

**Summer Training at
Cadila Pharmaceuticals Ltd., Ahmedabad
(April 18-June 8, 2012)**

**Packaging with Respect to Regulatory and Cultural Aspects of a
Country**

**By
Pragya Gupta**

**Under the guidance of
Dr. Vivek Lal**

**Post Graduate Diploma in Pharmaceutical Management
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**Institute of Health Management Research,
Jaipur
2012**

**INSTITUTE OF HEALTH
MANAGEMENT RESEARCH**

1, Prabhu Dayal Marg
Sanganer Airport, JAIPUR - 302 011, INDIA
Tel. : 3924700, 2791431-32
Fax : 91-141-3924738
E-mail : iihmr@iihmr.org
URL : <http://www.iihmr.org>
Gram : HEALTHINST

Certificate

This is to certify that Ms Pragya Gupta has undergone summer training at Cadila Pharmaceutical Ltd., Ahmadabad- Packaging with respect to regulatory and cultural aspects of a country, from 18 April, 2012 to 8 June, 2012.

The candidate carried out all the studies related to summer training herself. Her approach to the studies has been sincere, scientific, and analytical. This summer training in partial fulfillment of the course requirement is recommended for the award of Post Graduate Diploma in Pharmaceutical Management.

I wish her success in all future endeavors.

Dr. P. R. Sodani

(Dean Academics and student affairs)

Dr. Vivek Lal

(Assistant Professor)

CPL/HR/Certificate/Internship-2012

June 8, 2012

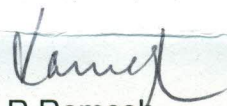
To Whom So Ever It May Concern

This is to certify that **Ms Pragya Gupta**, 2nd year student of Post Graduate Diploma in Pharmaceutical Management from **IIHMR, Jaipur** has successfully completed 2 months Summer Internship on "**Packaging with respect to the Regulatory and Cultural Aspects of a region/ country**" under the guidance of **Dr Vipin Sethi - AGM International SBU**.

During the period of training from **18th April, 2012** to **8th June, 2012**, Pragya Gupta was found to be sincere, dedicated & committed.

We wish her the very best in all her future endeavours.

For Cadila Pharmaceuticals Ltd.



R Ramesh
Vice President – Human Resources

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Brief Profile

Cadila pharmaceuticals Ltd., Ahmedabad:

Cadila Pharmaceuticals Ltd. Is one of the largest privately held pharmaceutical companies in India, headquartered at Ahmedabad, in the state of Gujarat. Over the last five decades, it has been developing and manufacturing pharmaceutical products and selling and distributing these in over 50 countries around the world. An integrated healthcare solution provider with pharmaceutical product basket, it caters to over 50 therapeutic areas that include cardiovascular, gastrointestinal, analgesics, haematinics, anti-infectives, and anti-biotics, respiratory agents, antidiabetics and immunologicals.

The company focuses on providing high quality, appropriately priced products to its customers and supports all these with dedicated customer service. Cadila Pharmaceuticals has a multicultural, multilingual and multinational workforce of more than four thousand employees including over two hundred people outside India in forty-nine countries of Africa, CIS, Japan and USA.

The company has one of the best Research and Development (R&D) setup in India, manned by more than three hundred and fifty scientists and engineers from various disciplines including biology, pharmacology, clinical research, chemistry, toxicology, phytochemistry and different disciplines of engineering. The company also participates in Public-Private partnership for developing diagnostic, preventive and curative pharmaceutical and diagnostic products.

I was given an opportunity to work in the International Marketing department of Cadila Pharmaceuticals Ltd. Workforce there was divided accordingly among 7 regions- African countries, South east Asia, Europe, UK & Australasia, CIS, Latin America and MENA, having country heads, AGM and many other designations for every region. Along with my project I was also offered to do some of assignments on Ukraine Cash & Carry- restructuring of marketing dept., Price is right- regarding pricing of pharma products and to make a Marketing plan for any product.

Introduction-

Packaging and Labeling:

Packaging is the science, art, and technology of enclosing a physical object, typically a product that will be offered for sale. Packaging also refers to the process of design, evaluation, and production of packages for transportation and storage, which embraces preservation, identification and packaging of products.

Packaging is defined in the regulations as "all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer."

Package design starts with the identification of all the requirements: structural design, marketing, shelf life, assurance, logistics, legal, regulatory, graphic design, end-use, environmental, etc. The design criteria, performance (specified by package testing), completion time targets, resources, and cost constraints need to be established and agreed upon. Package development also involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, waste management, etc.

And the term "labeling" designates all labels and other written, printed, or graphic matter upon an immediate container of an article or upon, or in, any package or wrapper in which it is enclosed, except any outer shipping container. The term "label" designates that part of the labeling upon the immediate container.

Packaging and Labeling fulfils following functions:

The various functions of packaging are divided into primary, secondary and tertiary functions. In contrast with the primary functions, which primarily concern the technical nature of the packaging, secondary functions relate to communications. Primary, secondary and tertiary functions are divided into the following sub-functions:

- Primary function
 - **Protective function**

The protective function of packaging essentially involves protecting the contents from the environment and vice versa. The inward protective function is intended to ensure full retention of the utility value of the packaged goods. The packaging is thus intended to protect the goods from loss and damage.

In addition, packaging must also reliably be able to withstand the many different static and dynamic forces to which it is subjected during transport, handling and storage operations. The goods frequently also require protection from climatic conditions, such as temperature, humidity, precipitation and solar radiation, which may require "inward packaging measures" in addition to any "outward packaging measures". The outward protection provided by the packaging must prevent any environmental degradation by the goods. This requirement is of particular significance in the transport of hazardous materials, with protection of humans being of primary importance. The packaging must furthermore as far as possible prevent any contamination, damage or other negative impact upon the environment and other goods. The inward and outward protective function primarily places demands upon the strength, resistance and leak proof properties of transport packaging.

- **Storage function**

The packaging materials and packaging containers required for producing packages must be stored in many different locations both before packaging of the goods and once the package contents have been used. Packaging must thus also fulfil a storage function.

- **Loading and transport function**

Convenient goods handling entails designing transport packaging in such a manner that it may be held, lifted, moved, set down and stowed easily, efficiently and safely. Packaging thus has a crucial impact on the efficiency of transport, handling and storage of goods.

Packaging should therefore be designed to be easily handled and to permit space-saving storage and stowage. The shape and strength of packages should be such that they may not only be stowed side by side leaving virtually no voids but may also be stowed safely one above the other.

The most efficient method of handling general cargo is to make up cargo units. Packaging should thus always facilitate the formation of cargo units; package dimensions and the masses to be accommodated should where possible be tailored to the dimensions and load-carrying capacity of standard pallets and containers.

Where handling is to be an entirely or partially manual, package must be easy to pick up and must be of a suitably low mass. Heavy goods must be accommodated in packages which are well suited to mechanical handling. Such items of cargo must be forklift able and be provided with convenient load-bearing lifting points for the lifting gear, with the points being specially marked where necessary (handling marks).

The loading and transporting function requirements upon the external shape of the package, upon the mass of the goods accommodated inside and upon the convenient use of packaging aids. The strength of the package required for stowing goods on top of each

other demonstrates the close relationship between the loading and transport function and the protective function.

- Secondary function

- **Sales function**

The purpose of the sales function of a package is to enable or promote the sales process and to make it more efficient.

- **Promotional function**

Promotional material placed on the packaging is intended to attract the potential purchaser's attention and to have a positive impact upon the purchasing decision.

Promotional material on packaging plays a particularly important role on sales packaging as it is directly addressed to the consumer. This function is of subordinate significance in transport packaging. While product awareness is indeed generated along the transport chain, excessive promotion also increases the risk of theft.

- **Service function**

The various items of information printed on packaging provide the consumer with details about the contents and use of the particular product. Examples are the nutritional details on yogurt pots or dosage information on medicines.

The package may also perform a further function once the contents have been used (e.g. storage container, toy).

- **Guarantee function**

By supplying an undamaged and unblemished package, the manufacturer guarantees that the details on the packaging correspond to the contents. The packaging is therefore the basis for branded goods, consumer protection and product liability. There are legislative requirements which demand that goods be clearly marked with details indicating their nature, composition, weight, and quantity and storage life.

- Tertiary function

- **Additional function**

The additional function in particular relates to the extent to which the packaging materials or packaging containers may be reused once the package contents have been used. The most significant example is the recycling of paper, paperboard and cardboard packaging as waste paper.

Packaging is now-a-days generally regarded as an essential component of our modern life style.

Packaging, as distinct from mere “packing”, plays its most visible and catalytic role in a modern economy

with the widespread adoption of branding of products and development of consumer preferences. Packaging is an important part of the branding process as it plays a role in communicating the image of a company. Packing is designed to capture a customer's attention and it can directly affect whether they buy the product or not. In the aggregate, packaging as a sectoral activity boosts consumption and economic growth.

With the same context this project is done to study the cultural aspects, beliefs and perceptions of people in various countries and their regulatory guidelines on packaging and to recommend packages for the products of CPL.

Hence, the objective of our study is:

Main objective:

- A study on packaging with respect to the regulatory and cultural aspects of a country/ region and implementing the same to the products of Cadila Pharmaceuticals Limited.

Specific objectives:

- To study the regulatory guidelines of a country on labeling of pharmaceutical drugs.
- To study the colour symbolism and symbols used in the culture of a country or region.
- To study food habits of a country and suggesting flavors liked the most in the country to be used in medicines of CPL.
- To study the climate and linguistic affiliations of a country.

Data collection process-

This study is based on Qualitative research method and is an exploratory study. Data collection is basically done from the secondary data obtained from various paid and unpaid internet sites, articles and with discussion with CPL professionals.

