

Internship at Himalaya Drug Company

By

Harioum Sharma

MBA Hospital and Health Management

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer Airport
Jaipur-302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

History:

Himalaya's story began 82 years ago when Mr. M Manal, the founder, saw a villager in Burma pacify a restless elephant by feeding it the root of the plant, *Rauwolfia serpentina*. Fascinated by the plant's effect on elephants he had it scientifically tested. After researching the herb, Serpina®, the world's first natural anti-hypertensive drug was launched in 1934.

There has been no looking back. In 1955, Himalaya introduced Liv 52, a liver formulation that ensures optimum liver function. The product soon became one of the world's top selling herbal medicines. This success set Himalaya on a growth path, which has continued to date.

Tracing its beginnings to a curious mind of a visionary with only a hand-cranked tableting machine as capital, Himalaya now has the capacity to churn out over 10 million tablets a day with 18 Units sold every second.



The Himalaya Van circa 1940. Yes, branding was important back then too!

Gradually building its equity in scientifically researched natural products, Himalaya expanded its portfolio from pharmaceuticals to personal care, well-being and animal health, evolving into a 'head-to-heel' herbal healthcare company. Pioneering research by Himalaya's Research center has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. This legacy of researching nature forms the foundation of the company.

Today, worldwide, the Himalaya brand is synonymous with safe and efficacious herbal healthcare

With a history spanning eight decades in the area of herbal research, Himalaya shares a close relationship with nature, in the business of not only promoting good health but also safeguarding the health of our planet. Ever since its inception, Himalaya have taken great care to protect biodiversity, collect herbs in a sustainable way and promote good agricultural practices.

In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was uncharted territory which brought with it new challenges and new opportunities for learning. People around the world were waking up to the benefits of herbal and natural products for their personal care needs. Himalaya had close to seven decades of research experience in herbal medicine and this legacy had helped us understand the world of herbs. The prospect of entering the personal care space was therefore exciting. Himalaya wanted to give customers herbal personal care products that were mild, gentle, hard-working and steeped in science! Their guiding philosophy was to develop a range of personal care products rooted in Ayurveda and backed by research, a mainstay of the Himalaya brand. By remaining true to research ethic, they built credibility for range of herbal personal care products and gained the trust of customers. A year later, Himalaya expanded its portfolio to include animal health products with the objective of caring for the health and well-being of animals.

With expanding range of products and growth in international markets, Himalaya underwent a rebranding where the entire range was brought under a single umbrella- Himalaya Herbal Healthcare. With the present portfolio of pharmaceuticals, personal care, baby care, well-being and animal health products, Himalaya has evolved into a 'head-to-heel' herbal wellness company.

After close to 80 years, Himalaya remained committed to enriching the lives of people who use their products. Himalaya's therapeutic products have brought relief to people suffering from ailments like liver disorders, diabetes to kidney stones and joint disabilities. Personal care range captures the best in nature and science, giving customers products that are gentle, effective and safe for long-term use. Himalaya's vision is to offer wellness in every home and for the whole family through our herbal healthcare and personal care products.

Today, The Himalaya brand is synonymous with safe and efficacious Herbal products. Starting off operations in Dehradun way back in the 1930s, the company later spread its wings to Mumbai and across the country. In 1975, the company set up an advanced manufacturing facility in Makali, Bengaluru, India. In 1991, the company relocated its R&D facility to Bengaluru.

Himalaya operate in over 90 countries, their products are prescribed by 400,000 doctors worldwide, and millions of customers trust Himalaya for their health and personal care needs.

Himalaya Global Holdings Ltd. (HGH) is the parent of all Himalaya subsidiaries.

The Himalaya Logo



The Himalaya brand has much in common with the mountain range from which it draws its name. For centuries, the Himalayas have been an icon of aspiration and of man's quest to unlock nature's secrets. They represent purity and lofty ideals.

Himalaya logo is a visual definition of their brand identity. The leaf that forms the crossbar of the letter H represents the company's focus on herbal healthcare. The teal green reflects closeness to nature, while the orange is evocative of warmth, vibrancy and our commitment to caring.

Each and every product that carries Himalaya logo is backed by the high quality that is Himalaya's hallmark. It promises good health, well-being and a prescription for good living.

Mission:

Himalaya's mission is to make herbal wellness a part of every home. Himalaya wants to be the most trusted company in scientific herbal healthcare and most admired for our ethics, values and commitment to sustainability.

Mission statement reads:

Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives. Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the highest ethical standards.

Respect, collaborate with and utilize the talents of each member of the Himalaya family and the local communities where Himalaya products are developed and/or consumed, to drive our seed-to-shelf policy and to rigorously adopt ecofriendly practices to support the environment we inhabit.

