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Consumer Behaviour & Marketing Research



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Dr. G. Munjal
MD & CEO
Ind-Swift Limited

Consumer Behavior & Marketing Research

Dear all, its pleasure to connect with you again. With the end of March, we have come to the end of another financial year 2013 and new financial year is waiting ahead with new hopes, aspirations and better opportunities. You all would agree that in any business consumer behaviour plays a crucial role. In this edition of Ind-Swift Empire we have tried to focus on **Consumer behaviour and Market research** which gives you an insight in to consumer behaviour, how it affects your marketing strategy and how market research helps you to understand varying behaviour of consumers and their preferences so that you can incorporate them in new financial year planning & strategies, correct the mistakes done in the past and explore new avenues for the business. All thanks to the social media development that today consumers are well aware and informed than ever before. Today consumers have become very choosy and are so smart that they know exactly what they want. Before buying a product they look for every pro and cons of the products and service provided to them & go through every minute detail of the products. In the last few decades we have seen that consumer behaviour has unswegone a paradigm shift in term of choice, preference, like & dislike. Today companies are not the one which influences consumer behaviour but its consumer's behaviour that influences company's marketing strategies. Today consumers are the driving force that makes your product a successful brand. And equal is the importance of Market Research. Market research actually gives you an idea what factors influence a consumer choices. Why a same product is successful in one region and a failure in other. Why some attributes, features and benefits of products got clicked in consumer's mind and they directly and indirectly start associating with consumer's likes, dislikes, desire and behaviour. Any business organization that succeeds in knowing what ticks consumers is on the ladder of success. For reference we can draw a comparison between Facebook & My Space. Both are social networking sites where user gets interacted with each other but when it comes on popularity Facebook has won the race by its innovative, user friendly approach and by introducing useful features that draw hundreds of users every day. And how they did this simply by researching their user's behaviour.

Well not taking much time of yours here I am signing of Enjoy reading....

Dr. G. Munjal

Editor : Dr. G Munjal
Team : Dr. Maninder
Mr. Munish Bhardwaj
Mr. Shiv Kumar
Mr. Nitin Gaur
Ms. Hema Thakur

Graphics & Layout : Mr. Bharat Singh
Ms. Aarti Dhiman

Contents



Corporate Social Responsibility...	3
Corporate Articles...	4-6
Contributions...	7-8
News Buzz...	9-11
Latest Moves...	12-14
Participation...	15
Product Portfolio...	16-20
Face to Face...	21
Health Tips...	22
Give it a thought...	23



Ind-Swift distributed free medicines to the patients

Working on its commitment to provide better healthcare facilities to people and welfare of society and the communities, Ind-Swift—a prominent name in the Pharmaceutical industry participated in Multi Specialty Medical Camp organized by the Rotary Club, Panchkula in collaboration with Barwala Industries Association at Barwala under the able guidance of the Dr. G Munjal MD & CEO, Ind-Swift Ltd. Ind-Swift Group an active member of Barwala Industries Association provided free medicines to the patients. A team of highly qualified doctors specialized in Surgery, Gynea, Ortho, Medical Specialty, Eyes, Cardiologist and Dentistry examined the patients. During the free medical checkup camp Ind-Swift made available its top brands

such as Aclofen, Agiflam, Cordimil, Azomax , Truclar , Indcef, Telhim , Angitol, Fexidine, Fencol, Cetin, Nelsid, Reevesa , Calswift, Neurobexl, Ferritop, Neo Swiflox, steaming, Q Sir , Toss K and Acsolve to the patients free of cost.

The residents of the Panchkula highly appreciated the efforts of the Ind-Swift. As said “charity begins at home” we at Ind-Swift always believe that being a responsible member of the society it's our moral duty to work towards the development of society and bring a difference in the lives of people. It was just another attempt of Ind-Swift to come up to the expectations of people and bring smiles on their faces.

Swift Group Of Colleges Created Awareness With Health Walk



Students raising slogans during Cancer Awareness Walk

Driven by the commitment to continue its fight against the Cancer, Swift Group of Colleges –a pioneer in the education field organised a Cancer Awareness Walk on February 4, 2014 to coincide with the World Cancer Day.

Mr. Davinder Singh Brar, DSP Ghanour flagged off the rally. More than 300 students marked their participation in this Walkathon. The Walkathon was flagged off from road adjoining NTC School, Rajpura and culminated at ITI Chowk, Rajpura.

The Walkathon organized under the able guidance of Dr G. Munjal, President, SGOC aimed at creating general awareness and disseminating information about various types of cancer, their symptoms and preventive measures among the masses.