Data compilation, analysis and recommendations-

Influence of cultural and regulatory aspects of following countries on packaging:

1. NIGERIA

❖ **Culture of Nigeria**

Geography- Nigeria is a country located in West Africa on the Gulf of Guinea. Nigeria shares land borders with the Republic of Benin in the west, Chad and Cameroon in the east, and Niger in the north.

The Niger and Benue Rivers come together in the centre of the country, creating a "Y" that splits Nigeria into three separate sections. In general, this "Y" marks the boundaries of the three major ethnic groups, with the Hausa in the north, the Yoruba in the southwest, and the Igbo in the southeast.

Climate- Nigeria lies wholly within the tropical zone, but there are wide climatic variations in different regions of the country. Near the coast, the seasons are not sharply defined. Temperatures rarely exceed 32° C (90° F), but humidity is very high and nights are hot. Inland, there are two distinct seasons: a wet season from April to October, with generally lower temperatures, and a dry season from November to March, with midday temperatures that surpass 38° C (100° F) but relatively cool nights, dropping as low as 12° C (54° F). On the Jos Plateau, temperatures are more moderate.

Average rainfall along the coast varies from about 180 cm (70 inches) in the west to about 430 cm (170 inches) in certain parts of the east. Inland, it decreases to around 130 cm (50 inches) over most of central Nigeria and only 50 cm (20 inches) in the extreme north.

Two principal wind currents affect Nigeria. The harmattan, from the northeast, is hot and dry and carries a reddish dust from the desert; it causes high temperatures during the day and cool nights. The southwest wind brings cloudy and rainy weather.

Demography- Nigeria has the largest population of any African country. In July 2011, Nigeria's population was 162,471,000 as per estimation by United Nation. Nigeria's population continues to grow at about 1.935 percent as estimated in 2011. The Nigerian population constitutes nearly 41 % of its people are under age 14, 56 % in between the age 15-65 and only 3 % above age 65.

With regard to ethnic breakdown, the Hausa-Fulani make up 29 percent of the population, followed by the Yoruba with 21 percent, the Igbo with 18 percent, the Ijaw with 10 percent, the Kanuri with 4 percent, the Ibibio with 3.5 percent, and the Tiv with 2.5 percent.

Linguistic affiliations- English is the official language of Nigeria. Unofficially, the country's second language is Hausa. In northern Nigeria many people who are not ethnic Hausas speak both Hausa and their own tribal language. The dominant indigenous languages of the south are Yoruba and Igbo. Pidgin, a mix of African languages and English, also is common throughout southern Nigeria. It basically uses English words mixed into Yoruban or Igbo grammar structures. Other languages spoken by Nigerians include Fulani, Efik (Annang/Ibibio/Efik), Ijaw, Edo, Etsako, Esan, Benis, etc.

Symbolism- The main national symbol is the country's flag. The flag is divided vertically into three equal parts; the center section is white, flanked by two green sections. The green of the flag represents agriculture, while the white stands for unity and peace. Other national symbols include the national coat

of arms, the national anthem, the National Pledge (similar to the Pledge of Allegiance in the United States), and Nigeria's national motto: Peace and Unity, Strength and Progress.

Food- Nigeria has such a variety of people and cultures that it is difficult to pick one national dish. Each area has its own regional favourite that depends on customs, tradition, and religion. The different foods available also depend on the season; however, fruits are enjoyed year-round. A large part of Nigeria lies in the tropics, where many fruits are available.

Following are eaten in the following three regions-

	Grains/ cereals	Vegetables	Root/tuber	Edible fungus	Non-veg	Fruits	Drinks/ beverages
Hausa	Sorghum, rice, millet, maize, corn (staple food)	Beans, tomato, onions, spinach, okra, and pumpkin.			Goat, cow, dog, fish,(do not eat pork)	oranges, melons, grape fruits, limes, mangoes, bananas, and pineapples, kola nut	Milk, Roselle, tea, Grain beverages, eghale. (Muslims who obey laws of Islam do not take alcoholic drinks)

Yoruba	Rice, beans, millet, soyabean, sorghum, corn, wheat, plantains	Green leafy vegetables, amaranthus, different types of water leaves, onion, carrot, tomato, cassava plant	Cassava root, different types of yam (staple food), potatoes	Mushroom	Goat, sheep, cattle, pig, hen, turkey, duck, guinea, fish, shrimps, crabs	Orange, lime, cherry, cashew, pine-apple, paw-paw, palm-nut/date, almond, mango, locust-bean, wall-nut, sugar cane, coconut, banana	Tea, drink made from millet, orange and grape juice, grape soda, alcoholic palm wine, beer
Igbo	Maize (corn) and plantains, rice,	Okra (edible green seed pods), cassava plant	Cassava root, different types of yams (staple food)		Shrimp, fish, chicken, beef, goat	Kola nut, <i>gray</i> (cassava powder) dumplings, pumpkins	Palm wine, goat and cattle milk, local fruit and vegetable juices

A special beverage called *eghajira* or *eghale* consists of pounded millet, goat cheese, and crushed dates blended with water which is served from elaborately carved decorated wooden ladles, is very popular among Hausa people.

Castes and Religion- Nigeria has more than 250 ethnic groups, with varying languages and customs, creating a country of rich ethnic diversity. The three largest and most dominant among them are the Hausa, Yoruba, and Igbo.

Hausa-Fulani is the most numerous ethnic group in the northern two-thirds of the country, the overwhelming majority of who are Muslim. Other major ethnic groups of the north are the Nupe, Tiv, and Kanuri. The Yoruba people are the most numerous in the southwest. Over half of the Yorubas are Christian and about a quarter are Muslim, with the remainder hold traditional Yoruba views. The predominantly Christian Igbo are the largest ethnic group in the southeast. Roman Catholic is the largest denomination, but Pentecostal, Anglican and other Evangelical denominations are also strong. The Efik, Ibibio, Annang, and Ijaw (the country's fourth-largest ethnic group) communities also comprise a substantial segment of the population in that area.

Clothing- However, religions affect nearly all aspects of a region like behaviour, dressing, art, housing, etc., but now-a-days the people are not much different among various regions due to westernization. Regions in Nigeria have different traditional dresses which are now-a-days only worn on important occasions, whereas everyday clothing does not differ much from western style clothes. However, the colours and designs of the adobe architecture can be seen in Nigerian clothing. Nigerians have meanings for various colours and patterns/ symbols in their culture which are used in garment designing, like, dominant dress colour in Nigeria is white, however, the Yorubas, are very colourful and extravagant in their dressing.

Colour and Pattern Symbolism- The meaning of various colours according to Nigerian culture is as follows-

1. Red- Red colour is associated with power, energy, strength, wealth, vitality and aggression. It is usually reserved for ceremonies and is worn by chiefs.
2. Blue-Blue colour is associated with calmness, trust, intelligence, loyalty and is assumed very positive colour.
3. White- White is associated with good luck and peace.
4. Black- Black colour is assumed to be ominous.
5. Green- Green represents agriculture in the Nigerian flag.

Apart from different colours Nigerians also use various traditional Akan symbologies which represent popular proverbs and maxims, records of historical events, expressions of particular attitudes or behaviours, or concepts uniquely related to abstract shapes. These symbols are stamped on a traditional cotton cloth, adinkra, produced in Ghana and Côte d'Ivoire. Some of the important symbols with their meaning are as follows-



Symbol of God's presence and protection



Symbol of service and leadership



Symbol of loyalty and adroitness

	Symbol of bravery
	Symbol of hope, providence, faith
	Symbol of change, life's dynamics
	Symbol of ingenuity, intelligence and patience
	Symbol of skilfulness and precision
	Symbol of excellence, genuineness, authenticity
	Symbol of good fortune and sanctity
	Symbol of patience and tolerance
	Symbol of unity and human relations
	Symbol of love, safety and security
	Symbol of security and safety
	Symbol of hope
	Symbol of the supremacy of God

❖ Regulatory guidelines for labeling of pharmaceutical products in Nigeria

The labeling requirements for an imported pharmaceutical product are given by The National Agency for Food and Drug Administration and Control, Nigeria. The requirements include the following:

1. Labeling shall be informative, clear and accurate.
2. Minimum requirements on the package label in accordance with the drug labelling regulations should be:
 - (a) Name of medicine (brand name) where applicable and generic name.
 - (b) Name and full location address of the manufacturer.
 - (c) Provision for NAFDAC Registration Number on product label.
 - (d) Batch No., Manufacturing date and Expiry date.
 - (e) Dosage form & strength
 - (f) Indications, frequency, route, conditions of administration.
 - (g) Dosage regimen on the package (OTC drugs only if there is no accompanying leaflet insert.
 - (h) Leaflet insert, if prescription product and hospital packs.
 - (i) Net content of product.
 - (j) Quantitative listing of all the active ingredients per unit dose.
 - (k) Adequate warnings where necessary.

3. Where a brand name is used, there MUST be the generic name which should be conspicuous in character, written directly under the brand name e.g.:- VENTOLINTABLETS
“SALBUTAMOL”
4. Any drug product whose name or package label bears close resemblance to an already registered product or is likely to be mistaken for such registered product, shall not be considered for registration.
5. Any drug product which is labelled in a foreign language shall NOT be considered for registration unless an English translation is included on the label and package insert (where applicable).

Recommended packaging of Aciloc in Nigeria is given in Annexure 2.

