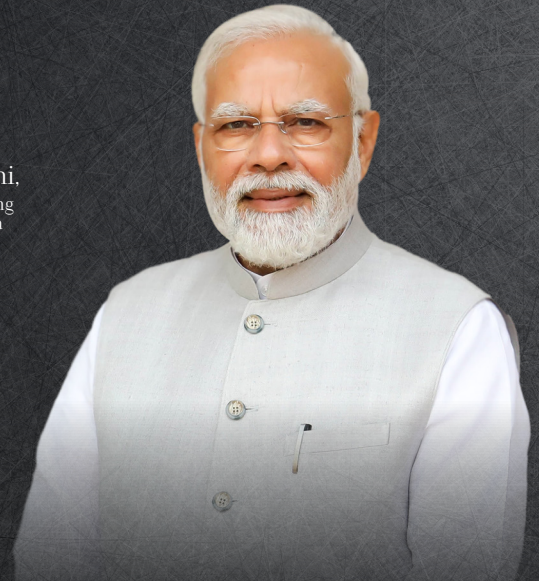


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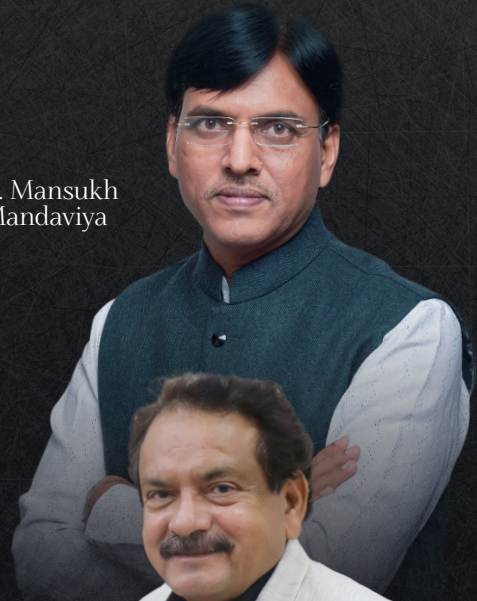
Dr. Satya Vadlamani,
Chairperson and Managing
Director, Murali Krishna
Pharma Pvt. Ltd.



**INDIA'S G20 PRESIDENCY:
A BEACON OF DIPLOMACY
AND DEVELOPMENT**

THE HEALTHIER INDIA CONCLAVE 2023

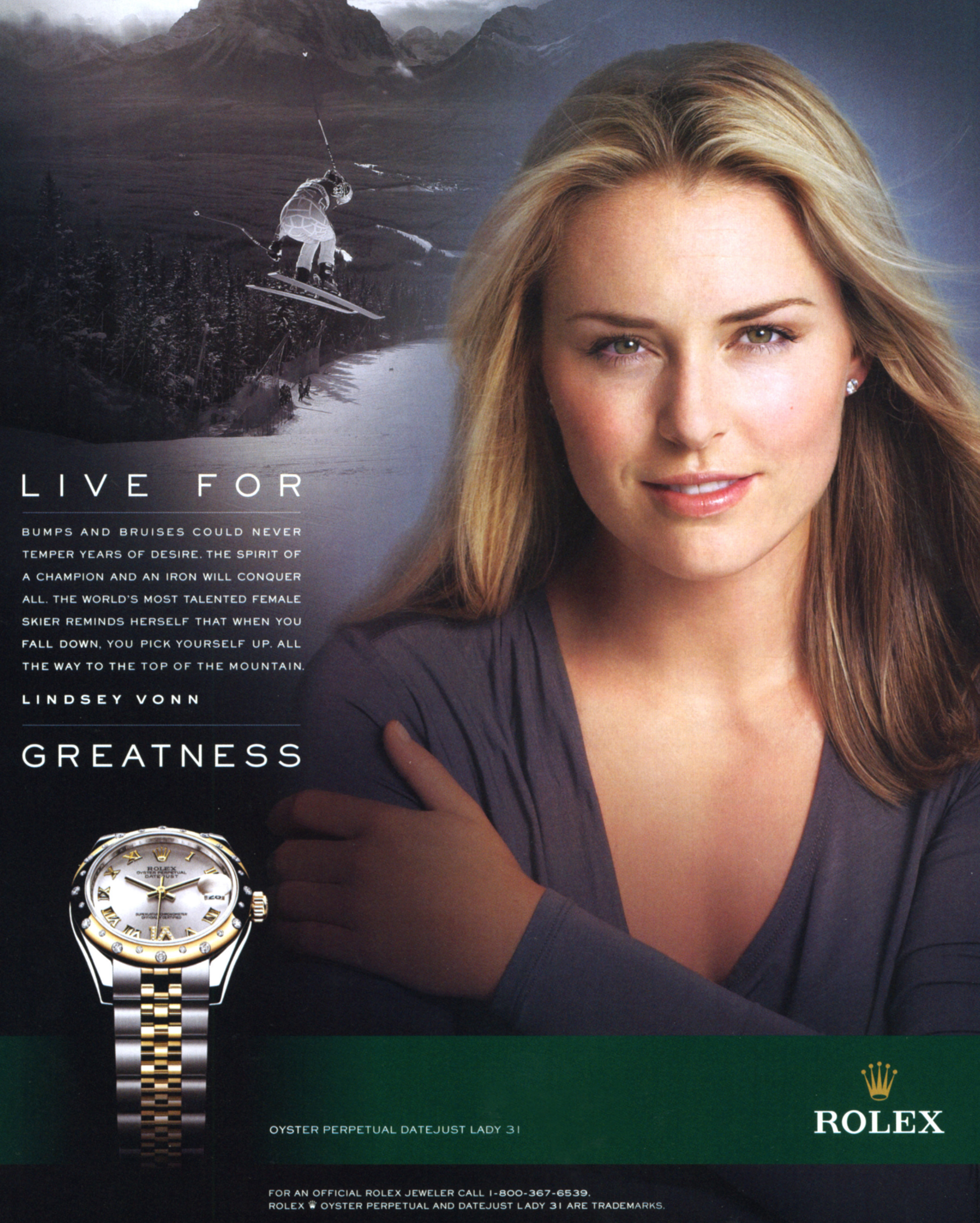
Dr. Mansukh
Mandaviya



Prof. S. P. Singh
Baghel



ADVANCING EVERYDAY
HEALTH IN INDIA



LIVE FOR

BUMPS AND BRUISES COULD NEVER
TEMPER YEARS OF DESIRE. THE SPIRIT OF
A CHAMPION AND AN IRON WILL CONQUER
ALL. THE WORLD'S MOST TALENTED FEMALE
SKIER REMINDS HERSELF THAT WHEN YOU
FALL DOWN, YOU PICK YOURSELF UP. ALL
THE WAY TO THE TOP OF THE MOUNTAIN.


LINDSEY VONN

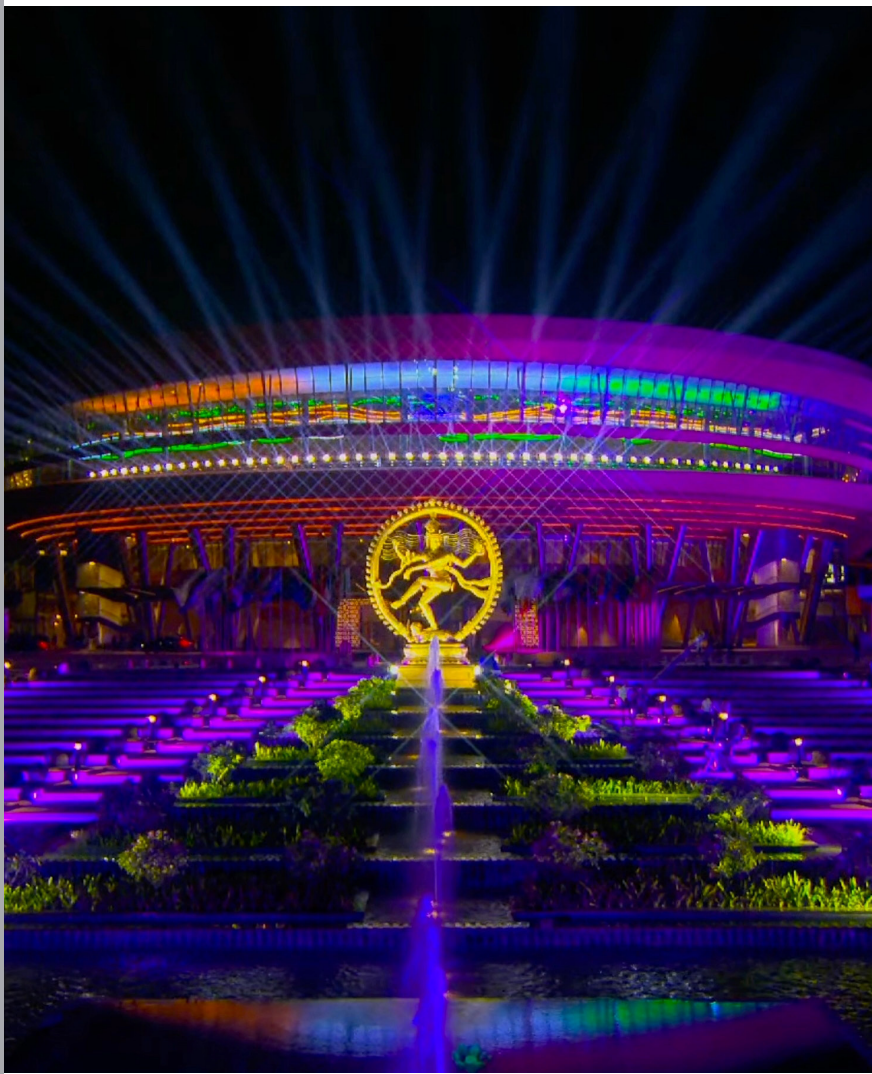
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04 COVER STORY

