



Drug Information Bulletin

Drug Information Centre (DIC)

Indian Pharmaceutical Association

Bengal Branch

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Editorial

Recent steps of Competition Commission of India (CCI) were welcomed by the health care experts, as they felt that this steps will encourage improving access to medicines to the general public in India.

As per the report of a popular daily news paper "CCI has communicated Bengal Chemist and Druggists Association (BCDA) to impose fine as they have violated the regulation by preventing concession on MRP of some essential medicines. Recently a large number of members of BCDA have been served with show cause notice on the same ground".

Earlier on the basis of a complaint by a distributor in Orissa, the CCI conducted an investigation and concluded that AIOCD and its associated bodies were infringing Sections 3(3) (A) and 3(3) (B) of the Act. The Commission has found these practices are anti-competitive and ordered the trade body to desist from such activities. Commission has also directed the AIOCD vide order dated 19.02.13 to file an undertaking that the practices carried on by it and its members regarding grant of NOC for appointment of stockiest, fixation of trade margins, collection of PIS (product information service) charges and boycott of products of pharmaceutical companies have been discontinued within 60 days from the date of receipt of this order. CCI also imposed a penalty of Rs.47, 40,613 to be paid by AIOCD.

The story of Coca Cola: Pharmacist Inventor

Mr. John Pemberton of Atlanta, Georgia USA, was a Colonel in the US Confederate Army and fought in the Civil War. To get relief from pain of life threatening wounds, Pemberton had become addicted to morphine. He got worried and started

thinking about ways and means to get out of this addiction.

At the end of the war he decided to invent something that would bring him cure and commercial success simultaneously. This ultimately resulted in the creation of Coke. In 1885, Pemberton began marketing a beverage called "Pemberton's French Wine

Coca," a mix of coca, kola nut, and damiana (a flowering shrub that has anti-anxiety and aphrodisiac qualities). Unfortunately during the first year he made a loss.

In 1886, the company was forced to take the alcohol out of the original coke wine formula due to prohibition laws.

In 1887 another Atlanta resident, with more business acumen, Mr. Asa Candler bought the formula for Coca Cola from inventor John Pemberton. With this take over, Coca Cola's great journey started and by the late 1890s it became one of America's most popular fountain drinks.

Thereafter, In 1903, cocaine was also removed from the drink. In the initial years the company promoted the drink as a "Brain Tonic" and "temperance drink" (anti-alcohol), saying it cured headaches, anxiety, depression, indigestion, and addiction etc.

Today Coca Cola is the world's most recognizable brand and the company is the largest beverage making company with an annual turnover of about US \$50 billion. It sells Cold Drinks, soft drinks, fruit juice, health drinks, mineral water etc. It is available in almost every corner of the world with two notable exception of probably North Korea and Cuba. It sells products under more than 500 brands like Coke, Coca Cola, Diet Coke, Thumps Up, Mazza, Fanta, Limca, Nimbu Fresh, Minute Maid, Kinley, Nestea etc. For Coca Cola range the owner family still holds the basic formula secret. Its products are being manufactured by various bottlers to whom it supplies the concentrated secret formula. The basic ingredients of Coca Cola are: Carbonated water, sugar, caffeine, phosphoric acid, caramel color and natural flavours.

In 1977 the company left India when government forced it to declare the secret formula and dilute its stake (share holding) under FERA. It returned to India in 1993

when business situation matched its expectation and business policy.

With huge cash in its reserve, in 1982 it wanted to diversify by buying the famous Columbia Pictures to enter into the field of audio-visual entertainment from gastronomic entertainment! However, the journey was short lived and it sold the Columbia Pictures to Japanese Sony in 1989.

Both John Pemberton and Asa Candler was PHARMACIST. Coca Cola was born in a pharmacy and first sold from a pharmacy!

Source: WWW sites

Competition Commission of India has taken stringent measures against errant Pharmacies in West Bengal

It has been reported that Bengal Chemist and Druggists Association (BCDA) has forced retailers to stop discount to consumers on medicine, in high hopes of retaining huge profit margins. But the move has back fired, BCDA facing the wrath of Competition Commission of India (CCI) now. BCDA has been also been meted out capital punishment apart from being guilty of the unfair practice of stopping the offer of discounts of medicines.

The CCI received complaints against BCDA and on 3rd July it formally informed BCDA of its Capital Punishment and additionally on 24th October 80 members of BCDA have also been show caused for the same offence. This move of CCI will definitely help improving access to medicines to the Indian people.

Source: The Anandabazar Patrika

India business leaders commit to advance women and children's health

On the eve of Children's Day in India and with less than 780 days to the Millennium Development Goal (MDG) deadline, more than 200 business and health leaders called on companies to accelerate achievement of the health-related MDGs by

investing in women and children's health and water, sanitation and hygiene.

Nita Ambani, Chairperson of the Reliance Foundation, opened the day-long business forum *"Reaching the Health Millennium Development Goals: The Critical Role of India's Business Sector"*, the first time Indian business leaders have come together to advance the health-related MDGs.