2. KENYA

❖ Culture of Kenya

Geography- Kenya is located in East Africa and borders Somalia to the northeast, Ethiopia to the north, Sudan to the northwest, Uganda to the west, Tanzania to the south, and the Indian Ocean to the east. The country has three main geographic regions, the coast which extends from the borders of Somalia to Tanzania; the interior, the plateau beyond the coastal plain rises gradually to the central Highlands in the south and extends through Ethiopia in the north; and western Kenya, this region of the country is characterized as a gentle plateau running the length of the country. Nairobi, Kenya's largest city and capital, is located in the interiors. The highest point, at 17,058 feet (5,200 meters), is Mount Kenya. Kenya shares Lake Victoria, the largest lake in Africa and the main source of the Nile River, with Tanzania and Uganda. Another significant feature of Kenyan geography is the Great Rift Valley, the wide, steep canyon that cuts through the highland.

Climate- Kenya has a diverse geography, its climate and weather conditions are also varied. The climate in Kenya is greatly influenced by its location close to the equator and its varied terrain. Kenya basically enjoys a tropical climate. The coastal side of the country has a hot and humid climate. Rainfall is high in the coastal regions of the country. Most of the rains occur between April and July. Apart from the coastal areas, the central of the country experiences a cool and humid climate while the northern and eastern part of the country enjoys a hot and dry climate. Because of this reason, the regions in this area are of semi-desert and arid character.

Kenya receives a lot of sunshine all around the year. During the daytime the weather is hot, while the nights are cooler and comfortable. The early hours of the morning are also cool and pleasant. February and March are the hottest months of the country while July and August are the cooler months. The long rainy season occurs from April to July, while the shorter one occurs from October to December.

Demography- According to the CIA World Factbook, total population of Kenya was reported as 41.07 million in July 2011, and was found growing at an estimated rate of 2.462%. The estimates for Kenya explicitly take into account the effects of excess mortality due to AIDS; this can result in lower life expectancy, higher infant mortality, higher death rates, lower population growth rates, and changes in the distribution of population by age and sex than would otherwise be expected. Kenyan population includes 42.2% of its population under 15 years of age, 55.1% in between 15-65 and 2.7% of people above the age of 65 years.

Kenya has a very diverse population that includes most major ethnic, racial and linguistic groups found in Africa. The majority of the country's population belongs to various Bantu sub-groups, with a significant number of Nilotes. Some of the prominent Bantu groups in Kenya include the Kikuyu, the Kamba the Luhya, and the Meru. The demographics with regard to the ethnic breakdown are Kikuyu 22%, Luhya 14%, Luo 13%, Kalenjin 12%, Kamba 11%, Kisii 6%, Meru 6%, other African 15%, non-African (Asian, European, and Arab) 1%.

Linguistic affiliations- Kenya is a multilingual country. English and Swahili are the official languages of Kenya. Swahili is spoken by nearly 100 percent of Kenyan population. However there are many other ethnic languages in Kenya which include Bantu languages (spoken in the centre and southeast), Nilotic languages (in the west), and Cushitic languages (in the northeast), spoken by people in respective ethnic groups. The most dominant of the indigenous languages among Kenyans are Kikuyu, Dholuo and Luhya.

Sheng is a commonly spoken slang in Kenya's capital, Nairobi. It is a mixture of Swahili and English, with a sprinkling of other indigenous languages. In fact, Sheng is more than just slang - it's a lifestyle, especially among the urban youth of Nairobi.

Symbolism- The Kenya flag consists of three equal-sized horizontal stripes of black colour symbolizing the majority of black people in the country, red colour symbolizing the blood shed in the fight for independence and green colour indicating rich agriculture and natural resources of the country. The stripes are separated by two thinner white stripes symbolizing peace and a large warrior's shield covered with crossed spears superimposed over the flag's centre signify that all Kenyans are always ready to defend the independence they fought so hard for.

Food- Traditional Kenyan foods reflect the many different lifestyles of the various groups in the country. Following are generally eaten by Kenyans:

	Grains/ cereals	Vegetables	Root/ tuber	Non- vegetarian	Fruits	Drinks
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Kenya	Maize, rice, millet, sorghum	carrots, tomatoes, kales, cauliflower, capsicum, coriander, spinach, onions, beetroot, cucumber, beans, pumpkin	Potatoes, sweet potato, taro root, yams and cassava root	goat meat, chicken, fish, sheep, cow	luqorts, plums, apples, grapes, pineapple, watermelons, guavas, peaches, oranges, mangoes and bananas	Milk, Tea, coffee, palm wine, beer
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Maize and other cereals are said to be the staples of Kenya, however, grains are a staple food for groups that grow grains and other communities near Lake Victoria and the Coast have fish and seafood for their staple food as available in such areas. The foods that are universally eaten in Kenya are ugali (beef stew), sukuma wiki, and nyama choma (grilled meat of goat or sheep).

Mombasa is known for its Indian foods brought by the numerous immigrants from the subcontinent, including curries, samosas, and *chapatti*, fried bread. Snacks include corn on the cob, *mandazi* (fried dough), potato chips, and peanuts.

Castes and Religion- Currently there are more than 40 different ethnic groups in Kenya. The main groups of tribes are the Bantu who migrated from western Africa, the Nilotic people who originated from Sudan and the Hamitic group, who were mainly pastoral tribes from Ethiopia and Somalia. The main tribes are Kikuyu (21%), Meru (5%), Kalenjin, Luyha, Luo (14%), Kisii, Kamba, Swahili, Masai, and Turkana. The other large ethnic groups include the Luo, Luhya, Kamba and Kalenjin.

In Kenya around half the population are Christians, 10% Muslim and there are small Hindu and Sikh minorities (mostly Indians). The balance of the population follows traditional African, often animist, beliefs. Christians tend to be concentrated in the west and central sections of the country while Muslims cluster in the eastern coastal regions.

Clothing- The majority of Kenyans have converted from traditional ways of dressing to Western ones. Especially in urban centres western dresses have become very common. But some tribal groups still tend to wear their traditional outfits, like in Turkana tribe in the northern Kenya women wear yorfas, which are sheepskins or goatskins dyed red or black, men wear their wraps as tunics. The men and women wear a variety of brightly coloured objects around their necks. In the coastal areas of Kenya

predominance of Muslim-influenced clothing is seen. And in Masai tribe of southern Kenya men don red-checked blankets called shuka and women wear kanga and bead necklaces. They wear dark red garments to symbolise their love for the earth and also their dependence on it.

Colour symbolism- In Kenya various colours have following meanings:

1. Blue- stands for the sky which provides water for the animals and nature, and also for peace.
2. Green- stands for health, because there's a local plant called olari which grows tall, as the Maasai hope to do. Green is also important because it stands for the land on which the food for their animals grows.
3. White- also stands for health, because milk (which is important as food for the Maasai) is white. White also stands for purity as the Maasai see cows as pure and holy animals.
4. Red- stands for unity, power, bravery and blood, because of the red blood of the cow which is slaughtered when all the Maasai come together (hence the unity).
5. Black- stands for the people, but especially of the hardship that all people go through in life.
6. Orange- stands for hospitality because visitors are offered milk from the gourds which are orange.
7. Yellow- also stands for hospitality because the animal skins on the beds of visitors are of that colour.
8. Purple- stands for faith in Christianity.

❖ **Regulatory guidelines for labelling of pharmaceutical products in Kenya**

All prescription drugs in package form must have labels that include:

1. the name and place of business of the manufacturer, packer, or distributor;
2. the name or names of the drug, both proprietary and official or commonly recognized names;
3. the names and quantities of active ingredients and, in certain cases, inactive ingredients;
4. route of administration;
5. a statement about the quantity of the container, such as weight, measure, or numerical count;
6. an identifying lot or control number;
7. a warning that "Federal law prohibits dispensing without a prescription;"
8. a warning that the product may be habit forming, if applicable;
9. additional warnings, when appropriate, for products containing certain ingredients, e.g., phenylalanine or sulfites;
10. a recommended dose, and the expiration date; and
11. a statement to the pharmacist indicating proper container.

And the package insert contains most of the information that the practitioner needs to use a drug safely and effectively in the care of patients. The following types of information are included:

1. description of drug, including qualitative and/or quantitative ingredient information;
2. clinical pharmacology;
3. indications and usage;
4. The contraindications;
5. warnings;
6. precautions;
7. adverse reactions;
8. warnings about drug abuse and dependence;
9. over dosage information;
10. proper dosage and administration;
11. date of most recent revision.

Recommended packaging of Aciloc in Kenya is given in Annexure 2.

3. MYANMAR

❖ Culture of Myanmar

Geography- It is bordered by Bangladesh to the west, India and China to the north, and Laos and Thailand to the east. The southern portion faces the Bay of Bengal and the Andaman Sea. The middle portion centres on the Irrawaddy River, with a large delta area at its mouth and the area above the delta featuring floodplains.

Climate- The climate of Myanmar is roughly divided into three seasons: summer, rainy season and cold season. Summer is from March to mid-May; the rain falls from mid-May to the end of October; and the cold season starts in November and ends at the end of February. Generally, Myanmar enjoys a tropical monsoon climate. However, climatic conditions differ widely from place to place due to widely differing topographical situations. For instance, the average highest temperature in Central Myanmar during the summer months March and April is above 43°C while in Northern Myanmar, it is about 36.1°C and on the Shan Plateau between 29°C and 35°C. Temperature of towns varies according to their location and elevation.

Demography- Burma has a population of around 53.99 million and was expected to grow at a rate of 1.084% as estimated in July 2011 by CIA World factbook. Burma population consists of 27.5% of its population under the age of 15 years, 67.5% of its population between the age of 15-65 years and only 5% of its population above the age of 65 years.

Within the ethnic groups demographics are, Burman 68%, Shan 9%, Karen 7%, Rakhine 4%, Chinese 3%, Indian 2%, Mon 2%, other 5%.

Linguistic affiliations- There are 111 languages spoken in Burma. Burmese, spoken by approximately 65% of the populace, is the official language. However, a wide variety of languages are spoken, especially by ethnic minorities, representing four major language families: Sino-Tibetan, Austro-Asiatic, Tai–Kadai, and Indo-European.