INDIA'S G20 PRESIDENCY: A BEACON OF DIPLOMACY AND DEVELOPMENT

08 INTRODUCTION

ADVANCING EVERYDAY HEALTH IN INDIA

12 LIFE JOURNEY

THE SAGA OF INNOVATION AND GROWTH

16 HEALTHIER INDIA CONCLAVE 2023

THE ASIAONE MEDIA GROUP CELEBRATED INDIA'S G20 PRESIDENCY WITH THIS YEAR'S THEME OF 'ONE EARTH, ONE FAMILY, ONE FUTURE' AT THE EVENT HOSTED AT THE GRAND HOTEL, VASANT KUNJ, NEW DELHI



CONTENTS



34

BRAND TALK

CHANGING THE GAME WITH INNOVATION



38 EMERGING TECHNOLOGY

REVOLUTIONISING HEALTHCARE IN ASIA WITH AI



40

COLUMN

UNRAVELLING THE LAYERS OF HEALTH AND WELLNESS

44 DIRECTOR SPEAK
MR. VENKAT VADLAMANI
DIRECTOR - STRATEGY,
MKPPL



India's G20 Presidency: **A Beacon of Diplomacy and Development**



Truly a watershed moment, the 18th G20 Summit of 2023 in New Delhi on September 9-10, 2023, emerged as a global platform of unity and solidarity with its “One Earth, One Family, One Future” theme. India successfully accomplished consensus around the New Delhi Declaration on the first day of the mega leaders’ summit, with clear focus on UN Sustainable Development Goals, climate action and green development initiatives, multilateral financing, digital public infrastructure, artificial intelligence, among others. An important milestone was the emphasis on One Health approach — where diseases in animals, plants, and humans are tracked by the same mechanism — with focus on tackling antimicrobial resistance

BY JYOTI VERMA

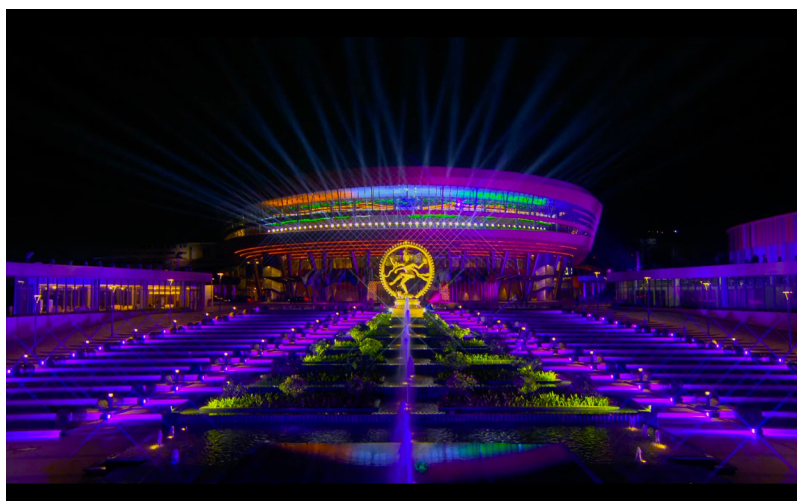


pearheaded by
Prime Minister
Narendra Modi
brilliantly, Team
India hosted

more than 30 world leaders at the G20 leaders' summit in New Delhi. The leaders included US President Mr. Joe Biden, Brazil President Mr. Luiz Inácio Lula da Silva, Türkiye President Mr. Recep Tayyip Erdoğan, British Prime Minister Mr. Rishi Sunak, French President Mr. Emmanuel Macron, Chinese Premier Mr. Li Qiang, Italian Prime Minister Ms. Giorgia Meloni, Japanese Prime Minister Mr. Fumio Kishida, and Crown Prince and Prime Minister of the Kingdom of Saudi Arabia His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud.

The member countries unanimously adopted the G20 New Delhi Leaders' Declaration, avoiding condemnation of Russia for the war in Ukraine, but calling on all states to refrain from the use of force to seize territory. It also called on states to abide by the principles of the UN Charter and dubbed the use or threat of nuclear weapons 'inadmissible'. It called on both the nations to ensure immediate and unhindered delivery of grains, fertilisers and other goods to "meet the demand in developing and least developed countries, particularly those in Africa." The document also called for an end to military destruction or other attacks on food and energy infrastructure, and flagged concerns about high levels of volatility in food and energy markets.

A defining moment of India's G20 presidency was the induction of the African Union into the G20 as a permanent member, marking a turning point in global



diplomacy. Since the formation of the bloc in 1999, this is the first time a new member has been added to the grouping.

The G20 member countries committed to a 'phasedown' of coal in line with national circumstances. With major fossil fuel producers, including Saudi Arabia, Russia and Australia, and coal-dependent nations such as India and South Africa, at the table, the bloc also pledged to triple renewable energy sources by 2030. The landmark document underscored the significance of climate financing, putting forth the need for \$5.8-5.9 trillion in the pre-2030 period for developing countries to implement their nationally determined contributions.

The New Delhi Declaration also called for the reform of international financial institutions, managing debt vulnerabilities of low and middle-income countries, and the start of the exchange of tax-relevant information on crypto assets by 2027. It welcomed the initial steps taken by the Financial Stability Board, Standard Setting Bodies and certain jurisdictions to examine what lessons can be

learned from the recent banking turbulence and encouraged them to advance their ongoing work. It committed to pursuing reforms for better, bigger and more effective multilateral development banks to address global challenges to maximise developmental impact.

Furthermore, India played a vital role in establishing a consensus on a debt relief strategy that would benefit Zambia, Ghana, and Ethiopia, helping them address their fiscal challenges.

THREE HEALTH PRIORITIES

A highlight of the 34-page G20 New Delhi Declaration with 112 outcomes was its emphasis on three health priorities – health emergencies' prevention, preparedness and response with a focus on antimicrobial resistance and One Health framework; strengthening cooperation in the pharmaceuticals sector with a focus on access and availability of safe, effective, quality and affordable medical countermeasures; and digital health innovations to aid universal health coverage and improve healthcare service delivery.

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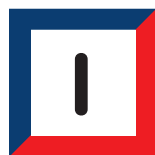




Advancing Everyday Health in India

India, with a staggering population of over 1.4 billion, boasts one of the world's most extensive healthcare systems. The country offers cashless, basic, healthcare services to its citizens and foreign nationals seeking medical treatment. India has achieved notable milestones, such as eradicating polio in 2011, halving the incidence of communicable diseases between 1990 and 2016, and establishing over 1.5 lakh health and wellness centres through the world's largest government-funded healthcare initiative, the Ayushman Bharat Yojana in 2022. These centres are instrumental in India's pursuit of universal health coverage under the leadership of Prime Minister Narendra Modi

BY JYOTI VERMA



In 2020, the COVID-19 pandemic shattered the illusion that modern economies could thrive while neglecting healthcare systems. It underscored the interdependence of health and economic well-being and the critical need to safeguard health for all. The principle of “One Health” became a priority during India’s G20 presidency, emphasising the significance of robust health systems to respond to emergencies, leverage technology in healthcare delivery, and shift focus from curative to preventive healthcare.

Union Minister for Health & Family Welfare, Dr. Mansukh Mandaviya, emphasised this shift. Speaking at the eighth meeting of the Mission Steering Group of the National Health Mission in New Delhi in January 2023, he said, “For the first time, health is being linked with the agenda of development under a holistic approach undertaken by the Union Government. The pandemic period has provided us an opportunity to strengthen our healthcare infrastructure and delivery systems.”

HEALTHCARE IN INDIA

Though on the rise, India’s public expenditure on healthcare is at 2.1% of GDP in FY23 – slightly higher than 2.2% in FY22; it was 1.6% in FY21, as per the Economic Survey 2022-23. The country has a healthcare workforce comprising 1.3 million recognised allopathic doctors, 8,00,000 AYUSH doctors, and 3.4 million nurses and midwives. In the current fiscal year, the Ministry of Health and Family Welfare’s

budget increased by 13% to Rs. 89,155 crore from the previous year, with an additional allocation of Rs. 2,954.35 crore.

Ayushman Bharat, a flagship scheme of the Government of India, was launched as recommended by the National Health Policy 2017, to achieve the vision of universal health coverage (UHC). This initiative has been designed to meet United Nations Sustainable Development Goals and its underlying commitment to “leave no one behind.” The scheme adopts a continuum of care approach, comprising two inter-related components, Health and Wellness Centres (HWCs) and Pradhan Mantri Jan Arogya Yojana (PM-JAY).

AB PM-JAY, launched on September 23, 2018, has scripted a saga of health, productivity and prosperity in the last five years. With 5.5 crore free hospitalisations worth Rs. 69,000 crore, the central scheme has not only ensured good health for crores of poor and downtrodden families, but has also protected their families from shattering healthcare expenditure.

In December 2022, India surpassed a notable landmark of operationalising 1.5 lakh AB-HWCs. These centres are transforming the delivery of comprehensive primary health care services, which are universally free and cater to individuals from birth to death,



through a continuum of care approach. By December 2022, more than 134 crore people across the country benefited from AB-HWCs, and more than 86.90 crore beneficiaries were cumulatively screened for non-communicable diseases. Taking healthcare services to the innermost regions of the country through various initiatives, these centres surpassed 8.5 crore teleconsultations via e-Sanjeevani. The AB-HWCs also encompass wellness sessions, and provide guidelines on diet, physical activity, positive parenting, tobacco, alcohol cessation, among other aspects.

On September 27, 2021, the Government of India launched

“INDIA’S PUBLIC EXPENDITURE ON HEALTHCARE IS AT 2.1% OF GDP IN FY23. ITS HEALTHCARE WORKFORCE COMPRISES 1.3 MILLION RECOGNISED ALLOPATHIC DOCTORS, 8,00,000 AYUSH DOCTORS, AND 3.4 MILLION NURSES AND MIDWIVES”



Ayushman Bharat Digital Mission to create a digital highway connecting different stakeholders of healthcare ecosystems and leverage digital technologies to strengthen healthcare delivery.