"In India, a large number of maternal, neonatal and infant deaths that occur are from preventable causes and can be averted by timely interventions, not just by government but civil society and the corporate sector too," said Nita Ambani, Chairperson of the Reliance Foundation, who delivered the opening business keynote address. "This will require forging smart, strong and sustainable partnerships with each other and demolishing sectoral barriers to act as one for the national agenda."

"India has a big challenge to improve health and nutrition overall and especially maternal and child health," said Vinita Bali, CEO and Managing Director of Britannia. "We believe business has a significant role to play in driving positive outcomes in these areas and must step up to this challenge."

Actress Priyanka Chopra, UNICEF Goodwill Ambassador, applauded the call for increased private sector action. "This discussion on child and maternal health is crucial, and I congratulate the organizers of this event," Chopra said. "As part of the entertainment industry, I believe we can use our voices individually and collectively to empower and equip communities, mothers and adolescent girls with knowledge and information about child and maternal health and enable them to demand important services."

The event featured remarks from more than 30 business, health and government speakers, including Ambani, Bali and Chopra and business executives from

companies including Tata, Hindustan Unilever, Bharat Biotech, Apollo Hospitals, Zuentus, MSD, McCann Health, Novartis, Deloitte, Johnson & Johnson and Lowe Lintas. Speakers included leaders from government, UNICEF, the World Bank, the Bill & Melinda Gates Foundation and the American India Foundation.

India struggles with the highest number of child and maternal deaths in the world and despite progress, is not on track to meet the health-related MDGs. India loses an estimated 1.4 million children under five every year - the vast majority to preventable causes like pneumonia and diarrhea and malnutrition, which is an underlying causes of more than half of all child deaths. 55 percent of all child deaths occur in the first month of life and of these an estimated 300,000 occur on the first day of life. Addressing newborn mortality is now one of the most critical health challenges India faces. 56,000 pregnant women die every year, most during childbirth. Half of the population does not have access to a toilet and improvements in water, sanitation and hygiene will have a major impact on health.

To achieve the MDGs, child deaths must fall from their current level of 1.4 million to 1 million by 2015; maternal deaths must drop from 56,000 to 40,000 by 2015 and an additional 280 million people must have access to a toilet. Corporations can have greatest impact on these reductions in mortality and improvements in sanitation when they invest in programs that target the leading causes of death and poor sanitation in the regions where the needs are greatest.

For details:

http://www.who.int/pmnch/media/events/2013/india_business_leaders/en/index.html

Annual Picnic of IPA Bengal Branch

Venue:

Pujali Guest House,

Date:

19th January 2014(Sunday)

Contact:

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Announcement
SOCIETY FOR ETHNOPHARMACOLOGY [SFE]
23/3 Saktigarh, Jadavpur, Kolkata 700032, India
www.ethnopharmacology.in



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With great pleasure we would like to introduce the Society for Ethnopharmacology (SFE), registered under the West Bengal Society Registration act 1961. The grand success of the 12th International Congress of Ethnopharmacology on “Traditional Medicines and Globalization- Future of Ancient Systems of Medicine” organized by the School of Natural Product Studies, Jadavpur University Kolkata during February 17-19, 2012 has created huge demand among the scientists towards the necessity of opening a forum for the people working with Ethnopharmacology of medicinal plants and other natural products. The Society for Ethnopharmacology, India is constituted by the academicians, researchers, and industrialists with a vision of providing an environment for knowledge sharing among researchers, healthcare-practitioners, and decision-makers interested in Ethnopharmacology. SFE-INDIA will serve as a bridge in bringing together all the people working in Ethnopharmacology of medicinal plants and other natural products including the researchers, healthcare practitioners and decision-makers and members of the pharmaceutical industries, academia, health care professionals and others involved in development of medicinal plants and natural products.

The main objective of the society is to disseminate knowledge on promotion and development of Ethnopharmacology of medicinal plants and other natural products for betterment of the health care of the society. The society will organize brain storming sessions, conferences, seminars, symposiums, workshops etc in different parts of India for discussion and sharing knowledge on different issues on cultivation, production and validation of medicinal plants, traditional medicine including their quality and safety evaluation, clinical studies, biological screening and several other issues. The Society in association with other organizations will provide various scholarships and awards to the deserving students and scientists. SFE will act as a resource at local level for individuals including students interested in Ethnopharmacology. It will also help to encourage career growth and development for its members. The Society will publish journals, newsletters, documents, books etc. for promotion of knowledge in the field of natural product research. This society will also work as a component chapter of the International Society for Ethnopharmacology (UK). We cordially invite you all - the researchers, manufacturers of raw materials, phytomedicines, pharmaceuticals, dietary and food supplements; representatives of conventional and traditional health care systems; regulatory authorities; standard-setting organizations; contract laboratories and research organizations, NGOs, academicians, scientists, students and healthcare practitioners and others who are interested in the development of medicinal plants and natural products to join in this forum.

For membership and further details please visit the website: www.ethnopharmacology.in
E. Mail: sfeindian@gmail.com .

The first congress of the Society is being organized by Sri Ramachandra University, Porur, Chennai; please join in the event, visit the Website: www.icse-fop.org
E. mail: herbotech2014@gmail.com