Ensure that each Himalaya employee strongly backs the Himalaya promise to exceed the expectations of the consumer, each time and every time. Nothing less is acceptable.

At the heart of the Himalaya mission is the belief that good health should be accessible to everyone, and Himalaya strive to make this possible through our commitment to science-driven herbal healthcare.

What Himalaya Believe In



Life at Himalaya is about being committed to integrity, accountability, fairness, transparency and innovation.

Integrity: Himalaya value the trust our customers, business partners and other stakeholders have placed in Himalaya. By being truthful, consistent and honest in everything Himalaya do, Himalaya honor this trust.

Accountability: Himalaya are accountable both internally to our team and externally to their stakeholders. Systems and processes help them ensure accountability at every step.

Fairness: Himalaya remain firmly committed to their rules and guided by ethics. This make impartial decisions and treat all parties fairly.

Transparency: Being open in dealings is integral to Himalaya's work ethic. Whether it is interacting with farmers who grow their herbs, vendors who supply materials or customers who buy Himalaya's products, they believe that transparency helps them make partners for life.

Innovation

Bringing ideas out of the lab and into the real world is the kind of innovation Himalaya pursue. It inspires to discover new medicines and develop new products that go onto make life healthier and happier for people.

Innovation at Himalaya does not begin and end in the research lab, but extends to the procedures we apply to quality control, cultivation and standardization of herbs, safety measures and formulation processes-in short, from start to finish.

The knowledge that every discovery we make helps make life richer and healthier for so many people keeps alive our passion for innovation

Today, Himalaya have a family of over 5,000 employees worldwide, including a team of over 200 passionate and energetic research scientists! Years before the 'equal opportunity' mantra became popular in industry, Himalaya have practiced and promoted non-discrimination. In fact, way back in 1950 Himalaya's research department was headed by a woman! Today, women makeup 24% of management staff. Himalaya continue to attract people who are talented, driven and inspired by their vision to bring health and wellness to the lives of the people we touch.

Products range:

1. Pharmaceuticals
2. Personal care
3. Nutrition
4. Wellness
5. Himalaya for moms
6. Animal Health
7. Baby care

Research :

Ayurveda: The Science of Life



Originating from the two Sanskrit words, ayus (life) and veda (science), Ayurveda is an ancient healing system originating in the Indian subcontinent that relies on herbs for maintaining good health. Historical records suggest that the journey of Ayurveda began in India more than 5,000 years ago, and this traditional system of healing has influenced both Unani humor therapy conceptualized by Hippocrates and ancient Chinese remedies.

The science and practice of Ayurveda are narrated in ancient texts, of which the Charaka Samhita is the principal resource. The Charaka Samhita refers to a large collection of Hindu sacred texts called the Vedas. Written in the Indus Valley area around 1000 BC in Sanskrit, the Charaka Samhita is a treatise on general medicine. This strongly suggests the probability that Ayurveda, though of pan Indo-European origins, had begun to evolve into a distinct entity within the Indian subcontinent by the first millennium BC.

Vedic philosophy believes that human beings are all a part of nature. Just as animals and plants are interdependent on each other to create balance within their beings, there is a concurrent and inherent connection between the universe and human beings. Unlike the animal kingdom, human beings live in a more complex, natural world where they are perpetually exposed to environmental changes. Changes in weather, society, economy, lifestyle, diet, work, financial status, emotions and relationships can easily tip the balance and negatively influence an individual's state of mind, body and soul.

According to Ayurvedic texts, the human body comprises three body states which include Vata, Pitta and Kapha. Vata consists of the elements air and ether, which give us movement and activity. Pitta includes the elements fire and water, which are responsible for heat, appetite and digestion, and Kapha is characterized by the elements earth and water, which are responsible for water and other bodily fluids. When the three body states are in perfect harmony, the individual enjoys good health, whereas an imbalance in the states causes disease. Ayurveda seeks to address this state of imbalance through a process of holistic healing.

Herbs are at the heart of Ayurvedic medication. Whole flowers, roots, stems and leaves are manually processed in various ways to discover their optimal potential. Over 15,000 herbs are mentioned in the scriptures of which only around 850 are commonly used in Ayurvedic medicine today. One of the most commonly used herbs in Ayurveda is Neem. Described as *sarva roga nivarini* or that which keeps all diseases at bay, Neem supports the body's natural defense system. Apart from Neem, Ginger, Amla and Ashvagandha, among others, feature highly in the list of important plants in this traditional medicinal system.