OPPORTUNITIES

Today, India has wide-ranging healthcare and wellness needs, presenting opportunities to industries catering to both preventive and curative healthcare. On the curative front, India not only has skilled healthcare professionals to serve its population, but also supplies these professionals to the world. It is also renowned as the “pharmacy of the world,” with a 20-22% share of the global generic medicine supply and contributing approximately 60% of the global vaccine supply. In the battle against COVID-19, India supplied essential drugs to around 185 countries. The Indian pharmaceutical industry, with a network of 3,000 drug companies and 10,500 manufacturing units,

is projected to reach a value of \$130 billion by 2030.

Additionally, India has a growing demand for traditional medicines, making the government initiate efforts to integrate traditional medicines and phyto-pharmaceuticals into mainstream public practices. Through its G20 presidency, the country highlighted its might in terms of talent, technology, track record, and tradition. From yoga and Ayurveda to millets, it put forth the idea of holistic health. At the country level, it has implemented targeted nutritional programs like POSHAN Abhiyaan and Anaemia Mukta Bharat Abhiyan (AMB).

POSHAN ABHIYAN

The POSHAN Abhiyan is a flagship programme aimed at combating malnutrition and related issues. It seeks to reduce the prevalence of stunting, under-nutrition, anaemia, and low birth weight in children aged 0-6 years, improve the nutritional status of adolescent girls, and support

pregnant and lactating women. Its key objectives include promoting awareness about nutrition, enhancing service delivery in rural and marginalised areas, fostering governance and convergence among government departments, and leveraging technology for efficient programme monitoring.

ANAEMIA MUKT BHARAT ABHIYAN

Launched in 2018, AMB programme strives to accelerate the decline of anaemia, particularly among women, children, and adolescents. It includes strategies such as iron supplementation, behaviour change communication, improved feeding practices, and addressing non-nutritional causes of anaemia.

In 2023, the Government of India introduced the National Sickle Cell Anaemia Elimination Mission in the Union Budget 2023. The mission aims to combat the disease, which poses significant health challenges, especially among tribal populations in India.

The Saga of Innovation and Growth

Dr. Satya Vadlamani, a distinguished scholar with a doctorate in strategic management, embarked on an intriguing journey that began with a bachelor's degree in engineering. Her foray into the pharmaceutical industry commenced in 1992, as she started her professional career and contributed her expertise to several prominent pharmaceutical giants. However, in 1998, she ventured into independent entrepreneurship and co-founded a small enterprise, Murli Krishna Exports. This enterprise, the brainchild of Dr. Vadlamani and her colleague, Dr. Vijay K. Shastri, paved the way for their next venture, Murli Krishna Pharma, in 2004. The duo saw promising opportunities in the pharmaceutical sector, which led them to transition from the export business to launching their own pharma company. The formal establishment of the firm took place that same year, with 2005 witnessing the commissioning of Murli Krishna Pharma Private Limited as a full-fledged pharmaceutical plant. Today, Dr. Satya Vadlamani stands as a testament to the remarkable journey that can be achieved through determination and entrepreneurial spirit

BY SONAM GULATI





The inception of Murli Krishna Pharma Private Limited (MKPPL) was a collaborative vision shared by Dr. Vadlamani and Dr. Vijay K. Shastri. First and foremost, they resolved to chart their own technological path, abstaining from any patent infringements while actively creating and developing their proprietary patents. Secondly, they committed to being an aqueous-based company, a decision rooted in the belief that using solvents in processes, particularly in formulations, could lead to challenging solvent removal and the creation of potentially carcinogenic residues. The third aspect pertains to innovations. MKPPL has made substantial progress in this area, thanks to the unwavering foresight of Dr. Vadlamani and Dr. Shastri. Their advancements in encapsulation techniques have yielded products appreciated globally, garnering recognition from major technological companies.

Under Dr. Vadlamani's remarkable vision, what once began as an ambitious dream in 2004 has evolved into a company that proudly boasts approval from the European Union, the Jordanian FDA, the Ministry of Health in the United Arab Emirates, the World Health Organization (WHO), the local FDA, and a host of customer-based certifications.

CARVING A NAME FOR HERSELF

Today, Dr. Vadlamani stands as a successful entrepreneur, at the helm of an \$8 million manufacturing company. However, her path to success

was no cakewalk; it demanded a willingness to take risks, a steadfast mental balance, and unwavering determination. These qualities have been the driving force behind her emergence as a dynamic leader in the industry. Her manufacturing plant now employs 140 full-time workers, with an additional 60 on a contractual basis. Yet, she believes that she has merely reached the foothills of her ambitions, with loftier peaks of success still waiting to be scaled.

CREATING A LEGACY BEYOND BUSINESS

Dr. Vadlamani's commitment to making a meaningful impact on the larger community is a driving force in her life. Through her organisation, she actively engages with neighbouring communities, offering essential aid and support in a variety of areas. One of her notable endeavours has centred around the provision of safe drinking water to rural communities.

The leader spearheaded an initiative to install water filters in hand pumps, starting with the transformation of the Waghale village in Maharashtra. This might appear to be a small contribution, but for the residents of this locality, it brought about a life-altering change. Similar water filters have been strategically placed in various locations, including outside a school in

Hingani Dumala village and other surrounding areas.

DRIVEN BY EDUCATION AND EXCELLENCE

Born to a prolific IIT Bombay professor and a teacher, it was perhaps natural for Dr. Vadlamani to have an inherent interest in education and excellence. While growing up, she saw academic excellence all around her, igniting in her an aspiration to pursue engineering. She pursued her ambition at the prestigious Gandhi Institute of Management (GITAM) in Vishakhapatnam, where she started her journey to become the seeker of perfection that she is today. Her quest for learning continues, as she recently completed her Ph.D. in Strategic Management from the Indian Management School and Research Centre. She also moved forward in her professional journey, with each role adding to her persona and contributing to her power and excellence.

SECURING FUNDING DURING CHALLENGING TIMES

It is said that luck favours those who are brave and prepared. It is only fitting that Dr. Vadlamani, who had the courage to enter a sector that was already crowded, outshone many other players and received unlikely support from an investor at a time when they were not expecting it.

In 2020, MKPPL received a

"IN 2020, MKPPL RECEIVED A SIGNIFICANT INVESTMENT FROM INDIA LIFE SCIENCES GROUP. IT WAS A CHALLENGING YEAR DUE TO THE PANDEMIC, AND INVESTMENTS WERE SCARCE, BUT THE FIRM WAS ONE OF THE FEW TO SECURE FUNDING"



Did You Know?

— DR. SATYA VADLAMANI STARTED HER CAREER AS AN EXPORT MANAGER AT ARMOUR CHEMICALS IN 1994.

— DR. VADLAMANI WAS THE YOUNGEST FEMALE GENERAL MANAGER AT THE TIME WHEN SHE STARTED AT AJANTA PHARMA IN 1996.

— WHEN SHE TAKES TIME OUT FROM HER PASSION FOR PHARMA, SHE LIKES TO INDULGE IN WRITING AND TREKKING.

significant investment from India Life Sciences Group. It was a substantial investment based on the innovative work the company was doing. It's important to note that 2020 was a challenging year due to the COVID-19 pandemic, and investments were scarce during that time. However, the company was fortunate to be one of the few companies to secure funding. The private equity fund (PE fund) that invested in the company was well-versed in the pharmaceutical industry and believed in the company's potential for growth. They saw promise in the products the company had in development.

Under the aegis of Dr. Vadlamani, MKPPL has lived up to the

expectations set by its investors, delivering on the promises that attracted the funding in the first place.

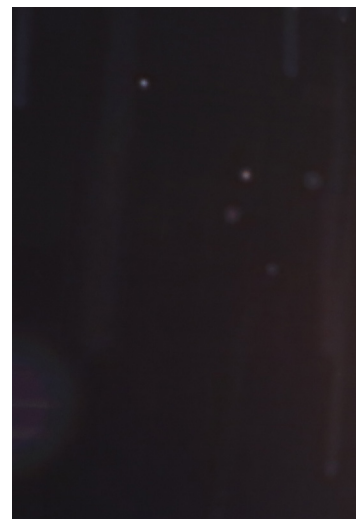
LOOKING AHEAD

In the midst of a remarkable growth trajectory, Dr. Vadlamani has set ambitious goals for the company. At the forefront of her strategic vision is a determination to propel their transdermal oil segment to new heights. The current roadmap also outlines harnessing their unmatched expertise in nano-solutions to introduce groundbreaking technological advancements.

Dr. Vadlamani is also keen on forming collaborations in newer markets. Strategic partnerships

are on the cards in multiple geographies, and all these alliances will aim at conducting vital clinical trials and launching their flagship product into the markets.

Her journey to establishing an unparalleled reputation in this industry has not been an easy task. To attain this stage, she has encountered numerous tough challenges. There were moments when quitting seemed like the most viable option. However, just like any other business, Dr. Vadlamani also reached a 'point of no return,' and refused to turn back. She firmly believes that once you start something, you cannot accept failure; and that's what kept her going.



21st Asian Business & Social And The Healthier India Con





Asia-Africa Business & Social Forum 2023

Conclave 2023



'Sustainability for Global Peace, Prosperity and Progress' was the theme of the 21st Edition of Asian Business and Social Forum organised by the AsiaOne Media Group at The Grand Hotel, Vasant Kunj, New Delhi, on September 19, 2023. Celebrating India's G20 Presidency, the ABSF was in sync with this year's G20 theme of 'One Earth, One Family, One Future' for promoting the universal sense of one-ness



The latest edition of AsiaOne Media Group's celebrated forums marked a significant milestone. The forum not only convened eminent business and social leaders and diplomats to deliberate on collective efforts towards a sustainable future, but also recognised and highlighted the substantial progress achieved by business entities contributing to a more just and sustainable world. Moreover, it delved into the strategies for achieving sustainability in the future. The summit underscored the importance of collective action among business, social, and political leaders, and fostered global collaboration, especially between developed countries and emerging economies.