Other major languages spoken include Shan , Karen dialects, Kachin, Chin dialects, Mon and Rakhine. Today, Burmese is the primary language of instruction, and English is the secondary language taught. English is only used by educated urbanites and the national government.

There are two living Indo-European languages spoken by ethnic minorities in Burma: Rohingya, spoken by about one million, and Bishnupriya, with a smaller number.

Symbolism- Burma's national flag consists of three equal horizontal stripes of yellow, green, and red, with a central white star overlapping the three stripes. Green symbolizes peace and tranquillity as well as Burma's verdant environment; yellow for solidarity; red for valour and decisiveness, and white represents the consolidated union.

Food- Myanmar's cuisine is very diverse, which has been contributed by the Burmese alongside the myriad of local ethnic minorities, neighbouring countries and immigrants from India and China.

Following are the various components of Burma food:

	Grains/ cereals	Vegetables	Root s/ tube rs	Non- vegetaria n	Fruits	Drinks/ beverages
Myanm ar	Rice (staple food), millet, sorghum and corn	jengkol, tomato, kaffir lime, lahpet (pickled tea) (best leafy vegetable)	Pota to	Beef, pork(best meat), chicken, fish, shrimp, prawn	Strawberry, guava, durian, mang o(best fruit), banana , jackfruit, plu m, leeches, p apaya, pomel o, water melon, pomegranate	Tea, coffee, coconut milk, beer, palm liquors.

					, mangos teen, sugar- apple and rambutan.	
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The country's diverse religious makeup influences its cuisine, as Buddhists avoid beef and Muslims pork. Also it is characterized by extensive use of fish products. Seafood is a common ingredient in coastal cities such as Sittwe, Kyaukpyu, Mawlamyaing (formerly Moulmein), Mergui (Myeik) and Dawei, while meat and poultry are more commonly used in landlocked cities like Mandalay.

Light green tea is the beverage of choice for Burmese. Alcoholic drinks are generally not favoured in Myanmar as it is a Buddhist country, although there are local beers and strong liquors made from fermented palm juice and a distilled rice-based solution. Fermented grain-based alcoholic drinks are more commonly consumed among highland groups.

Castes and Religion- Myanmar is an ethnically diverse nation with 135 distinct ethnic groups officially recognized by the Burmese government. These are grouped into eight "major national ethnic races": Kachin, Kayah, Kayin, Chin, Mon, Bamar, Rakhine, Shan. The "major national ethnic races" are grouped primarily according to region rather than linguistic or ethnic affiliation, as for example the Shan Major National Ethnic Race includes 33 ethnic groups speaking languages in at least four widely differing language families. Many unrecognised ethnic groups also exist, the largest being the Burmese Chinese and Panthay (who together form 3% of the population), Burmese Indians (who form 2% of the population), Anglo-Burmese and Gurkha.

Myanmar (Burma) is a multi-religious country. There is no official state religion, but the government shows preference for Theravada Buddhism, the majority religion. According to both the statistics published by the Burmese government and the CIA, it is practiced by 89% of the population, especially among the Bamar, Rakhine, Shan, Mon, and Chinese. The other religions in Burma with their demographics are Christian 4% (Baptist 3%, Roman Catholic 1%), Muslim 4%, animist 1% and other 2%.

Clothing- Myanmar is the only country in Southeast Asia where the majority of the population wear non-Western clothes as part of their everyday dress. The Myanmar "longyi," a sarong- is an integral part of the Myanmar national dress worn by men as well as women. These garments are usually made of cotton for everyday wear and of silk, satin or the better quality synthetic fabrics for formal wear. The longyi for men has patterns which are mostly checks or squares or sometimes vertical stripes or horizontal circular bands. However, women wear patterns of flowers, stars, checks, stripes, or even impressionistic

splashes of all colours and shapes. Some prefer self coloured plain textiles of bright or sombre hues. In old days, men wore a stiff-collared shirt, buttoned down the front and it was usually white, however, now-a-days collared shirts and t-shirts can also be seen. Formerly top wear for the ladies consisted of a waist-length blouse known as an “Aingyi”. Apart from this hand-weaving of silk and lotus are also very popular for occasions for both men and women.

Colour symbolism- Colours with their perceived meanings in Myanmar are as follows:

1. Blue- symbolizes peace and endurance.
2. Red –symbolizes courage and gallantry.
3. White- symbolizes purity and honour.
4. Yellow – is the colour of mourning.
5. Grey – symbolizes security.

❖ **Regulatory guidelines for labeling of pharmaceutical products in Myanmar**

Labeling requirements- according to the Myanmar government, every drug registered in Myanmar must be labeled. Labels and directions for use may be written in Myanmar or in English or in both Myanmar and English. And the label should include the following information:

1. Brand name,
2. Generic name,
3. Name of active ingredients and amount,
4. Batch number,
5. Date of manufacture,
6. Expiry date,
7. Quantity or volume of the product,
8. Name and address of manufacturer,
9. Myanmar drug registration number,
10. Method of administration and storage conditions,
11. Direction for prescription drugs- ‘Drug only with prescription’ and for veterinary drugs- ‘For Veterinary Use Only’.

The package insert must include following details:

1. Brand name,
2. Generic name,
3. Names and amount of active ingredients,
4. Pharmacological actions,
5. Indications and adverse reactions of the product,

6. Contraindications and drug interactions,
7. Precautions,
8. Dosage,
9. Storage conditions,
10. Myanmar drug registration number, and
11. Name and address of the manufacturer.

Recommended packaging of Aciloc in Myanmar is given in Annexure 2.

4. UKRAINE

❖ Culture of Ukraine

Geography- Ukraine has a strategic position in East Central Europe, bordering the Black Sea in the south, Poland, Slovakia and Hungary in the west, Belarus in the north, Moldova and Romania in the south-west and Russia in the east.

Ukraine is divided almost in half by the Dnipro river, which traverses Ukraine north to south.

Climate- Ukraine has a temperate continental climate. The Mediterranean Sea only borders the southern Crimean coast. Ukraine's climates are influenced by the humid air from the Atlantic Ocean. Precipitation in Ukraine is disproportionately distributed, with the most falling in the west and the north, and much less falling in the east and the southeast. June and July are usually the wettest months, while February is usually the driest. Winters vary from cool along the Black Sea to cold farther inland; summers are warm across the greater part of the country, and tend to be very hot in the south.

Demography- The Ukrainian population is seen declining in the data from recent years, contrary to the rest of the world's population. The population of Ukraine was estimated to be 45,134,707 in July 2011 and was expected to further decline at a rate of 0.622%. The Ukrainian population has only 13.7% of its population under the age of 15 years, the maximum 70.8% in between the age of 15-65 years and 15.5% of its population above 65 years.

Within the ethnic groups, demographics are Ukrainian 77.8%, Russian 17.3%, Belarusian 0.6%, Moldovan 0.5%, Crimean Tatar 0.5%, Bulgarian 0.4%, Hungarian 0.3%, Romanian 0.3%, Polish 0.3%, Jewish 0.2%, other 1.8% (2001 census).

Linguistic affiliations- The western and northern parts speak Ukrainian, while the eastern and southern regions speak a Ukrainianized form of Russian called "surzhyk." Ukrainian is the official language, and is taught in schools; everybody can understand and speak Ukrainian.

Hungarian, Slovak, Romanian, Tatar, Roma, Polish, are spoken by ethnic minorities within Ukraine, along with as several Ukrainian dialects, including Russyn/Lemko and Zakarpattyan.

Symbolism- The flag of Ukraine consists of two equal sized horizontal stripes - the top stripe is light blue and the bottom one is yellow. The blue half represents peace, the sky above Ukraine and the country's streams and the yellow represents prosperity and the colour of the country's wheat fields.

Food- The food in Ukraine is loaded with history and has a wide array of dishes. Ukrainian foods are influenced by food from Germany, Turkey, Poland, Lithuania and Russia. Ukrainian cuisine stems from pleasant dishes based on plentiful grains and staple vegetables grown in the country. Staple crops include sugar beets, potatoes, grapes, cabbages, and mushrooms.

Bread is a staple in Ukraine. There are dozens of methods used in preparing different types of breads, which are often used in rituals and customs. Other popular ingredients in the cuisine of Ukraine are meat, mushrooms, vegetables, berries, fruit and herbs. And Ukrainian cuisine would be incomplete without salo (pork fat). Ukrainian people like to cook and their appetite for freshly made food means that they practically don't eat any junk food.

Following are eaten in Ukraine:

	Grains/ cereals	Vegeta bles	Roots/ tubers	Edible fungu s	Non- vegetar ian food	Fruits	Drinks/ beverage s
Ukrai ne	Wheat, barley, corn, sunflow er seeds, buckwh eat	Cabbag e, cucumb er, pumpki n, beans, peas, onions, sugar beet, tomato	Potat o, beet root	Mushr oom	Pork (nation al meat), beef, fish, chicken ,	Grapes , berries, cherrie s, apples, pears, plums and walnuts , almond s and apricots , peache s, and	Milk, tea, coffee, fruit juices, carbonat ed drinks, beer, vodka, spirits, wine

						nuts	
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Some of the popular drinks in Ukraine are:

1. Mead- this is an alcoholic drink that is made out of yeast, water and honey.
2. Horilka - This is a common alcoholic drink that is often distilled from potatoes, honey, sugar beets and grain.
3. Kompot - This is a sweet drink made of fruits or berries that are boiled in water.
4. Kvass - This is a sour and sweet carbonated drink that is made from sugar, yeast and dry rye bread.

