | Sr. G. M. Enal Pvt Ltd |
| 17. Dr. Sudhaker Jadav | Associate Vice President, Yashoda Hospital |
| 18. Dr. A. Krishnam Raju | Assistant Professor, NIPER |
| 19. Mr. K.V. Ranga Rao | Executive Director, BDMA |
| 20. Dr. Ravindranath Tagore | COO, Olive Hospital |
| 21. Mr. V. M. Arun Kumar | Member, APNA |
| 22. Dr. K. N. Venkata Ramana | Retd. Joint Director of Health, GHMC |
| 23. Mr. Rama Koteswara Rao | Head Power & Energy, ESCI |
| 24. Mr. R V Chalapathi Rao | Sr. Faculty, Power & Energy, ESCI |
| 25. Mr. A. Chandra Mohan Rao | Sr. Faculty, Power & Energy, ESCI |
| 26. Mr. G.D. Ojha | Head, Water Resources Development, ESCI |
| 27. Dr. A.V. Rao | Principal, SPGS, ESCI |
| 28. Ms. Shweta Arora | Assistant Professor, SPGS, ESCI |
| 29. Mr. Raju Aliga | Assistant Professor, SPGS, ESCI |
| 30. Ms. B. Rajavi | Jr. Fellow, CCC, ESCI |
| 31. Ms. P.L. Manaswini | Sr. Research Scholar, CCC, ESCI |
| 32. Ms. T. Sunitha | Sr. Research Scholar, CCC, ESCI |

33. Ms. D. Chandana

Project Associate, CCC, ESCI

34. Ms. G. Shankari

Project Assistant. CCC, ESCI

State Level Meeting: Exploring the Interplay between Business Regulation and Corporate Conduct in India (BRCC) project was inaugurated at 10.30am, 25th September 2012 at Chanakya Seminar Hall-1, Engineering Staff College of India (ESCI), Hyderabad, A. P.

Brig.(Retd) M N Venugopal, Chief (A&P) & Head I/C, Centre for Climate Change (CCC), welcomed the gathering and invited the guests on to the Dias.

Cdr. A. K. Poothia (Retd) IN, Director General ESCI, addressed the gathering. In his address he landed the efforts of CCC for doing the Project with CUTS International. He added that the project involves interplay between pharmaceutical and healthcare sectors. He said that both the sectors play a vital role in the upliftment of common man. He also suggested that, steps to be taken to improve the ethics of various stake holders and there is a need to have a proper system of monitoring.

Dr. S. Chakravarthy, Key Note Speaker, delivered his key note address to the gathering. During his speech he expressed his views about the social responsibility of the companies and following points were highlighted

- The companies/industries should focus on the public interest, which is important
- The companies/industries should know the difference between profit making and profit earning as well as the difference between competition and competitiveness
- The companies should follow the better quality, good price to capture the market
- To eliminate or reduce competition between the companies, they should have their own strategy
- The competition law and policy have 2 pillars
 - Anti-competitive programme
 - Abuse of dominance
- Any company/industry is laddering up, there is a need to have an idea about production management, environmental management and government management also apart from the technical knowledge
- Everybody should try to acquire the Managerial skills
- Public interest is subverted but not sub served
- Companies /industries should have environmental responsibility, social responsibility, economical responsibility
- Laws are good but implementation is poor
- Exclusive growth in social responsibility
- India's per capita consumption is low and India is growing extensively

He concluded the speech with explaining some write-ups of Swamynathan Iyer, Journalist.

Guest of Honor Shri Suresh Goud, President, APNA shared his views to the gathering. He explained about the critical issues in the health sector.

- APNA include 70% health care in private hospitals of Andhra Pradesh
- He reminded that APNA has taken the initiative and motivation to take up the Bio Waste Management first time in A.P
- A. P is the first state in implementing Bio Waste Management.
- Need to stop the un ethical issues and Cut and commission practices
- Need to start up the Standard Protocol and to follow
- Aarogyasri is not covering all the diseases
- 50% improvement need in the treatment protocols and self-regulatory mechanisms
- Unqualified people are practicing, we have to stop that activity
- Preliminary diagnostics, diagnostic centers do not come under APNA, but still APNA will request them to stop, if they are practicing any unethical things (or) issues
- If anyone required help in policy matters APNA will help them

Shri Ranga Rao, Chief Project Coordinator & I/C BRCC Project, ESCI, explained about the project.

Following points were explained:

ESCI Selected 3 zones in A. P for the BRCC Project. Phase 1, Phase 2 and Phase 3 surveys completed.

Phase 1, Phase 2 and Phase 3 data analyzed by two experts Dr. H.S.R.Arora and Dr. R.Marayya. He said that National Level Meeting will be held on October 8th at Delhi and the views expressed in the State Level meeting will be brought to the notice of National Level Meeting.

Mr. Rijit Sengupta, Director CUTS International briefed about the CUTS project.

Mrs. Gayatri Subramaniam is the speaker for Orientation on the National Voluntary Guidelines and its Operationalization session and Mr. Rijit Sengupta is the moderator for the same.