A noteworthy component of the ABSF was the Healthier India Conclave 2023, which gathered government officials and distinguished leaders from the healthcare and wellness industries, as well as representatives from international and national organisations, key stakeholders, decision-makers, non-profit organisations, community leaders, innovators, and technology providers. Together, they worked on charting a framework for a healthier India. Some of the prominent leaders recognised at the summit were Dr. Cyrus S. Poonawalla, Founder, Serum Institute of India; Dr. Kiran Mazumdar-Shaw, Chairperson, Biocon Group; Dr. Christina Rahm, Founder, DRC Ventures; Dr. Satya Vadlamani, Chairperson, Murli Krishna Pharma Pvt. Ltd.; and Dr. J.C. Chaudhry, Chairman, Aakash Healthcare, among others.

The forum was enriched by the presence of two eminent ministers from the Government of India, Honourable Minister of State for Defence and Tourism, Shri Ajay Bhatt, and Honourable Minister of State for Health and Family Welfare, Prof. S.P. Singh Baghel.

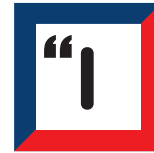
The summit featured a thought-provoking panel discussion titled "Embracing 'Vasudhaiva Kutumbakam': Marching Together as One Family towards a Sustainable Future." The panelists unanimously concurred that realising the vision of "One Earth" requires a resolute commitment to actively pursue the UN SDGs and contribute our fair share.





Shri Ajay Bhatt

*Hon'ble Minister of State for Defence and
Tourism, Government of India*



extend my heartfelt congratulations to the AsiaOne Team for orchestrating this exceptional event, which has brought together distinguished dignitaries from across our great nation and the world. We are honoured to welcome all of you to India.

This year marked a historic milestone as we proudly hosted the G20 Leaders' Summit in New Delhi. It was an unprecedented occasion, breaking from the tradition of confining such meetings and summits to major capitals. We transformed the G20 presidency into a celebration, extending our warm embrace from one corner of the country to the other. In the spirit of 'Vasudhaiva Kutumbakam,' which emphasises the oneness of humanity, we hosted every delegate as a part of our global family. Our respected Prime Minister, Shri Narendra Modi ji has garnered worldwide acclaim for his leadership. During the challenging times of the COVID-19 pandemic, India's economic resilience shone brightly. While the world grappled with economic turmoil, India became the fifth largest economy of the world.

I would like to commend the organisers of ABSE, Murali Krishna Pharma, The ROOT Brands, Rajat ji, and all those who have contributed to its success."

Prof. S.P. Singh Baghel

Hon'ble Minister of State for Health & Family Welfare, Government of India



I extend my warm congratulations to the esteemed guests assembled at the prestigious awards show of the Greatest Brands & Leaders 2023, organised by the 21st Asian Business & Social Forum 2023. I also wish you all a heartfelt Ganesh Chaturthi and extend my congratulations on the inauguration of India's new Parliament, a momentous occasion for the world's oldest and largest democracy.

I would also like to congratulate the recipients of the awards. In a country with a population of 1.4 billion, the number of Padma Awards is limited. Awards like these play an important role in recognising and rewarding hardworking individuals. These awards have a profound impact, motivating many to continue their relentless pursuit of excellence.

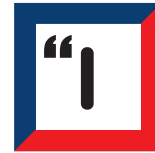
With the collective effort of all of you and under the visionary leadership of Prime Minister Shri Narendra Modi, India is on the path to becoming a global superpower. As we approach the year 2047, the centenary of our independence, I am confident that India will rise to become the world's foremost economic power, a developed nation, and a global leader. I look forward to your support in this endeavour."





H.E. Mr. Freddy Svane

Ambassador of the Kingdom of Denmark to India



I am Mr. Freddy Svane, the Danish Ambassador to the beautiful, great, and green nation of India. I am immensely proud and honoured to receive this award from AsiaOne. My passion truly lies in sustainability, and I am dedicated to ensuring that India and all its citizens have the same opportunities for a green transition as my country gave to me. That's why we have to work together to secure that each and everyone will be part of the green growth and the green transition. Denmark has established the Green Strategic Partnership with India. This partnership is based on five S's: the Scale of India, the Skills of Denmark, the imperative of Speed, the Scope of our responsibilities not just for ourselves but for the entire planet, and the commitment to Sustainability.

India has made strong commitments to a better planet, a greener planet to a more sustainable planet. It requires all of us to work together to ensure that each and every individual becomes a part of the green growth and the green transition. I thank AsiaOne for this fantastic award, which will further inspire me in my passion and enable me to do everything I can, both individually and collectively, to ensure that we create a sustainable, green, wonderful, and fantastic world, with India in a leadership role."

H.E. Mr. Demeke Atnafu Ambulo

Ambassador of Ethiopia to India



I am extremely delighted to extend my heartfelt appreciation for the remarkable leadership demonstrated by the Indian presidency throughout its tenure in the G20. India's steadfast commitment to representing the voice of the Global South has been highly commendable, marking a significant stride in addressing pressing development issues.

India's unwavering and continued support for the Sustainable Development Goals' targets, the reform of multilateral and global financial organisations, as well as debt restructuring for developing nations, is widely acclaimed by the Global South for fostering a more equitable and sustainable world and signalling a commitment to inclusivity and collaboration. In this regard, I express my profound appreciation and gratitude for India's successful diplomatic efforts in incorporating the African Union into the G20, which is truly a testament to its commitment to broader and more inclusive representation. As Ethiopia enjoys a long-standing and excellent relationship with India, we look forward to enhanced and expanded partnership and collaboration in multilateral forums on issues such as global peace and security, counter-terrorism, climate change, and more."





H.E. Dr. Janice Darbari

Honorary Consul General of Montenegro in India



Prime Minister Narendra Modi's leadership gave a new direction not only to the international community, but also to the people of India. Mr. Amitabh Kant, who was India's Sherpa to the G20, carved out in every state an understanding with the people as to not only educate them, but also to involve them in the future growth of the G20. The Foreign Minister, Mr. S. Jaishankar was able to resolve many issues as the foreign minister. This gave a sense of not only great understanding amongst nations, but also drew in a lot of economic cooperation. The 21st Asian Business and Social Forum carried on the baton very gracefully by giving awards to all those outstanding Indian businessmen who are not only doing business with the G20 countries, but also other countries. In fact, it celebrated India's presidency in its full form with the people's support, and brought a lot of new inventions into being. I have observed and participated in many conferences in India way back in the Eighties. I have had the opportunity of interviewing a number of Heads of States. We have seen how India irons out very tough issues very smoothly. This conference, under the leadership of Prime Minister Modi, has once again taken India to its glorious heights."

H.E. Mr. Karthik Tallam

*Honorary Consul of the Kingdom of
Cambodia in Bangalore*



It gives me great pleasure to belong to a country whose vision for the whole world is conceptualised through *Vasudhaiva Kutumbakam* (the world is one family). India, the largest democracy in the world, a country growing at over 6%, a socially and culturally diverse nation, rightfully took the leadership of the G20 in 2023. The participation of the major countries of the world, with tracks and sessions held across the country, highlighted India's economic might and position in global politics. The most remarkable outcome of these meetings was changing the narrative from a conflict-ridden Eurasia to a world which is more inclusive and cooperative. G20 also created a platform for the world to experience India's beautiful culture.

India has contributed immensely to the restoration of the Angkor Wat Temple, which stands as the world's largest temple complex and an extension of Hinduism and Buddhism in Cambodia. India is seen as the birthplace of Cambodia's 97% Buddhist population and hence, India-Cambodia relations will continue to be important to us. I wish to congratulate the Indian leadership and the entire team for setting priorities for the world right."





Smt. Tara Gandhi Bhattacharjee

*Chairperson, National Gandhi Museum and
Save Ganga Movement*



Thank you very much, the G20, and the 21st Edition of Asian Business & Social Forum celebration. I am deeply honoured to be at the celebration with the esteemed guests. As a granddaughter, a citizen, and senior citizen, I believe that Mahatma Gandhi would have appreciated very much what our Prime Minister Shri Narendra Modi is doing for bringing the world together.

Mahatma Gandhi brought the whole world together, and our Honourable Prime Minister has recognised that development is not only in terms of technology, but also human development. This is why the theme of India's G20 Presidency is 'One Family, One Earth, and One Future.' I acknowledge on my personal level, and I am very proud to be here. Thank you very much!

I am also honoured that I can pay my homage to the Father of the Nation. Mahatma Gandhi does not belong to one family, one country; he belongs to the entire world. He belongs to all of you. I find the same spirit in Prime Minister Shri Narendra Modi as well. Mahatma Gandhi is not only my family; we are all one family. There is a bit of Gandhi in each one of us."

H.E. Dr. Christina Rahm

*Founder, DRC Ventures and Chairman of the Board
& Chief Formulator, The ROOT Brands, USA*



Thank you, India, the Middle East, and Asia, and AsiaOne! I have spent most of my life in the pharmaceutical and medical industry. I focused a lot on pharmaceuticals and biotechnology, cloning, and bio-printing at a very young age, working on retroviruses and vaccines, and different delivery mechanisms as well. I have worked in 88 countries, and worked on solutions for the world. I was able to study nano-biotechnology at Harvard during my postdoctoral studies. During that period, I focused on getting rid of GMOs, nuclear waste, and particles throughout the world that should not be here. I was able to meet my husband, Clayton Thomas, and business partner, Ted Baker. Together, we came up with a plan to patent different things we had learned throughout the world, and start a company called The ROOT Brands, where we would start with natural products. It is currently in 76 countries, working with governments, people and highlighting issues like environmental, animal and human health.