Historical records suggest that Ayurvedic medicine has paved the way for various branches of medicine practiced today. *Susruta Samhita*, another revered Ayurvedic text, mentions nine branches in Ayurveda-general medicine, surgery, ear, nose and throat (ENT) and eye disease, toxicology, psychiatry, pediatrics, gynecology, sexology and virility. Some texts also reveal that ancient natural healers delved into plastic surgery.

Drawing from this incredible history, Himalaya's mission is to contemporize Ayurveda and develop safe and effective products to improve quality of life.

CSR ACTIVITIES:

Care for good health



MUSKAAN, AN INITIATIVE BY HIMALAYA LIP CARE

Isn't it pure joy to make someone smile?



Muskaan in Hindi means smile. Himalaya Lip Care is collaborating on a project with Smile Train India, an international non-profit company, to create more smiles by providing free correctional surgeries for cleft lip and palate deformities in underprivileged children.

The *Muskaan* initiative receives INR 2 from the sale of each unit of Himalaya Lip Care.

BRING BACK THE SMILE



THE ROAD BLOCK

Cleft palates are more than just a disability; they leave emotional scars and prevent children from having a healthy childhood. In India, nearly 35,000 children are born with cleft lip and palate defects each year, while over a million live their lives with unrepaired cleft palates due to lack of surgical care. Yet, reaching out to the deprived with medical care is challenging due to the lack of awareness of the issue and a scarcity of funds.

THE PLAN OF ACTION

Himalaya has overcome these obstacles by partnering with Smile Train India which works with local doctors to deliver excellent cleft care. Using an integrated marketing communication plan, Himalaya Lip Care, through *Muskaan*, will create a voice and raise awareness on cleft lip and palate defects.

Smile Train India has systems and processes in place to ensure they reach out to those in need of corrective cleft lip and palate surgery. Himalaya Lip Care has committed to 100 surgeries in its initial year of partnership. While it's just a beginning, our aim is to ensure children in need of cleft surgeries have access to treatment at a young age when healing is faster.

A SECOND CHANCE

Himalaya strives to give renewed hope to children and their families with *Muskaan*. After all, gifting a smile is all it takes for a second chance in life.



Himalaya has partnered Aarohi, a non-profit organization, working in the remote, rural areas of Uttarakhand in North India, to promote community health. The partnership aims at improving maternal and child health in local villages. The Aarohi- Himalaya Health Initiative, as it is known, seeks to address issues and complications arising from poor maternal health by providing prenatal and post natal care and by improving access to quality clinical services for the rural population. Additionally, the medical team is also engaged in health education and raising awareness for nutrition in government schools, located in the interior Kumaon region. The school intervention programme takes the form of ‘health camps’ providing basic healthcare including general health checks, monitoring height and weight, dental screening and deworming.

Supported by this partnership, Aarohi’s team of dedicated doctors conduct regular health camps and perform different surgeries, free of cost, for the poor people inhabiting this region. Patients are also referred to Aarohi’s Cottage Hospital (Aarohi Arogya Kendra) for treatment and medications. Himalaya provides free medicines to the hospital.

We are hopeful this partnership will grow to see a healthy Kumaon a few years down the line.

GLOBAL PRESENCE:

Himalaya has offices in India, USA, Europe, Middle East, South Africa and South East Asia. These offices manage and monitor the marketing and distribution of the Himalaya range to 90 countries.

Passion for Science



From the foothills of the *Himalayas* where Himalaya story begins to the state-of-

the-art Research facility where today Himalaya develop international quality herbal and personal care products, commitment to modern science has remained unchanged.

Himalaya work with nature and their products are herb based. Each herb is carefully picked and thoroughly researched using scientific methods to determine their therapeutic properties. Himalaya understand that an ancient science like Ayurveda will forever remain esoteric unless it is interpreted in the language of modern science. This involves years of empirical research, and use of modern technology and methods of product development.

Himalaya invests a lot of time and energy in product development and ensures that products are not rushed to market. On average, it takes between 7 to 10 years to develop a product. No investment is too much when it comes to scientifically developing safe and efficacious products.

Himalaya Science is at the root of each and every Himalaya product and our Research & Development policy clearly outlines this commitment to science.

- Products are derived through rigorous research.
- The Himalaya R&D Center is focused on product development, quality control and standardization.
- There is continuous investment in the best people, practices and technology.
- Himalaya do not support "Borrowed Science" or the practice of using published literature to substantiate efficacy claims. Each Himalaya product undergoes years of primary research and clinical trials before it reaches the market.

Himalaya believe that an ideal healthcare system lies in the synergy between Ayurveda and modern science. Our endeavor is to create innovative products that satisfy the health and personal care requirements of contemporary lifestyles.