“Let's make the difference together' was the mantra of the enthusiastic participants who participated in the Walkathon. Addressing the committed young brigade of students and the other faculty members Mr. Davinder Singh Brar, DSP Ghanour applauded the commendable efforts of the students of SGOC for focusing this important issue. He appreciated the zeal and enthusiasm of the students to contribute towards the cause and hoped that the students will continue to carry on this kind of activities in the future as well. The walk not only created awareness but also aimed at debunking the myths related with the dreaded disease.

Dr. G. Munjal, President SGOC in his message said, “Such kind of efforts will surely create a sense of awareness among the people. Swift Group of Colleges has always involved itself in such social activities and noble causes to create a healthy and happy society”. He lauded the students for their efforts to come up with such an awareness campaign.

This year marked the second consecutive year that SGOC had conducted Cancer Awareness Walk. Being an educational institute, Swift Group of Colleges is committed to social upliftment and providing quality education to students there by making them responsible members of the society.



Students carrying placards during Cancer Awareness Walk

Factors that influence consumer behaviour

Consumers are the focus of any business marketing plan. Business that fails to understand how consumers mind operates will have a more challenging time figuring out how to target their audience and attract them. Brands like Google, IBM, Nestle and Walmart etc are the massive hit among their consumers and their success attributes to their marketing strategies. Success of any marketing strategy depends upon the effective market research. Market research plays a crucial role in understanding consumer's needs and their expectations. A well executed market research where helps you to understand the need of the consumers, it also gives you a fair idea where product score well.

Today consumers are well aware and it's impossible to misguide them. Consumers are seeking and discovering smarter and efficient ways to judge the products and brands. Thus consumer behaviour controls the type of the marketing strategy and to formulate these strategies business should know their target audience, their needs, where they are located and how they'll react to product promotions. Here comes the importance of the market research. Market research helps the organizations to analysis and gathers information via surveys and studying data regarding the past behaviour of consumers. An appropriate knowledge of the consumer behaviour is must for any research. Before conducting research about consumers, a business or organization should keep some factors in mind that gives them an idea about consumers likes and dislikes. Here is the list of the factors

Cultural Factor:

Consumer behaviour is deeply influenced by cultural factors such as buyers culture, subculture and social class

Culture: Culture plays a key role in formulating persons want and behavior. The influence of culture on consumer behavior varies from country to country therefore marketers have to careful in analyzing the culture of different groups, regions or even countries.

Subculture: Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions.



Social class

Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here marketers should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.

Social factors

Social factors also impact the consumer's behavior. The important social factors are: reference groups, family, role and status.

Reference Groups

Reference groups have potential in forming a person attitude or behaviour. The impact of reference groups varies across products and brands. Reference groups also include opinion leaders

Family

Consumer behavior is strongly influenced by the members of a family. Therefore marketers should try to find the roles and influence of the husband, wife and children. If the buying behavior of a particular product is influenced by women then marketers have to form their marketing campaign around women.

Roles and status

Each person possesses different roles and status in the society depending upon the groups, clubs, family organizations etc to which he belongs. For example a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore her



decision will be influenced by her role and financial status

Personal factors

Personal factors can also affect the consumer behavior. Some important factors that influence the buying behavior are: Lifestyle, economic situation, occupation, age, personality and self concept

Age

Age and life-cycle have potential impact on the consumer behavior. It is obvious that the consumers change the purchase of goods and services with the passage of the time. Family life-cycle consists of different stages such as young singles, married couples, unmarried couples etc which help marketers to develop appropriate product for each stage.

Occupation

The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suit, whereas a low level worker in the same organization will purchase rugged work clothes.

Economic situation:

Consumer's economic situation has great influence on his buying behavior. If the income and savings of consumer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

Lifestyle:

Life style of the consumer is another important factor affecting the consumer behavior. Life style refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer's interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

Personality:

It changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behaviour of customers. Actually, personality is not what one wears;

rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self confidence etc which can be useful to determine the consumer behaviour for particular product and services.

Psychological factors

There are four important psychological factors affecting the consumer behaviour. They are motivation, perception and beliefs & attitude

Motivation

The level of motivation also affects the buying behaviour of customers. Every person has different needs such as physiological needs, biological needs, social need etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the pressing to seek satisfaction.

Perception:

Selection, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer's attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs.

Beliefs and Attitude

Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behaviour therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in these regards.



Source - Internew

Marketing trends that will become brand realities by 2015



In numerology, the number 14 is associated with forward movement, such as new methods of experience, opportunity, and personal engagement. It is a good omen as to the course the world of consumer outreach and brand marketing will follow next year.