The ROOT Brands and DRC Ventures want to come into India, and bring our ability and knowledge, partner, and bring Indian companies into our country as well, so that we can collectively work together as humanitarians and scientists to solve world problems.”



ARCHITECTS OF A FAIRER, HEALTHIER WORLD

With a population of over a billion, a healthy India is essential for fostering a healthy world. The country also presents a significant opportunity for healthcare businesses and professionals to expand and serve humanity. As a major producer of vaccines and other medical products, it stands as a global leader in the manufacture of generic drugs, and is playing an increasingly crucial role in the development and production of new vaccines and treatments. India serves as a major exporter of healthcare professionals to the world, boasting a substantial pool of trained and skilled healthcare experts working in hospitals and clinics worldwide. Besides being a prominent destination for medical tourism, offering affordable, high-quality healthcare to patients from across the globe, the nation also plays a substantial role in global health research and development, with its scientists and researchers at the forefront of investigating a wide range of diseases and health conditions worldwide. These significant accomplishments have been made possible by dedicated professionals who, driven by their vision, determination, hard work, and perseverance, aim to create a healthier world.

The recent 21st Asian Business & Social Forum 2023 and The Healthier India Conclave 2023 in New Delhi, honoured a few of such leaders for their commendable efforts



DR. CYRUS S. POONAWALLA
CHAIRMAN AND MANAGING
DIRECTOR, SERUM INSTITUTE
OF INDIA

The Chairman and Managing Director of the Cyrus Poonawalla Group, Dr. Cyrus Poonawalla is a distinguished Indian entrepreneur and philanthropist. Headquartered in Pune, India, the Cyrus Poonawalla Group of Companies is a diversified group with business interests that include pharmaceuticals and biotechnology, finance, clean energy, hospitality and realty, and aviation. Over the last five decades, the leader has made remarkable contributions to the pharmaceutical industry. His conglomerate encompasses the Serum Institute of India (SII), a privately held company that stands as India's premier biotech firm and holds the distinction of being the world's largest vaccine manufacturer in terms of doses produced and distributed globally, surpassing a staggering 1.3 billion doses.

Dr. Poonawalla embarked on his journey with SII in 1966, with the aim of manufacturing life-saving immunobiologicals in India. He tirelessly pursued his vision with determination, propelling the company to its present status as the world's pre-eminent vaccine manufacturer by volume. SII is now ranked as India's No. 1 biotechnology company. During the pandemic, its Covishield vaccine – a collaborative effort with AstraZeneca and Oxford University – became India's most widely used vaccine.



DR. KIRAN MAZUMDAR-SHAW
CHAIRPERSON,
BIOCON GROUP

Dr. Kiran Mazumdar-Shaw is a pioneering entrepreneur and a distinguished global business leader with a remarkable track record spanning over four decades in the field of biotechnology. Her extraordinary journey began in 1978, when she embarked on her biotech venture from her own garage in India. As the founder of Biocon – an innovative global biopharmaceutical enterprise – Dr. Mazumdar-Shaw is widely recognised for her unconventional thinking and numerous groundbreaking achievements. Under her visionary leadership, Biocon has consistently fulfilled its commitment to providing accessible and affordable medicines to millions of patients worldwide.

Dr. Mazumdar-Shaw is appointed as a member of the Court of Regents at the Royal College of Surgeons of Edinburgh. EdelGive and Hurun India have recognised her as the second most generous women philanthropist in India with contribution Rs. 96 crore across science, research & education, social & environment, and art & culture segments. Her contributions to the field of biotechnology have been acknowledged by several prestigious universities, which have conferred honorary doctorates upon her. Her extensive list of awards and accolades include the Padma Shri (1989), Padma Bhushan (2005), and the Order of Australia (2020).



HH MAHANT SWAMI MAHARAJ
SIXTH AND PRESENT SPIRITUAL
GURU, BAPS SWAMINARAYAN
SANSTHA

Born in 1933 in Jabalpur, Madhya Pradesh, India, HH Mahant Swami Maharaj was named Keshav by Brahmaswarup Shastriji Maharaj, the Founder of BAPS. His father, a native of Anand, Gujarat, had settled in Jabalpur for business purposes. An exceptionally brilliant student, he completed his schooling in Jabalpur and returned with his parents to Anand and enrolled at the College of Agriculture.

In 1951-52, Swami Maharaj came into contact with His Holiness Yogiji Maharaj, the spiritual successor of Brahmaswarup Shastriji Maharaj. In 1957, Yogiji Maharaj gave him parshad diksha and in 1961, gave him bhagwati (saffron) diksha. Since 1971, HH Mahant Swami Maharaj has relentlessly travelled throughout India and abroad to inspire and strengthen satsang in countless devotees and offered his services during the Sanstha's mega-festivals, activities, projects, and other initiatives. His discourses have motivated many devotees to adopt addiction-free lives.

On 20 July 2012 in Ahmedabad, Pramukh Swami Maharaj announced HH Mahant Swami as his spiritual successor. On 13 August 2016, HH Mahant Swami became the sixth guru in the Gunatit Parampara tradition of Bhagwan Swaminarayan. He currently helms the worldwide socio-spiritual activities of BAPS Swaminarayan Sanstha.



DR. HANSAJI YOGENDRA
DIRECTOR, THE YOGA INSTITUTE &
PRESIDENT, INDIAN YOGA
ASSOCIATION & INTERNATIONAL
BOARD OF YOGA

Dr. Hansaji Yogendra has been an influential guru in the world of yoga for over five decades. She has authored nearly 100 books on yoga, spirituality, health and wellness. She has trained over one lakh yoga teachers in her lifetime and has delivered 1.5 lakh lectures. She is a dedicated researcher and an exceptional communicator, particularly on social media channels.

Her educational background is as diverse as her contribution to yoga. She holds a Bachelors of Science degree and a degree in Law from the Government Law College, Mumbai. She has completed a rigorous yoga teacher training course from The Yoga Institute. Her tenure as director – beginning in 1997 – has witnessed groundbreaking transformations within the institute. The Yoga Institute received the prestigious Prime Minister's Award in 2018 for promotion and development of yoga.

Committed to advancing yoga education, particularly for women, she led the institute to accommodate the Ladies Wing and offered specialised classes for women, such as Pregnancy, Ante-Natal and Postnatal Camps, and the Menopause Women's Camp. She is renowned for her exceptional oratory skills and is highly regarded within the national and international yoga community.

Dr. Emmanuel Rupert is an alumnus of Banaras Hindu University, Varanasi. He has completed his training in Cardiac Anaesthesia & Intensive Care from Madras Medical Mission, Chennai. He joined Narayana Health (formerly known as Narayana Hrudayalaya) in 2000 at Rabindranath Tagore International Institute of Cardiac Sciences, Kolkata and established the Department of Anaesthesiology & Intensive Care. He has over 25 years of clinical experience and 10 years of experience as Administrator in healthcare delivery. He assumed office as Managing Director and Group CEO in February 2019.

In his previous stint as a Group Director - Medical Services, Dr. Rupert was responsible for Clinical Governance, Clinical Quality, Clinician Hiring & Credentialing, as well as Clinician Engagement, Research & Training and Clinical Data Analytics, across Narayana Health Group. Being a Faculty Member of National Board of Examination, Dr. Rupert also oversees various initiatives relating to clinicians, nursing and paramedical staff at Narayana Health. He provides critical leadership to the Group in fulfilling excellence through clinical outcome, patient safety and quality. With Dr. Rupert at the helm, Narayana Health has stayed true to its founding mission: make healthcare affordable.



DR. EMMANUEL RUPERT
MANAGING DIRECTOR AND GROUP
CEO, NARAYANA HEALTH

Dr. A. Ramkishan is a distinguished figure in the field of pharmaceutical regulation and healthcare. With an impressive educational background including an M. Pharm, Ph.D., and an MBA, he has garnered an extensive array of accolades and professional affiliations over the course of his illustrious career.

With a remarkable 25 years of regulatory experience within the Central Drugs Standard Control Organisation (CDSCO) under the Union Ministry of Health & Family Welfare, Dr. Ramkishan has made a significant impact on ensuring the quality, safety, and efficacy of drugs, cosmetics, medical devices, and diagnostics in India. He has held various crucial positions across the country, serving as Deputy Drugs Controller (India) for the Hyderabad Zone, encompassing Telangana and Andhra Pradesh, since May 2022. His expertise extends to a diverse range of roles, including heading the Biological Division at CDSCO (HQ) and serving as a member in global organisations such as the Developing Countries Vaccine Regulatory Network (DCVRN) and the WHO Expert Advisory Panel on Biological Standardization. His exceptional contributions have been recognised through numerous prestigious awards, including the Dr. B. V. Patel Gold Medal and FDA Person of the Year.



DR. A. RAMKISHAN
DEPUTY DRUGS CONTROLLER
(INDIA), CENTRAL DRUG CONTROL
STANDARD ORGANISATION



DR. SANJEEV PANCHAL
COUNTRY PRESIDENT &
MANAGING DIRECTOR,
ASTRAZENECA INDIA

Dr. Sanjeev Panchal is a Science graduate with an MBA, and holds a Doctorate in Business Administration (PhD). He also holds professional Diplomas in International Business and Human Resource Management. He started his career in AstraZeneca Pharma India two decades ago, and has worked in various roles and regions. One of his strongest assets is his ability to thrive in a diverse environment, assume challenging assignments, and work with different cultures.

He has held positions in leadership roles across Sales and Marketing within India and Indonesia, before moving to Regional Asia Pacific in Singapore and the International Region in the UK. As CVRM Commercial Director in the UK, he focused on developing AstraZeneca's Emerging Market Strategy for international markets, including Asia, LATAM, MEA as well as Brazil, Russia and ANZ.