Caste and Religion - There are two main ethnic groups in Ukraine: Ukrainians (about 70% percent of the total population) and Russians (close to 20% percent). Other major ethnic groups are Belarusian, Moldovan, Crimean Tatar, Bulgarian, Hungarian, Romanian, Polish, Jewish, and others.

Ukrainian Orthodox Christianity remains the main religion of Ukraine since 1000 years, with some 76% of Ukrainians claiming to belong to this faith. However, there are many other religions in Ukraine, i.e., Ukrainian Greek Catholic 8%, Ukrainian Autocephalous Orthodox 7.2%, Roman Catholic 2.2%, Protestant 2.2%, Jewish 0.6%, and others 3.2% (2006 est.).

Clothing- The array of the Ukrainian traditional clothing is characterized by wide regional and ethnic diversity. Ukrainian traditional dress has passed a long way with some of the elements remaining intact since the times of ancient Slavs. For instance, in this manner was inherited the most widespread garment – a long shirt decorated with embroidered magic ornament with a waistband. Incidentally, embroidery is the major adornment of the traditional costume used primarily to decorate underclothing, that is, male and female shirts, as well as supplementary items such as waistbands. Embroidery is traditionally done in red and black colour; also various bright colours are used. However, various bright colours are mainly used, but red is a prominent colour in folk dress of Ukraine.

In recent times, the traditional dresses are only worn on festivals, special occasions, and holidays and in everyday life people prefer to wear western clothes, especially in the urban areas. And, Eastern Ukraine is much more urbanized than the west.

Colour and Pattern Symbolism- In Ukraine Easters is one of the important festivals, and there is a tradition called pysanky. Pysanky are beautiful painted Easter eggs in various colours and religious symbols that are originally created to bless every part of life in Ukraine. The colours used have following meanings:

- White - Signified purity, birth, light, rejoicing, virginity.

- Yellow - The symbol of light and purity. It signified, youth, love, the harvest and perpetuation of the family. It is the colour consecrated to the light deities, and the sun, stars, and moon. It is the Christian symbol of reward and recognition.
- Gold - Spirituality, wisdom.
- Orange - The symbol of endurance, strength, and ambition. Pink - Success, contentment.
- Green - The colour of fertility, health, and hopefulness; of spring, breaking bondage, freshness, and wealth.
- Red - The magical colour of folklore signifying action, charity, and spiritual awakening. It also represented the sun and the joy of life and love
- Blue - Represented blue skies or the air, and good health, truth, and fidelity.
- Purple - Represented fasting, faith, trust, and patience.
- Brown - Represented Mother Earth and her bountiful gifts; earth, harvest, generosity.
- Black - Represented constancy or eternity, the centre of the Earth, the darkest time before dawn. Black also signified death, fear, and ignorance.

Some colour combinations had specific meanings, too:

- Black and white - Mourning, respect for the souls of the dead.
- Red and White - Respect, protection from evil powers.
- Four or more colours - Family happiness, peace and love.

Some of the religious symbols used in making pysanky with their meanings are as follows:



Ladders indicate prosperity, or prayer.



Pine Needles indicate health, stamina, eternal youth.



Crosses indicate Christ, or the Four Corners of the World.



Wheat symbolizes wishes for good health and a good harvest.



The Sun and Stars symbolize life, fortune, growth.



Birds indicate fulfillment of wishes, and fertility.



Poppies symbolize joy and beauty.



Curls indicate defence or protection.

❖ Regulatory guidelines for labeling of pharmaceutical products in Ukraine

Label and package insert of pharmaceutical drugs in Ukraine is required to be in Ukrainian or Ukrainian and English languages. Other requirements for the label are:

1. Brand name
2. Generic name
3. Dosage form and strength
4. Storage
5. Special instruction
6. Qty.
7. Dosage
8. Mfg. Lic.
9. Batch No.
10. Mfg. and Exp. Dt.
11. Registration no.
12. Manufacturing site – logo, name and address with country name.

Recommended packaging of Aciloc in Ukraine are given in Annexure 2.

5. RUSSIA

❖ Culture of Russia

Geography- The Russian Federation is the largest of the 21 republics that make up the Commonwealth of Independent States. It occupies most of Eastern Europe and north Asia, stretching from the Baltic Sea in the west to the Pacific Ocean in the east, and from the Arctic Ocean in the north to the Black Sea and the Caucasus in the south. It is bordered by Norway and Finland in the northwest; Estonia, Latvia, Belarus, Ukraine, Poland, and Lithuania in the west; Georgia and Azerbaijan in the southwest; and Kazakhstan, Mongolia, China, and North Korea along the southern border.

Climate- Russia is such a vast country that it encompasses wide extremes ranging from Siberian frosts to the heat of the European south. With no discernible spring or autumn, Russia has a dry continental climate. Daytime summer temperatures over the nation may only vary from 20 to 30°C (68-86°F), in winter it is more like 10 to -50°C (51 to -58°F). Major towns like Moscow and St Petersburg share similar pleasant summer temperatures, both averaging around 24°C (75°F).

Demography- The population of Russia was 143,100,000 as per the official estimate for April 1, 2012. The population is declining at a rate of 0.48%. According to the CIA world factbook, total population of Russia constitutes 15.2% people under the age of 15 years, 71.8% people in between the age of 15-65 years and only 13% of its population above the age of 65 years. According to the CIA world factbook, ethnic Russians make up 79.8% of the total population, while six other ethnicities have a population exceeding 1 million –

Tatars (3.8%), Ukrainians (2%), Bashkir (1.2%), Chuvash (1%), Others or unspecified 12.1% (2002 census).

Linguistic affiliations- Of all the languages of Russia, Russian language is the only federally official language. 27 different languages are considered official languages in various regions of Russia, along with Russian. Other than this, there are 100 minority languages spoken in Russia among different ethnic groups.

Symbolism- The flag of Russia consists of three equal-sized horizontal stripes. The top stripe is white, the middle one is blue and the bottom stripe is red. The colours symbolize the following:

- White - peace and honesty
- Red - hardiness, bravery, strength & valour
- Blue - vigilance, truth and loyalty, perseverance & justice

Food- Russia is mainly a northern country with long-lasting cold winter. Such food items are eaten which give much energy and warmth to survive during the winter time. So, the essential components of Russian cuisine are the ones, which provide more carbohydrates and fat rather than proteins. Fresh fruits and vegetables are rarely used in food. So, the top five components of a Russian meal are potatoes, bread, honey, eggs, meat (especially beef) and butter.

	Grains/ cereals	Vegetabl es	Roots/ tubers	Edible fungus	Non- vegetarian food	Fruits	Drinks/ beverage s.
Russia	Barley, oat, wheat, buckwh eat, rye, millet	Cabbage , carrots, beets, onions, cucumbe rs, tomato, peas, cold tolerant greens.	Potato (staple food)	Mushroo ms	Sausage, pork, beef, mutton, chicken, fish, veal, duck, sturgeon, and salmon	apples, strawberr ies, blackcurr ants, redcurran ts, raspberri es, pears, plums and cherries	Milk, tea, coffee, berry and fruit juices, kvass, vodka, wine, beer, mead, cognac, and champag ne

In Russia fresh fruits and vegetables are traditionally not available during winters, hence, fruits and vegetables are preserved by pickling them, storing their dried forms and their juices. Pickled cabbage, cucumbers and other vegetables as well as pickled apples are widely popular in Russia.

Among non-alcoholic drinks preserved fruit and berry juices and tea are very popular. Also Russia is one of the largest tea consumers in the world. And among alcoholic drinks, vodka are very common, however women like honey mixed with vodkas or drinks like mead.

Castes and Religion- Russia is a multiethnic country. In all, there are 160 different ethnic groups followed by indigenous people of Russia. Major ethnic groups of Russia include Russians, Tatars, Ukrainians, Bashkirs and Chuvash. Other ethnic groups include Armenians, Chechens and Belorussians which form a very small part of Russia's population.

Russia has large populations of non-practicing believers and non-believers, because of a legacy of over seven decades of soviet rule. However, believers of god are mainly Russian orthodox (15-20%), Muslim (10-15%), other Christian (2%), according to estimates of year 2006. Believers of orthodox Christianity are mainly Russians and ethnic groups like Tartar and Bashkir's are Muslims.

Clothing- Russian clothing is a show of the traditional folk art and the spirit of the culture of Russia. Traditional Russian clothing is designed to highlight the inner dignity and emotional restraint of every woman. The traditional Russian costumes are not only beautiful, but also very convenient, being specially created for work. The variety of colours used in the traditional costumes display ethnic diversity.

Traditional Russian dress for men involves a shirt which is long-sleeved garment that is mid-thigh long, known as *kosovorotka*. It was widely worn by peasants and townsfolk till the early 20th century, but today it has become the mainstay in Russian song dance and folk music ensembles and as souvenirs. And traditional dress for women folk is called *sarafan*, it is a plain jumper-like long dress much like a pinafore. This dress is of single piece and has no sleeves but thin straps at the shoulders which were decorated with ribbons, gold or silver thread and made stiffer. Usually it is worn over a traditional off white or bright-coloured Russian blouse. A typical *sarafan* had a woven belt at the waist that had beads or bells and was either of printed or plain material. For festivities or special occasions silk or fine linen was used for the *sarafan*. Red colour plays a dominant role in Russian clothing.

Even today, Russian clothing comprises insulating fabrics to combat the cold weather. Hence wool, fur and leather are prevalent, with head coverings like hoods, capes and hats, and long sleeves. The tall papakha hats of the 19th century, made of wool or fur, are still worn by Russian men, especially in formal events and they even form a part of their army uniform.

Though Russian clothing style has a long way to go to compete with the West, the style has always retained elaborate details and lively colours. Russians use deeper shades, which mostly represent their

occupation. Men prefer sober tones, depicting a clam posture, while a combination of black and white is considered a graceful tone.