During Mrs. Gayatri Subramaniam presentation she has given introduction and presented the following details:

- Business responsibility : Historical & Socio economic context
- Everybody should have the concern about what you are taking from society and what are you returning to environment
- Have the objectives to achieve that
- 50% of the youth are unemployed
- Children below 5 years are dying from preventive diseases
- CSR is a not a western thought, it is in our DNA
- We should understand how to convert Corporate Social Responsibility (CSR) to a Business Social Responsibility (BSR)
- In the year 2007, more companies were in CSR
- CSR Voluntary Guidelines introduced by Ministry of corporate Affairs in December 2009
- NVGS came into existence in the year 2011
- A committee on Business Regulation was set up
- New companies bill in parliament was introduced
- If any company, exceeded 100crs turnover, the company should consist a committee with 3 or 4 directors and has to give 2% of the average net profit as a CSR.
- CSR Policy discloses the contents into website
- Money Spent under CSR is mandatory
- Inclusive growth and equitability development, Prepared Indian Specific Companies
- NVGS: Implementation
- Low legal priority
- CSR is not mandatory. It is voluntary
- Implementation of 9 principles
- Current Level of Companies
- Corporate body funds
- Percentage of corporate bodies apart from the CSR
- The concept of meeting world beyond CSR
- The concept trying to BSR
- Any special project they will help and guide

Dr. H. S. R. Arora, expert in Health Sector, presented a report on health sector, Dr. S. Chakravarthy, chaired the session.

During his presentation he has given the following details:

He demonstrated practically to the gathering that, how the printed matter on the medicinal strip, can be removed easily with spirit and subsequent date can be put

- We should stop the above un ethical activity
- Quality of health care, patients safety is most important

- Unethical things are going on not only in drugs but in many sectors
- Healthy people are also suffering from Vitamin D deficiency, It is a disaster affecting country in a greater way
- We are using demineralized water. It is also not good for health
- Overview of health care sector in A. P
- Public private Partnership
- Overview of HCS in A. P
- Hyderabad scenario is going to change
- Stake holders in HCS
- Mandatory regulatory fundamentals for the health care organizations
- Fundamentals for business of Private HCI
- New horizons In medicine
- HCI Interplay
- Survey
- Findings
- Evidence suggesting violation of business responsibility on regulation
- Findings - CSR, Aarogyasri
- Prescription analysis
- Rag pickers Survey- i) needle sick injury
ii) Hepatitis A, B
iii) HIV

Environment responsibilities in the sector and limitations He concluded the session with above key recommendations

Dr. R. Marayya, expert in Pharma Sector presented the report on Pharma Sector. During his presentation, following points were explained.

Medical Tourism & Global HCS

- Project scope
- Pharma: IPL has roots for Pharma
- Pharma industry in Govt. of A. P
- History: 90% of pharma firms are controlled by private organizations
- Govt of A. P- Pharma Sector

Survey Findings

- Specific Issues
- GMP Implementation Status
- Summary of findings

Recommendations

- Survey findings from associations and local communities

The panel members and participants were asked to express their views. During the panel discussions, the following persons expressed their views:

Dr. Ravindranath Tagore – COO Olive Hospitals

- Basic education become commercialized
- There is no hospital in and around Hyderabad without having cuts & commission practice
- Doctors should rise against corruption
- Practices are going on in health care sector

Dr. Indrani – Senior Medical officer, Apollo Hospital

- Doctors should hold the dignity of honor
- Professional records, Audit should be maintained
- Doctors should think before writing the prescription
- Doctors should follow the protocol

Dr. Jaya Ram – Academic Registrar & Sr. Administrative Officer, IIPH

- Now a days in every family at least one person is suffering from Hepatitis or Diabetes either Blood Pressure, so it is a burden on the economy of the budget of the family
- Request pharma companies, doctors to write only Generic drugs, Suggest more on generic shops to reduce the poverty, economy, health safety-ness

Dr. Sudhaker Jadav – Associate Vice President, Yashoda Hospital

- Take more than 100 STP Plants in hospitals
- Involve doctors in scientific events
- Need start up the Antibiotic committee and standard treatment Procedure
- Secondary checks of drugs
- Pharmacologist should submit the report to the concerns
- Hospitals should have the CSR and do some charity programs, vocational training, conducting scientific events

Dr. Sudha Ramana – Former Director of Medical Education stated that

- The solution is known but is not implemented
- ANM & ASHA workers unable to transmit the information to the villagers because they are not highly qualified.

Mr. Ranga Rao – Executive Director, BDMA

- Drug company doing good in A. P
- 1/3 country's drug production is from in and around Hyderabad
- The regulation should be in a frame level but should not act as a barrier
- Sustainability development
- Regulations should be exclusively compatible

Dr. PLKM Rao – Sr. GM, Enal Pvt. Ltd

- Lot of constraints especially in the pharma sector
- Pharma Vigilance cell need to start effectively

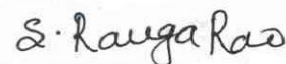
Dr. Veera Reddy – Vice President, Suven Life Sciences Ltd

- Whenever Government officers officially visit the Companies/ Industries/Hospitals, Government officer should suggest the solution rather than blaming the management. Lock out is not at all the solution.

Mr. Surya Prasad – Advisor, PETL

- Biomedical waste should not be mixed with municipal waste

Mr. Vikash Batham, Programme Officer, CUTS International, concluded the meeting with a discussion about emerging policy & practices points for the state and proposed vote of thanks for all the officers.



(S. Ranga Rao)