For marketers and brand managers who want to stay ahead of that trajectory, analysis and insights from Brand Keys' validated and predictive loyalty and engagement metrics, collected from over 100,000 consumers this year, identify critical trends that will become brand realities by 2015:

1. **Consumers Expect More:** Over the past 5 years, consumer expectations have increased on average by 20 percent, but brands have kept up by only 5 percent annually – a big gap between what's desired and what's delivered. The ability to accurately measure real, unarticulated expectations will provide significant advantages to brands that can engage and delight
2. **Attention Must be Paid to Brands:** With increased expectations, a greater sense of product and service commoditization will come. You may be known, but you need to be known for something meaningful and important to consumers.
3. **Category is King:** Brands will stop trading away category-specificity for cross-category generalities in how they target, strategize and execute content. To engage smarter, high-expectation consumers, brands will need to be smarter about specific category values they can leverage and own.
4. **Brands Will Get Emotional:** Values that drive the decision process to select one brand versus another has become more emotionally-driven. In most categories the rational aspects are price-of-entry. Successful brands will need to identify what emotional values exist in the category in which they compete and utilize them as a foundation for meaningful differentiation.
5. **Real Brand "Engagement" Defined:** For too long, engagement has been associated with consumer attention levels. Successful marketers will link "engagement" to how efforts increase how well the brand is perceived (as opposed to the Category Ideal), and a metric that correlates highly with loyalty, sales, profitability, and lifetime value.
6. **Targeting Becomes Personal:** With consumers craving – and expecting – more and more customized and personalized products, services and experiences, brands that better respond to real consumer expectations will find consumers engaging with brands that are able to personalize messaging and outreach.
7. **Digital Done Right:** With digital diversification getting bigger and more channels appearing each quarter, brands are going to shift their question from "should I be here?" to "what should I do now that I am here?" Success will be linked not to outreach alone, but to how well the brand can differentiate itself and the levels of emotional engagement it can create.
8. **Content is King, Too:** Content marketing will become a specialty unto itself and digital platform tools will optimize placement and help brands distinguish the difference between paid, owned and earned media. This will become more important in dealing with issues related to contextual relevance and strategically navigating brands in the digital space.
9. **Mobile Optimized:** For 2014, brands will need to adapt strategies and delivery mechanisms, content and flow of communications to match increased consumer multi-tasking and multi-screen behavior.
10. **Fewer Tedious Texts:** Consumers, having become more visually literate, will move from text outreach to more image-based connections. Visual content will become more important in creating successful viral marketing campaigns, with brands becoming more attentive to image-sharing initiatives and platforms.
11. **Micro Becomes Mainstream:** Micro videos will continue to rise in popularity and use. Metrics will move away from number of views and toward real brand engagement ..

Source: marketingresearch.org

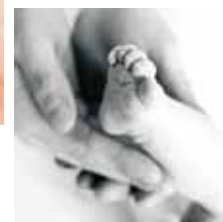
ਕੁੱਖ ਚ' ਮੁਕਾਇਆ ਮੈਨੂੰ

ਹਾਏ ਮਾਏ ਮੇਰੀਏ ਮੀਟੀ ਦੀ ਏ ਢੇਰੀਏ
ਕੁੱਖ ਚ' ਮੁਕਾਇਆ ਮੈਨੂੰ ਲਾਈ ਨਹੀਓ ਦੇਰੀ ਏ

ਪੁਤਰਾਂ ਦੇ ਬਾਜੇ ਕਹਿੜੇ ਕੰਮ ਨੇਇਓ ਸਰਦੇ
ਧੀਆਂ ਦੇ ਖਿਆਲ ਵਿਚ ਮਾਪੇ ਕਾਨੂੰ ਡਰਦੇ ,
ਚੰਦਰੇ ਸਮਾਜ ਲਾਈ ਸ਼ਰਮਾਂ ਦੀ ਢੇਰੀ ਏ
ਹਾਏ ਮਾਏ ਮੇਰੀਏ ਮਿਟੀ ਦੀ ਏ ਢੇਰੀਏ

ਲੋਕਾਂ ਦੀਆਂ ਗੱਲਾਂ ਵਿੱਚ ਸਿਰ ਨੂੰ ਝੁਕਾ ਲਿਆ
ਕਹਰਿ ਕਮਾਇਆ ਨੀ ਤੂੰ ਦਿਲ ਨੂੰ ਮਨਾ ਲਿਆ
ਹੋਲੀ ਹੋਲੀ ਸੁਰੀ ਮੇਰੇ ਦਿਲ ਉਤੇ ਢੇਰੀ ਏ
ਹਾਏ ਮਾਏ ਮੇਰੀਏ ਮਿਟੀ ਦੀ ਏ ਢੇਰੀਏ