Colour symbolism- Byzantine art is the art of Russian orthodox which considers the meaning of art as beauty. In Byzantium, colour was considered to have the same substance as words; indeed each colour had its own value and meaning. One or several colours combined together had the means to express ideas. The colours used in the Byzantine art along with their meanings are as follows:

1. Gold- Gold symbolized the divine nature of God himself.
2. Purple- purple is the colour symbolizing royalty.
3. Red- Red is one of the most frequently used colours in icons. This is the colour of heat, passion, love, life and life-giving energy, and for this very reason red became the symbol of the resurrection - the victory of life over death.
4. White- White is the symbol of cleanliness, holiness and simplicity.
5. Dark-Blue and Blue- Dark-blue and blue indicate the infiniteness of the sky and is the symbol of another everlasting world.
6. Green- Green is the colour of nature, youth, hope, and eternal renovation.
7. Brown- Brown is the colour of the bare earth, dust, and all that is transient and perishable.
8. Black- Black is the colour of evil and death.

❖ **Regulatory guidelines for labeling of pharmaceutical drugs in Russia**

In Russia only Russian language is used on primary as well as secondary package and also the package insert. Other information needed is as follows:

1. Brand name
2. Generic name
3. Dosage form and strength
4. Storage
5. Special instruction
6. Dosage
7. Formulation and excipients with per tablet quantities.
8. Mfg. Lic.
9. Batch No.
10. Mfg. and Exp. Dt.
11. Registration no.
12. Product specific bar code
13. Manufacturing site – logo, name and address with country name.

Recommended packaging of Aciloc in Russia is given in Annexure 2.

6. Jamaica

❖ Culture of Jamaica

Geography- Jamaica is an island in the West Indies 145 km south of Cuba and 161 km west of Haiti. It is a little smaller than Connecticut. The island is made up of coastal lowlands, a limestone plateau, and the Blue Mountains, a group of volcanic hills, in the east.

Climate- Jamaica's climate is tropical with constant warm to hot temperatures all year round, though cooler in the higher, central areas. The wettest months are between May and November, when short sharp showers can be expected. The heaviest rains occur in September and October and the hurricane season runs from June to November.

Demography- The population of Jamaica as per estimates of year 2011 by CIA world factbook is 2,868,380, which is growing at a rate of 0.7%. According to the CIA world factbook, total population of Russia constitutes 30.1% people under the age of 15 years, 62.3% people in between the age of 15-65 years and only 7.6% of its population above the age of 65 years.

Ethnic group demographics according to the university of west indies are, 76.3% African descent, 15.1% Afro-European, 3.4% East Indian and Afro-East Indian, 3.2% Caucasian, 1.2% Chinese and Afro-Chinese and 0.8% Other.

Linguistic affiliations- English is the official language of Jamaica. However, Patois (Creole), a combination of English and some African languages, is spoken in rural areas and is used increasingly in urban areas. Other languages spoken in Jamaica are Levantine Arabic, Portuguese, Spanish and Mandarin Chinese.

Symbolism- The Jamaica national flag comprises of the colours green, black, and gold. Significance of the flag of Jamaica lies in Jamaica Flag Colours, so that green is symbolic of hope, agricultural richness, and vegetation. Black is the symbol of strength and creativity of Jamaican people, and gold represents sunlight and Jamaica's natural wealth. All the Pan-African colours used in the national flag of Jamaica, pay honour to Jamaica's noteworthy African heritage.

Food - The Jamaican cuisine is quite diverse. It includes a mixture of cooking techniques, flavours, spices and influences from the indigenous people on the island, and the Spanish, British, Africans, and Chinese who have inhabited the island. It is also influenced by the crops introduced into the island from tropical Southeast Asia.

Following are eaten in Jamaica-

	Grain s/ cerea ls	Vegetabl es	Root/ tuber	Edible fungus	Non- vegetari an food	Fruits	Drinks/ beverage
Jamai ca	Whea t, corn, rice,	Cassava, bean, green banana, ginger, gungo pea, leafy vegetable s, peanut, pumpkin, carrot, cabbage, onion, tomato, and cucumber .	Swee t potat o, yam, potat o	Mushroo m	pork, chicken, beef and seafood	Ackee, mango, Otaheite Apple, naseberry, star apple, coconut, tamarind, guava, ortanique, jew plum, sugarcane, green cherries, plum, avocado pear, cerasse, breadfruit, cocoa, guinep, jackfruit, mammy apple, papaya, pomegrana te, rose apple, sweet sop.	Milk (flavoure d), fruit and vegetable juices, ginger beer, Jamaican rum.

Jamaica foods are extremely healthy simply because they prefer not to use processed food. There are many popular Jamaican specialties like jerk chicken and pork, curried goat, yam, ackee, brown-stew fish,

rice and peas, and many more. But there is one item that plays a leading part in much of Jamaica's cuisine and that is salt fish.

Castes and Religion- About 79% of the population in Jamaica is of partial or total African descent. This population is comprised of blacks, mulattos, and black-East Indians or black-Chinese. Other ethnic groups include East Indians (3.4%), Chinese (1.2%), Europeans (15.1%), and other (0.8%). Nearly the whole population is native-born Jamaican.

There is freedom and equality of religion in Jamaica. Protestant churches are dominant, comprising over 62.5% of the total population which includes Church of God 23.7%, Seventh-Day Adventist 10.8%, Pentecostal 9.5%, Baptist 7.2%, Anglican 3.6%. Other denominations include Roman Catholics (4%), United Church (3%), Methodists (3%), Jehovah's Witnesses (2%), Moravians (1%), and Brethren (1%). Other religious groups, including Hindus, Jews, Muslims, and Rastafarians, as well as some spiritual cults, make up the rest of the population.

Clothing- Jamaican clothes are as exciting and flamboyant as the mood of the place. Traditional clothes for women include a skirt, a blouse and a head scarf that is made out of Calico. Calico is a sort of cotton cloth locally made and marketed. The women in Jamaica wear traditional Jamaican clothes which were most of the time hand-made. And the traditional wear for men includes pants and shirts made up of the natural fabric. The fabrics sported by men, are not very colorful, but are more of sober yet classy. However now-a-days people like wearing western clothes.

Bright infusions of colour are an element that is present throughout traditional and modern Jamaican attire. The colors of the fabrics are vibrant and symbolic of the spirit of the Jamaican people and homage to the colorful and beautiful surroundings of this tropical paradise.

❖ Regulations guidelines for labeling of pharmaceutical drugs in Jamaica

In Jamaica the language for labeling is English. Information to be filled in label is as follows:

1. Brand name
2. Generic name
3. Dosage form and strength
4. Storage
5. Special instruction
6. Formulation with quantities of each in a tablet
7. Dosage
8. Mfg. Lic.
9. Batch No.
10. Mfg. and Exp. Dt.
11. Registration no.

12. Manufacturing site – logo, name and address with country name.

Also if the drug is a prescription medicine the package insert should include- **“Prescription only Medicine”** on it.

Recommended packaging of Aciloc in Jamaica is given in Annexure 2.

7. UNITED ARAB EMIRATES

❖ Culture of UAE-

Geography- The United Arab Emirates (UAE) is a federation of seven independent emirates: Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah, Ajman, Umm Al Quwain, and Al Fujairah. The UAE is bordered by the Persian Gulf to the north, Saudi Arabia to the south and west, Qatar to the northwest, and Oman and the Gulf of Oman to the east.

Climate- The climate in the United Arab Emirates is sub-tropical and arid. During summer (April to September) the weather is hot (around 50 degrees C) and extremely humid. At other times the humidity is less and the temperature generally ranges from 20-35 degrees C, with an average night time temperature of -15 degrees C. Rainfall is infrequent and usually occurs between November and March. There can also be occasional sandstorms from the desert.

Demography- The population of UAE as per estimates of year 2011 by CIA world factbook is 5,148,664 which is growing at a rate of 3.282%. According to the CIA world factbook, total population of UAE constitutes 20.4% people under the age of 15 years, 78.7% people in between the age of 15-65 years and only 0.9% of its population above the age of 65 years.

Ethnic group demographics according to the CIA world factbook are, Emirati 19%, other Arab and Iranian 23%, South Asian 50%, other expatriates (includes Westerners and East Asians) 8% (1982).

Linguistic affiliations- The official language of the United Arab Emirates is Arabic. English is widely spoken and understood in major cities of the UAE. Other major languages spoken in UAE are Urdu, Hindi, and Farsi.

Symbolism- The flag of the United Arab Emirates consists of three equally sized horizontal stripes with a red vertical stripe on the left side of the flag. The horizontal stripes are from top to bottom, green, white and black. The colours on the United Arab Emirates flag represent the following:

- White - peace and honesty
- Red - hardiness, bravery, strength & valour

- Green - hope, joy and love and in many cultures have a sacred significance
- Black - the defeat of enemies or determination

Food- The popular cuisines of UAE adequately reflects its Arabic heritage. Arabic food is generally a mixture of different foods and flavours. It is served with different types of bread and a huge platter of fresh salad and vegetables. Following are included in the Emirates cuisine:

	Grains/ cereals	Vegetables	Roots/ tubers	Non- vegetarian food	Fruits	Drinks/ beverages
UAE	Rice, wheat	Cucumber, Artichoke, Carrots, Courgette, Cauliflower, Brassica, Onion, Broccoli, Lettuce, Egg plant, Green Peas, Potatoes, Sweet Pepper, Green Sword, Chicory, Garlic, spinach, Asparagus, Tomatoes, Beans, Herbs	Beetroot, potato	Chicken, camel meat, lamb, mutton, fish, small fowl, goat, beef	Water Melon, Oranges, Mandarin, Clementine, Mandarin, Grapefruits, Lemon, and other citrus fruits, avocados, grapes, guavas, strawberries	Fruit juices, tea, coffee, alcohol, carbonated drinks.