Having held the position as Country President for AstraZeneca Malaysia in the last 4 years, he brings a wealth of experience. He played a critical role in supporting Malaysia government in combating the pandemic through AstraZeneca's COVID-19 vaccine and long-acting monoclonal antibodies, as well as leading the Corporate Affairs strategy and sustainability initiatives.



DR. HEMA DIVAKAR
CEO AND CHAIRPERSON,
ARTIST

One of the most renowned gynaecologists of India, Dr. Hema Divakar has been committed to providing exceptional healthcare services to women for the past 30 years. Her efforts have included groundbreaking research that has been translated into tangible solutions, playing a pivotal role in shaping a nationwide shift that impacts women's health.

After completing her MD at Wadia Hospital in Mumbai in 1989, Dr. Divakar joined forces with her husband, Dr. G.V. Divakar, a respected ophthalmologist, to establish the Divakar's Speciality Hospital in Bengaluru. The hospital was founded with the objective of providing a one-stop-shop for all women's health-related needs. It caters to newborns, girls, and women of all ages with a wide range of services. She also chairs the FIGO Committee for Well Woman Health Care (an international ob-gyn organisation considered as the global voice for women's healthcare).

Dr. Divakar has been successful in spearheading some innovative healthcare movements and programs with her initiative – the Asian Research and Training Institute for Skill Transfer (ARTIST), which serves as a platform to train frontline healthcare workers to provide well-researched and accurate information.

Dr. Hema Purandarey is a renowned figure in the realm of genetic healthcare, revered as an emblem of inspiration and empowerment. A remarkable fusion of intellect, empathy, and purpose, she has devoted her life to establishing a legacy that has transformed the lives of countless individuals through her pioneering contributions to the field of genetics. Over the course of her trailblazing five-decade career, she has adeptly surmounted obstacles, exemplifying foresight and an indomitable spirit.

Born in Mumbai in 1940 to highly educated parents, Dr. Purandarey has done MBBS. Her deep-seated interest in embryology spurred her to join the Anatomy department as a lecturer at Grant Medical College and J.J. Hospitals in Mumbai, where she subsequently completed her master's degree.

Driven by an insatiable thirst for knowledge and a desire to make a meaningful impact, she embarked on a journey of learning and professional growth. She sought education and training at some of the world's leading institutes, including The John Hopkins Hospital, Memorial Sloan Kettering Cancer Centre, and The New York Hospital - Cornell Medical Centre. She has also collaborated with accomplished medical geneticists.



DR. HEMA PURANDAREY
CONSULTANT AND MEDICAL
DIRECTOR, MEDGENOME CENTRE
FOR GENETIC HEALTH CARE

Ms. Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018.

Before taking over as the Chief of Tourism Market Intelligence and Competitiveness at the UNWTO, Ms. Carvão was the Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Ms. Carvão was the Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Ms. Carvão coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism.

Before joining UNWTO in 2003, Ms. Carvão held a position as market manager in the Portuguese National Tourist Office in Lisbon.

Ms. Sandra Carvao has a degree in International Relations, Economics Branch, from the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa in Lisbon, Portugal, and a postgraduate degree in Marketing from the Universidad Complutense de Madrid in Madrid, Spain.



MS. SANDRA CARVAO
CHIEF, MARKET INTELLIGENCE
AND COMPETITIVENESS, UNWTO

Changing The Game With Innovation

Founded in 2004, Murli Krishna Pharma is a young and dynamic drug delivery systems (DDS) company in India that focuses on innovative new drugs and is dedicated to pioneering cutting-edge systems that revolutionise healthcare solutions

BY SONAM GULATI



It all started when Dr. Satya Vadlamani left her cushy job at Ajanta Pharma in 1997 to embark on her entrepreneurial journey. She started with a trading company for active pharmaceutical ingredients (APIs) called Murli Krishna Exports. In 2004, she teamed up with analytical chemistry expert, Dr. Vijay K. Shastri and changed the structure of her company to become manufacturers instead of exporters, and thus, was born Murli Krishna Pharma Private Limited (MKPPL) on April 1, 2004.

The company started to manufacture pellets, the process of coating a drug to enhance its effectiveness and reduce side





effects. It used water instead of the older solvent-based technology, making the pellets safe for consumption. It was an uphill task to set up a plant at the time and find their own footing amidst the existing players but MKPPL found its unique differentiator and has stuck to it through the years. Today, it has 128 employees on its rolls and 60 on contract. Its plant at Ranjangaon near Pune, Maharashtra complies with good manufacturing practices as per WHO and EU guidelines.

REFORMING DRUG DELIVERY

MKPPL was founded with a vision of delivering innovative, cost-effective, and low-carcinogenic products, prioritising painless patient delivery. Its unique selling point is the utilisation of an 'Aqueous Platform' for drug layering, ensuring its products are non-infringing, painless, and accessible to end-users.

In the realm of research and development (R&D) and technological advancements, MKPPL is dedicated to a range of critical endeavours. Notably, it is fully equipped to tackle formulation development projects centered on oral Novel Drug Delivery Systems (NDDS). Its R&D facility boasts DSIR approval, and the plant houses a state-of-the-art facility for manufacturing oral solid dosage forms such as pellets, micro-pellets, and granules. Its approach hinges on the development of aqueous-based matrices for semi-finished formulations, even for hydrophobic drugs. The firm diligently focuses on crafting semi-finished formulations in the form of pellets, particularly for niche segments where drug absorption is suboptimal or

erratic. Micro-pellets offer an improved absorption profile, with more uniform release patterns, attributed to their narrow particle size distribution compared to granules.

Moreover, the department maintains a solid commitment to aligning with market needs, ensuring adherence to the company's quality system. The team relentlessly pursues the enhancement of existing products while also exploring and refining advanced techniques.

PIONEERING EXCELLENCE

MKPPL remains steadfast in its commitment to align with market needs and maintain impeccable quality standards. MKPPL keeps a strong adherence to rigorous quality standards and regulatory compliance, which has earned recognition from several stringent regulatory authorities.

Apart from their innovation in the pharma space, the company is at the forefront of trying to build an equitable society. Corporate social responsibility (CSR) is one of the fundamental ethos of the company. While there was no mandate for it to engage in CSR till a couple of years ago, MKPPL started its CSR activities in 2018. It has been involved in several activities like the welfare of girl children, addressing the vital issue of clean water accessibility for children, advancing educational opportunities, and bolstering school infrastructure.

The company's CSR initiatives extend to all villages that are in close proximity to its business. It also participates in various programs like doorstep schools and financial support for orphan children's education in Mumbai, Pune, and Ranjangaon.



Did You Know?

— MURLI KRISHNA PHARMA PVT. LTD. BEGAN AS MURLI KRISHNA EXPORTS IN 1997 AND EVENTUALLY PIVOTED TO BECOMING A MANUFACTURER.

— MKPPL IS 100% 'MADE IN INDIA'. ALL OF ITS RESEARCH, DEVELOPMENT, AND MANUFACTURING IS DONE IN-HOUSE IN INDIA.

MKPPL'S R&D IS — APPROVED BY THE DEPARTMENT OF SCIENTIFIC & INDUSTRIAL RESEARCH (DSIR).

AWARDS AND RECOGNITION

The company's dedication to excellence has been recognised multiple times. In 2016, MKPPL was honoured with the prestigious Globe Platinum Award for being an up-and-coming brand in the dynamic drug delivery system category at the World Business Conclave. Additionally, Dr. Satya Vadlamani, the CEO, was bestowed with the Super Achievers Award, presented by the Stars of the Industry Group. The remarkable journey of MKPPL was further highlighted when it was recognised at the "Make in India - Emerging Entrepreneur Awards," celebrating the exceptional contributions of the company's founders.



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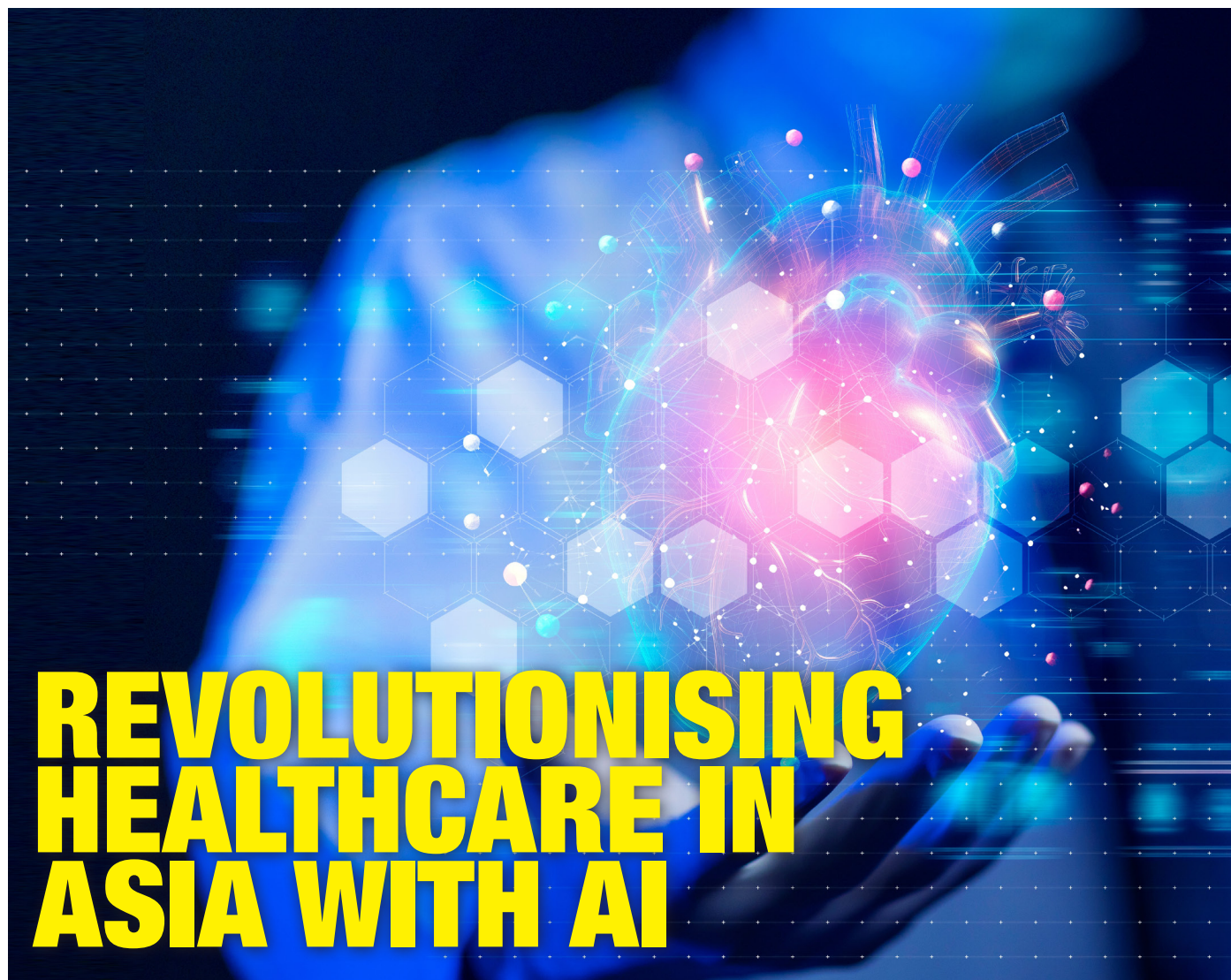
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REVOLUTIONISING HEALTHCARE IN ASIA WITH AI