Because the area is mostly made up of harsh dessert, the food in the United Arab Emirates is heavy in dairy, meat and cereals. Meat, fish, and rice are the staple foods of the Emirati cuisine. Popular beverages are coffee and tea, which can be supplemented with cardamom, saffron, or mint to give it a distinct flavour. However, among fruit drinks orange flavored drinks are the most popular and the second most popular juice is cocktail.

Castes and Religion- The United Arab Emirates Ethnic Groups form an integral part of the population of the country. According to 1982 census, less than 20% of the population consists of original UAE citizens. United Arab Emirates Ethnic Groups consist of various South Asian tribes that make almost half of the population. Apart from them, there are many Westerners and East Asians in the country who comprise almost 8% of the total population. The Emiratis and other Arabian and Iranian tribes and clans also constitute a major part of the UAE population.

The Constitution of the United Arab Emirates provides for freedom of religion in accordance with established customs, however, the federal Constitution declares that Islam is the official religion of the country. Islam is followed by 96% of the population of UAE. Other religions followed are Christianity and Hinduism.

Clothing- UAE, as one of the most rapidly developing country in the world, exhibits an amazingly perfect blend of traditionalism and modernism. All UAE nationals continue to wear their traditional costume which indeed is a symbol of national pride and identity.

The men of the Arabian Peninsula wear the immaculate pressed gleaming white (sometimes brown or gray) ankle length robes called dishdasha. Local men wear a small skull cap gafia, covered by the white or sometimes red-checked head cloth gutra and held in place by the twisted black coil agal. Only rarely will a national appear in western dress within the Emirates. And Emirati women usually wear trousers sirwal fitted tightly at the ankles.

Over the sirwal is worn the jillabeeya, a floor length dress which is often decorated in embroidery or beautiful beadwork and covered by a black cloak abaya. Some women cover their face with a black cloth nikab that only reveals the eyes and others, mostly older women, wear a canvas mask called a burqa which covers eyebrows, nose and mouth. Almost all women cover their hair with a shaila or hejjab as per the principles of Islam.

Colour symbolism- In UAE various colours are perceived as follows:

1. Red –symbolizes good fortune.
2. Yellow –symbolizes strength and reliability.
3. Green –symbolizes holiness and god's colour.
4. Blue –indicates spirituality, immortality and protection
5. White – represents holiness and peace.

6. Black –indicates death and mourning.

❖ Regulation guidelines for labelling of pharmaceutical products in UAE:

According to the UAE Ministry of Health, labels of imported products need to have the following standard information and should be in English and Arabic:

1. Labels applied to containers should be clear, unambiguous, permanently fixed to the container and be indelible. The labeling should be written in a language which is understood by persons involved in the distribution chain as well for relevant official authorities.
2. All containers and packaged stored material or products should be labeled clearly.
3. Labels on secondary packaging should include at least the following:
 - Material or product name (Brand name if applicable and the INN name in addition to pharmacopoeias if applicable)
 - Quantity (weight, size, unit number)
 - Batch number
 - Expiry date or retest date for active ingredients.
 - Receiving date
 - Production date
 - Quality Control section approval and release date with signature of person in charge.
 - Storage conditions (clear and specific)
 - Transportation conditions and precautions.
 - Handling precautions
 - Manufacturer name with its trade mark.
 - Supplier's name (in case it is a wholesaler or so) with contact details.
 - When used, only internationally and/or nationally accepted abbreviations, names or codes should be used in the labeling of containers. Use of abbreviations or symbols should be avoided.

Recommended packaging of Aciloc in UAE is given in Annexure 2.

Conclusion and recommendations-

Country-wise recommendations are given in Annexure 1.

General recommendations on packaging of a pharmaceutical product:

Climatic conditions- Package should be designed in accordance with the climatic conditions of the country, for example,

- If the climate is humid the hygroscopic drug should be packed in a moisture resistant packaging.
- If the climate has high temperatures, the drug should be transported using innovative cold chain packaging materials to make sure the product temperature stays in the stipulated range for retaining its efficacy.
- If the drug is light sensitive the coloured package should be used as the light should not damage the product.

Linguistic affiliations- Label of the product should be in the official language as majority of a country's population is expected to know the official language.

And the package insert should be provided in major languages spoken in a country, as some part of any country's population may only be familiar to their ethnic language and because of miscommunication may end up doing a medication error.

English being an international language is basically used for communication between linguistically and culturally different countries. Hence, it is a language which can be commonly used in every part of the world.

Food- Medicines sometimes are not acceptable because of their taste, smell and various other reasons, especially in case of children, hence these can be flavoured in various fruits, chocolate and other flavours liked by the people in a particular country. This will increase the acceptability of the drug among consumers thereby increasing sales of a product.

Flavour of some fruits like orange, mango, grapes, strawberries and flavours other than fruits like honey, chocolate and some mixed fruit flavours are widely and commonly acceptable in many countries.

Clothing- Clothing represents how much the country is influenced by westernization. The countries which are highly influenced by western culture like Kenya should be given products packaged with packaging having western influence using flavours like coffee and berries.

And the countries which are least influenced by western culture like Myanmar should be given products labels having their traditional signs and colours symbolizing relief, wellness and hope with the use of their traditionally liked flavours like mango.

Colour symbolism- Colours have different meaning in different cultures, which can be used in packaging in order to convey meaning by image strategy. The meanings associated with different colours are important to communicate brand image and are mechanisms of meaning transfer in different cultures. Colour used in packaging acts as an important factor in determining a product's desirability.

Some of the colours like blue, green and white can be commonly used for packaging in many countries as they are widely accepted and share similar meanings in different cultures.

Conclusion:

This study shows that culture and regulations play a critical role in making a package of a pharmaceutical product for a country. It studies the impact of religion, languages, food habits, and colour perceptions of people in various cultures on a package design.

The packages recommended in the report are made keeping some factors in mind, that are- regulatory guidelines in various countries, colour perception in various cultures, Cadila's brand image, and drug category.

In particular the use of colours in a package which are perceived for good health in a country can be very helpful in attracting attention, communicating the brand and hence influencing customer buying decisions. Also the art work with respect to the segment of drug communicates about the drug and its use, and language to be used should always be the one which is understood by majority of the population of a country.

Reference-

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- “Guidelines on packaging for pharmaceutical products”; WHO technical report series no. 902 (2002), pp.125-130,132-134.

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- http://www.tis-gdv.de/tis_e/verpack/funktion/funktion.htm, functions of packaging.
- <http://www.globalization-group.com/edge/resources/color-meanings-by-culture/>, colour meanings by culture.
- <http://www.everyculture.com/>, culture of Nigeria, Kenya, Myanmar, Ukraine, Russia, Jamaica and UAE.
- http://www.onlinenigeria.com/traditions_Customs.asp, traditions in Nigeria.
- <http://en.wikipedia.org/wiki/>, languages spoken in the countries.
- <https://www.cia.gov/library/publications/the-world-factbook/geos/ke.html>, demographics of countries.
- <http://travel.mapsofworld.com/>, climate of countries.
- <http://www.icimod.org/>, climate of countries.
- <http://nanhommaoaye.wordpress.com/traditional-custome/>, traditional wears of Myanmar.
- <http://www.worldflags101.com/>, flag and its meaning of countries.
- <http://www.intercultures.ca/cil-cai/ci-ic-eng.asp?iso=ua>, ethnic groups in Ukraine.
- <http://where.org.ua/ukraine.php?r=Fruit-and-Vegetable-Raising>, food in Ukraine.
- <http://www.worldwidewebawards.net/>, food in countries.
- <http://www.learnpysanky.com/symbols.html>, tradition of Ukraine.
- <http://www.flags-flags-flags.org.uk/russian-flag.htm>, flag and its meaning of countries.
- <http://www.allrussianfoods.com/2009/02/09/russian-traditional-meals/>, food in Russia.
- http://www.pravmir.com/article_158.html, colour symbolism in Russia.
- <http://www.nationsencyclopedia.com/>, ethnic demographics in countries.
- <http://www.asiarooms.com/en/travel-guide/united-arab-emirates/united-arab-emirates-overview/uae-geography.html>, geography of UAE.
- <http://www.expatsfocus.com/expatriate-uae-climate-weather>, climate of UAE.
- <http://www.ctcdubai.org/subcat.asp?cid=2&scid=2>, food in UAE.

Annexure 1

Recommendations on the basis of data obtained for packaging of medicines for the following countries is as follows:

1. Nigeria

Climatic conditions	As climate in Nigeria is very humid, the pharmaceutical products tend to degrade faster. Hence, the product should be protected providing high moisture barrier primary packaging.
Demography	Nigeria has a very large untouched population. In Nigeria, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in English language; also package insert should be in English as well as the known languages of prominent ethnic groups, i.e., Hausa, Yoruba and Igbo.
Food	Nigerian food differ in different areas, hence medicines can be flavored by oranges and mango in the areas of Hausa; palm and Roselle in the areas of Yoruba; and kola nut and palm in the areas of Igbo.
Castes and Religion	In Nigeria, Hausa, Yoruba and Igbo are the prominent ethnic groups and most people follow either Islam or Christianity. Hence package design can be made different for different group or religion for better sales among respective groups.
Colour and pattern symbolism	This section gives an idea about colours and patterns to be used in designing the labels in accordance with the perceptions of people living there.

2. Kenya

Climatic conditions	As climate in Kenya is topical, medicines are needed to be protected against the deleterious effects of moisture and temperature. The colouring agents used in medicines should be non-water soluble colours and the packaging should be such that to protect the drug from harmful effects of light and temperature.
Demography	In Kenya, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in English and Swahili language; also package insert should be in English as well as Swahili.
Food	Kenyans enjoy various flavours; hence medicines can be flavoured using coffee and intense flavour of berries, mango and other tropical fruits.
Castes and Religion	In Kenya, major religion followed is Christianity. Hence package design can be made in accordance with the culture of Kenyan Christians.
Colour symbolism	This section gives an idea about colours and patterns to be used in designing the labels in accordance with the perceptions of people living there.

3. Myanmar

Climatic conditions	Myanmar has topical monsoon climate, and rainy season lasts from May to October. Hence air-tight packaging systems should be used, so that medicines do not deteriorate during transportation and handling.
Demography	In Myanmar, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in English and Burmese language; also package insert should be in English, Burmese, as well as other major languages like shan, kachin, mon, and rohingya.
Food	People of Myanmar very much enjoy mango; hence medicines can be flavoured as mango.
Castes and Religion	In Myanmar, major ethnic group and religion followed is Burmese. Hence package design can be made in accordance with the culture of Burmese.
Clothing	People of Myanmar are like wearing clothes as in their culture, and not the western clothing. Hence, the patterns of their clothes like flowers, stars, checks, stripes can be used as a water-print on the secondary packages.

4. Ukraine

Climatic conditions	Ukraine is influenced by humid air and high temperatures; hence in this climate pharmaceutical products tend to degrade faster. Hence, the product should be protected providing high moisture barrier primary packaging, and should be resistant to high temperatures to not allow deterioration of drug.
Demography	In Ukraine, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in both English and Ukrainian languages; also package insert should be in English as well as Ukrainian language too.
Food	In Ukraine, pure orange flavour, flavour of berries, grapes, apple and honey are very popular. Mixed flavours are also very popular among Ukrainians.
Castes and Religion	In Ukraine, Ukrainian is the prominent ethnic group and people follow Christianity. Hence package design should be in accordance with the Ukrainian culture.
Colour and pattern symbolism	This section gives an idea about colours and patterns to be used in designing the labels in accordance with the perceptions of people living there.

5. Russia

Climatic conditions	Russia has the favourable climatic conditions for storage of drugs.
Demography	In Russia, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in both English and Russian languages; also package insert should be in English, Russian and in other region wise official languages too.
Food	Flavours liked in Russia are honey, raspberry, cherry, apple and chocolate etc. Hence, these can be used as flavours in medicines.
Castes and Religion	In Russia, Russian is the prominent ethnic group. Hence package design should be in accordance with the Russian culture.
Colour and pattern symbolism	This section gives an idea about colours and patterns to be used in designing the labels in accordance with the perceptions of people living there.

6. Jamaica

Climatic conditions	Climate in Jamaica is warm and hot all year; pharmaceutical products tend to degrade faster in this type of climatic conditions. Hence, the product should be protected providing high temperature resistant packaging system.
Demography	In Jamaica, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in English language; and the package insert should also be in English; however other languages like Levantine Arabic, Portuguese, and Spanish can also be included.
Food	Flavours liked in Jamaica are grapefruit, pineapple, and mango. Hence, these can be used as flavours in medicines.
Castes and Religion	In Jamaica, major population is of African descent and majority people follow Christianity. Hence package design should be in accordance with the culture of African Christians.

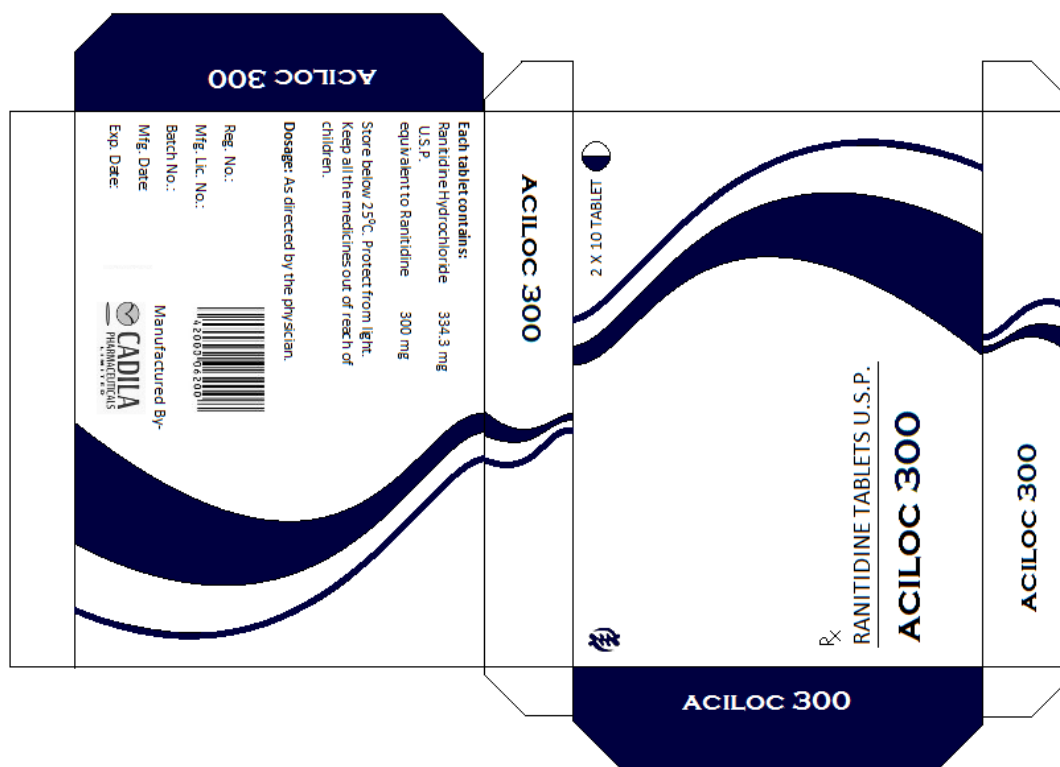
7. United Arab Emirates

Climatic conditions	Climate of UAE is sub-tropical and arid, hence summers are very hot and humid which can affect the stability of drugs. Hence temperature and humidity sensitive drugs should be handled accurately.
Demography	In UAE, different packaging should be done as per the population who will use that medicine. For example, attractive colourful packages for medicine used by children and easy open packs for elderly.
Linguistic affiliations	Label of a product should be printed in either English or Arabic languages; also package insert should be in English, Arabic, Urdu, Hindi, and Farsi.
Food	Flavours liked in UAE are orange, and mixed flavour of cherries, berries and grapes. Hence, these can be used as flavours in medicines.
Castes and Religion	In UAE, Islam is the prominent religion followed by majority population. Hence package design should be in accordance with the Islamic culture.
Colour and pattern symbolism	This section gives an idea about colours and patterns to be used in designing the labels in accordance with the perceptions of people living there.

Annexure 2-

Recommended packaging for Aciloc for different countries is as follows:

1. Nigeria



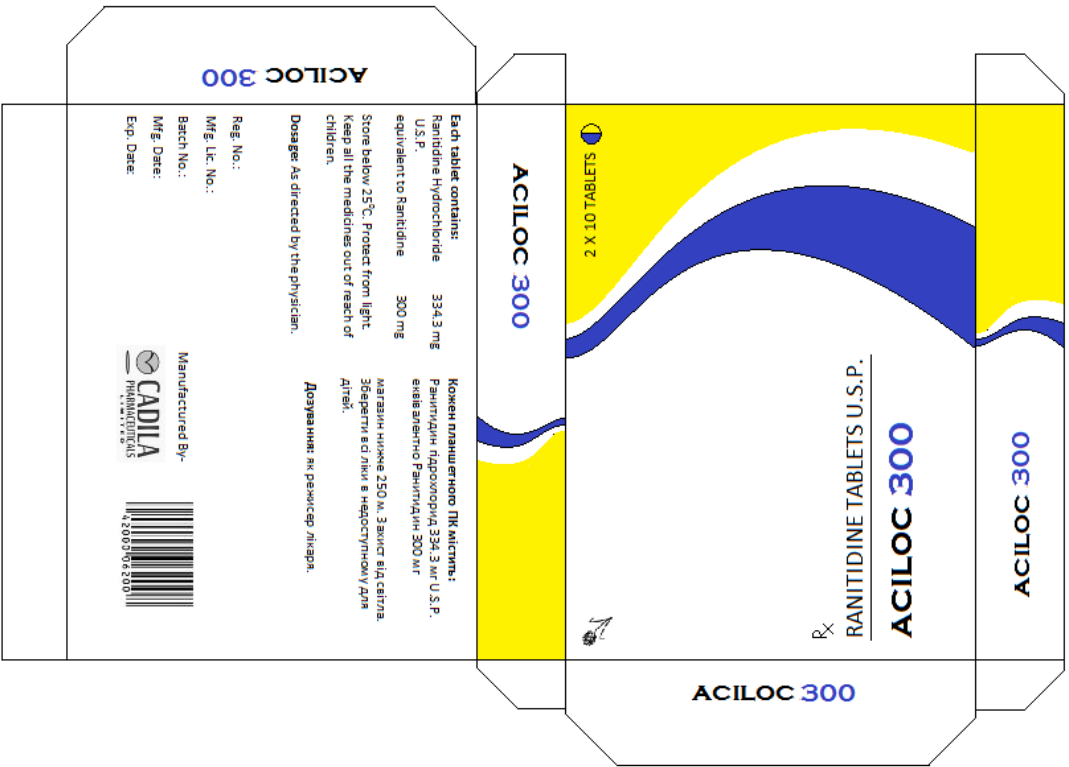
2. Kenya



3. Myanmar



4. Ukraine



5. Russia



6. Jamaica



7. UAE