From redefining diagnostics and drug discovery to reshaping patient care, Artificial Intelligence's (AI) transformative influence is reforming the healthcare industry in ways previously unimaginable. The technology has emerged as a groundbreaking force, changing the way healthcare is delivered and experienced. It refers to the use of machine learning algorithms and data analysis

tools to improve diagnostics, treatment, patient care, and administrative processes. In Asia, AI's adoption in healthcare has been on a steep upward trajectory due to several factors.

DIAGNOSIS AND PREDICTIVE ANALYTICS

One of the most remarkable applications of AI in healthcare is in the realm of diagnosis and predictive analytics. AI-driven algorithms can analyse vast datasets, including patient

records, lab results, and medical imaging, to identify patterns and predict disease outcomes. According to an International Data Corporation report, Asia's spending on AI in healthcare is expected to reach \$1.7 billion by 2024, highlighting the region's commitment to leveraging AI for better healthcare outcomes. A study published in *Nature Medicine* in 2022 showcased that an AI model developed in Japan outperformed human doctors in diagnosing colorectal cancer. The

In an era marked by rapid technological advancements, the world of healthcare is undergoing a profound revolution. In the heart of this transformation lies the disruptive force of artificial intelligence. The emerging technology's integration into healthcare systems has led to remarkable changes, and Asia, with its dynamic healthcare landscape, stands as a focal point of innovation and growth

BY CHANDAN SURYAWANSHI

AI system achieved an accuracy rate of 94%, compared to 87% for human specialists.

DRUG DISCOVERY AND DEVELOPMENT

The drug discovery process is notoriously time-consuming and expensive. AI has brought a sea change in this area. Pharmaceutical companies in Asia are increasingly using AI to identify potential drug candidates and streamline clinical trials. China, in particular, has been

making significant strides in this domain. In 2021, a Chinese AI-powered drug discovery platform, Insilico Medicine, raised \$255 million in a funding round, highlighting the growing interest in AI-driven drug discovery solutions.

TELEMEDICINE AND REMOTE MONITORING

The COVID-19 pandemic accelerated the adoption of telemedicine across the globe, and Asia was no exception.

AI-powered telemedicine platforms offer personalised healthcare solutions, remote patient monitoring, and timely interventions. In a recent survey conducted by Deloitte, 73% of healthcare providers in Asia reported an increase in telemedicine utilisation during the pandemic.

HOSPITAL AND ADMINISTRATIVE EFFICIENCY

Efficiency in hospital operations is crucial for providing quality care. AI-driven solutions optimise resource allocation, reduce administrative burdens, and enhance patient experiences. A case study from Singapore's Changi General Hospital showed a 20% reduction in administrative workloads through the implementation of AI-driven administrative solutions.

While AI holds immense promise in the healthcare sector, it also presents challenges and ethical considerations. Data privacy, bias in algorithms, and the need for regulatory frameworks to ensure patient safety are critical issues that require ongoing attention.

Artificial Intelligence is not just a buzzword; it's a transformative force in the healthcare industry across Asia. From diagnosis to drug discovery and streamlined operations, it is reshaping the way healthcare is delivered and experienced. As investments in the technology continue to grow, the future of healthcare in Asia looks promising. However, stakeholders must collaborate to address challenges and ensure that AI in healthcare remains both effective and ethically sound.

UNRAVELLING THE LAYERS OF **HEALTH AND WELLNESS**

Health is the state of complete physical, mental, and social well-being, and not merely an absence of disease or infirmity. Wellness is an active process through which people become aware and make choices towards a more successful existence. The importance of wellness is crucial in preventing and managing chronic illnesses, reducing stress and anxiety, improving cognitive function, and increasing productivity. It also provides healthy relationships, enhances self-awareness, and encourages personal growth and development



DR. VIJAY K. SHASTRI
PH.D., DIRECTOR-
TECHNICAL, MURLI
KRISHNA PHARMA
PRIVATE LIMITED

The pharmaceutical industry contributes to healthcare by developing newer molecules and specialised and novel drug delivery platforms that can offer prevention as well as cure for chronic disorders and infectious diseases. Specialised therapies through the use of monoclonal antibodies and messenger RNA (mRNA)-based systems have now made their mark in effectively controlling certain types of cancers and autoimmune disorders such as rheumatoid arthritis, or those causing macular degeneration or dryness in the eyes.

PREVENTIVE HEALTHCARE

Preventive healthcare refers to the routine care you receive to maintain your health. It is key to

diagnosing medical conditions before they become problems. Preventing serious diseases before they happen is one of the most important things you can do to protect your health, and for ensuring preventive care, family history plays an important role.

Preventive treatment is provided based on screening for conditions such as heart disease, diabetes, or cancer. Preventive healthcare not only involves treatment but also counselling and suggestions for a proper diet. It can ensure a healthy and positive lifestyle.

ACCESS TO MEDICATION AND HEALTHCARE

Despite the progress being made, many people in the world still lack effective access to essential medicines. There are obstacles that prevent this access. These



obstructions come in the form of a lack of clear-cut policies at the bureaucratic level and a proper distribution network, and price constraints. The pharmaceutical industry has to participate in a proactive manner with the bureaucracy to frame proper policies, create a seamless distribution network, and importantly, manufacture quality medicines at competitive pricing through innovative approaches.

ROLE OF RESEARCH

The pharmaceutical industry has been evolving rapidly in the 20th and 21st centuries through the development of new and niche molecules and formulating these molecules in a novel delivery platform. The focus is on developing molecules with more specific binding to the receptors through innovative use of Chiral

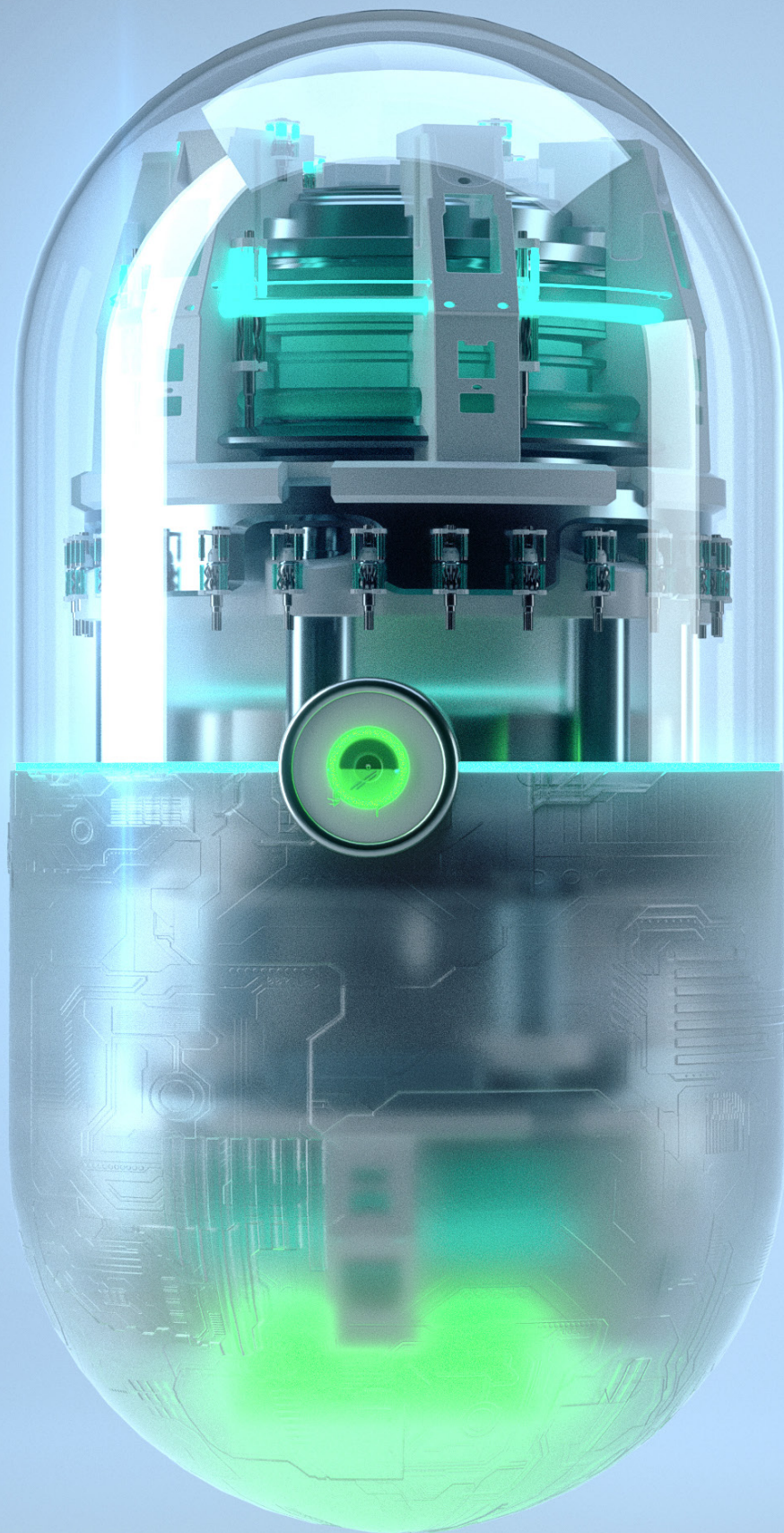
Chemistry. Chiral molecules will play a big role in reducing the dose and imparting more effective therapeutic activity. Target-specific drugs have been developed to treat cancer and autoimmune disorders. These molecules are based on monoclonal antibodies and mRNA-based formulations. Nanotechnology is also playing an important role in improving pharmacological activity with a reduction in dosage owing to better permeation. Innovations made in the field of delivery systems through inhalation devices like nasal sprays have also been effective in controlling several chronic disorders. There is no substitute for endeavours in the field of research and development, as this is resulting in improving therapeutic efficacy and introducing formulations that have reduced dosages, thereby

lowering the side effects caused by drug molecules.

FUTURE OF HEALTHCARE

The future of healthcare lies in digital transformation, which can touch every aspect of the healthcare ecosystem in the coming years. Clinical operation systems, patient records and experiences, skills, and culture of healthcare workers would be digitally monitored and recorded. The shift will be from a paternalistic medical culture to more intelligent electronic health records and a dramatic decline in the length of hospital stays. There would be an inclusion of flexible workforces with more diverse skill mixes coupled with state-of-the-art diagnostic tools. Digital transformation is the trend that portends the future of the pharmaceutical industry.





INDIA'S ASCENDANCY TO G₂₀ LEADERSHIP AND MKPPL'S POST-PANDEMIC STRATEGY: A SYNTHESIS OF GLOBAL HEALTH AND PHARMA INNOVATIONS

Home to over 4.9 billion people, the G20 member countries have a huge role to play in addressing global health challenges and capitalising on opportunities. Through the facilitation of dialogue, collaboration, and collective action, the platform wields substantial influence over the future of global healthcare. Among the key contributors to this effort are pharmaceutical companies like Murli Krishna Pharma Private Ltd (MKPPL). An illustrative example of their impact can be seen in their evolution and advancements in the post-COVID-19 era. Based in Maharashtra, MKPPL has initiated a range of strategic measures emphasising resilience, market expansion, and cutting-edge innovation. This response stems from a recognition of the vulnerability of global pharmaceutical supply chains exposed by the pandemic. In this era, Mr. Venkat Vadlamani, Director Strategy, MKPPL, shares the company's journey and highlights how opportunities, such as India's G20 Presidency, hold the promise of making a positive difference in the sector



DIRECTOR - STRATEGY, MURLI KRISHNA PHARMA PRIVATE LIMITED

Venkat Vadlamani

ON INDIA'S LEADERSHIP IN THE G20 AND STEERING GLOBAL HEALTHCARE INITIATIVES

The global health landscape is a complex mosaic of diverse health systems, varying healthcare needs, and disparate resources. As we navigate this terrain, one thing becomes clear: a collaborative global approach is vital to address health inequities and improve healthcare in developing countries. This is where international platforms like the G20, or 'Group of Twenty,' come into play, influencing global health policies and catalysing change



key player poised to make a significant impact in this space is India, with its G20 presidency. As a developing nation with a burgeoning economy and a vast population, India's leadership role shaped the global health paradigm, particularly for developing countries.

The G20 is an international forum for governments and central bank governors from 19 countries and the European Union. Its primary mandate is to promote global financial stability, but its influence extends to various sectors, including health. As a president of the G20, India actively advocated for health equity, universal health coverage, and increased investment in health infrastructure.

Developing countries face unique challenges in the healthcare sector, often characterised by inadequate health infrastructure, limited resources, and a high disease burden. Socio-economic factors such as poverty, lack of education, and inequality further exacerbate these issues. In many developing nations, access to quality healthcare is a luxury rather than a fundamental right. Health systems are often underfunded, leading to a shortage of health professionals, inadequate facilities, and limited access to essential medicines and technologies. Furthermore, out-of-pocket health expenditure is high, pushing many into poverty.

The G20 exerts considerable influence on global health policies. Through its collective decision-making process, it drives significant change in the global health landscape. It directs efforts and resources towards pressing health issues, advocates for health equity, and fosters partnerships for health system strengthening. Moreover, the G20's role extends beyond policy advocacy. It facilitates dialogue and cooperation among member countries, fostering an environment conducive to sharing best practices, technical expertise, and innovative solutions. This significantly enhances the capacity of developing countries to address their health challenges.

India's G20 presidency came with its own set of challenges. One of the most significant challenges was balancing the diverse health priorities of the G20 countries, which include both developed and developing nations. India needed to ensure that the health issues of developing countries were adequately represented and addressed. Furthermore, India itself faces significant health challenges, including a high burden of communicable and non-communicable diseases, a vast rural-urban health divide, and an underfunded public health system. Its ability to effectively lead the G20 in health matters was influenced by its capacity to address these domestic health issues.

India's strategies for health empowerment under its G20 presidency involved a multi-pronged approach. This included advocating for increased investment in health infrastructure, promoting health equity, and fostering partnerships for strengthening health systems. Furthermore, India leveraged its experiences addressing health challenges to inform its leadership role. For instance, its successful implementation of the world's largest publicly funded health insurance scheme, Ayushman Bharat, was a model for other developing countries.

The role of platforms like the G20 in addressing these challenges and harnessing the prospects cannot be underestimated. By fostering dialogue, cooperation, and collective action, they can significantly shape the future of global health.

MKPPL'S EVOLUTION AND ADVANCEMENTS POST-COVID-19

In the wake of the pandemic's unprecedented challenges, Murli Krishna Pharma Private Ltd (MKPPL) launched various strategic measures emphasising resilience, market expansion, and cutting-edge innovation. Acknowledging the fragile nature of global pharmaceutical supply chains revealed by the pandemic, the company revamped its approach. This involved diversifying suppliers, bolstering local production

capacities, and employing state-of-the-art inventory management technology, all geared towards ensuring the continuous availability of vital pharmaceuticals. Recognising the untapped potential of emerging markets, MKPPL also ventured into regions otherwise overlooked by the industry, aiming to provide bespoke healthcare solutions that directly address regional health disparities and amplify access to premium healthcare.

Leading the digital transition, MKPPL today utilises Artificial Intelligence (AI) to redefine its market research and customer survey methodologies. This adoption of AI facilitates the extraction and analysis of customer data on an unparalleled scale, allowing for the discernment of nuanced patterns, the anticipation of market shifts, and the formulation of data-backed business strategies. This technological approach also enables crafting customised marketing campaigns, fostering deeper customer connections. A testament to their unwavering



commitment to innovation is their Research and Development (R&D) focus on new products like the guar gum tablets, which have exhibited the potential to suppress morbidity and mortality in COVID-19 animal models by influencing gut microbiota. Additionally, within the Novel Drug Delivery Systems (NDDS) domain, MKPPL is introducing a range of groundbreaking products. Notably, the transdermal oil and lotion stand out, as they are designed to administer B12, Folate, Iron, and Vitamin D3 through the skin, potentially revolutionising the treatment of anaemia. In summation, through a fusion of tech-driven market strategies, novel product development, and geographical expansion, MKPPL is not only navigating the post-pandemic landscape, but is also laying the groundwork for a healthcare future that is both innovative and inclusive.

In response to the dynamic business environment, MKPPL has outlined vital strategic imperatives to ensure sustained growth and improved patient care. Central to its vision is an unwavering commitment to R&D, emphasising enhancements in its Pre-finished Formulations (PFIs) and NDDS offerings alongside the exploration of innovative therapeutic domains. The company is also championing a digital overhaul, leveraging AI and data analytics to refine operational processes, optimise market research, and sharpen its drug development approach. Concurrently, MKPPL is progressing towards eco-friendly manufacturing by embracing sustainable waste reduction and energy optimisation. The

emphasis on global collaboration is evident as it seeks synergistic partnerships across the pharmaceutical spectrum, accelerating healthcare solution delivery and fostering knowledge dissemination.

Moreover, MKPPL aims to play an instrumental role in patient empowerment by augmenting its educational initiatives, furnishing consumers with the insights needed for informed health choices and introducing digital tools for enhanced self-care. Broadening its global footprint, the company is scouting new market territories, tapping into mature and developing markets with a demand for top-tier yet affordable pharma solutions. Amidst these endeavours, regulatory compliance is a non-negotiable pillar, ensuring the company's offerings remain synonymous with safety and efficacy.

TOWARDS A BRIGHTER FUTURE

Post-pandemic, MKPPL has adopted robust strategies, including revamping supply chains, tapping into emerging markets, and harnessing AI for enhanced market research. Emphasising R&D, the company is innovating in areas like PFIs and NDDS, while championing digital transformation for better operational efficiency. Its strides towards sustainable manufacturing, global collaborations, and patient empowerment are noteworthy. Venturing into new markets, MKPPL balances its expansion with strict regulatory adherence, readying itself to lead in the ever-evolving post-pandemic pharmaceutical domain.



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