ਕੁੜੀਆਂ ਨੇ ਦੱਸ ਕਿਥੇ ਮੱਲਾਂ ਨਹੀਂ ਮਾਰੀਆਂ
ਮਾਪਿਆਂ ਦਾ ਦੁੱਖ-ਸੁੱਖ ਵੰਡਣ ਉਹ ਸਾਰੀਆਂ
ਮਾਏ ਮੈਨੂੰ ਜਨਮ ਲੈ ਮੈਂ ਤਾਂ ਰੂਹ ਤੇਰੀ ਏ
ਹਾਏ ਮਾਏ ਮੇਰੀਏ ਮਿਟੀ ਦੀ ਏ ਢੇਰੀਏ



ਵੱਢੀ ਭੈਣ ਨਾਲ ਮੈਂ ਤਾਂ ਕੀਕਲੀ ਸੀ ਖੇਲਣੀ
ਛੋਟੇ ਛੋਟੇ ਹੱਥਾਂ ਨਾਲ ਰੋਟੀ ਸੀ ਮੈਂ ਵੇਲਣੀ ,
ਫਿਰ ਸੀ ਤੂੰ ਕਹਿਣਾ ਇਹ ਤਾਂ ਚੰਗੀ ਧੀ ਮੇਰੀ ਏ
ਹਾਏ ਮਾਏ ਮੇਰੀਏ ਮਿਟੀ ਦੀ ਏ ਢੇਰੀਏ

This beautiful poetry is on female Foeticide which is contributed By: Ramesh Bhardwaj, HR Head, ISLL - Sambha



“Keep smiling, it cost nothing”

Hold on to your dream, and never let them go.

Show the world how wonderful you are.

Be yourself, because you are filled with many special qualities.

Make your heart happy and spread this happiness to all others.

Dont worried about future, always live in present.

Life is beautiful, one day/one hour/one minute,

It will not come again, enjoy every moment of life.

Ups and down is the part of life but smiling

in all those condition is the art of life.

By: Kamal & Kumar
HR-Department
ISL-Samba

Ind-Swift Laboratories Limited

Quiz Competition at Ind-Swift Laboratories Limited Sambha Plant

With the purpose of creating and generating awareness among the employees about the latest trends in the Pharm sector, Ind-Swift Laboratories Limited organized an awareness quiz competition for its employees at Sambha Plant, Jammu. All the participants were divided into teams and the questions regarding recent trends in quality concepts, cGMP and ICH guideline were asked. All the participants showed great competitive spirit in the quiz competition and team E comprising Mr. Balbir Khajuria, Mr. J. K. Singh and Mr. Kuljeet Singh emerged as overall winner.

The quiz was held as an initiative to create a general awareness and to keep employees updated about the latest trends in the Pharm sector. Mr. Ramesh Bhardwaj, HR Manager ISLL Sambha said, "This is just the beginning of the awareness journey and I hope that we will get more response in the future".

Sports tournament at ISLL R & D, Centre Mohali



Participants performing during table tennis match

With the objective of promoting sports activities among the team members, Ind-Swift Laboratories Limited R & D Centre, Mohali organized a sports tournament at its premises. Sports tournament which started off on the very high

competitive spirit witnessed a large number of participation in the games like Badminton, Carom, Table Tennis & Chess. Participants gave very tough competition to each other in both outdoor and indoor games. Winners were awarded with medals.

Ind-Swift Laboratories Limited celebrated 43rd National Safety Week



Winners receiving awards during national safety week



Ind-Swift Laboratories Limited organized a week long programme from March 4 to March 10 to commemorate the 43rd National Safety Week. On this occasion various inter departmental and departmental activities were organized. To create awareness about the safety concepts among the team members a session on safety measure was conducted in which team members were informed about do and don't's at the time of emergency. The programme culminated with the distribution of the prizes to the winners who won the competition which was later on followed by the refreshments to all.

Ind-Swift Limited

Ind-Swift celebrated spirit of womanhood

A woman is the full circle. Within her is the power to create, nurture & transform.

'Diane Mariechild



Women staff members taking part in a cake cutting ceremony

These words by Diane Mariechild suit perfectly in context of modern women. Today women are confident, self dependent and have enough courage to face any problem that comes her way. And to celebrate this spirit of womanhood, Ind-Swift limited Mumbai office organized a function to mark the International Women's day. The celebrations which begun with the cake cutting ceremony were followed by the various activities.



Based on the theme 'International Women's day', men and women forum of Ind-Swift presented beautiful presentations. While men's forum presentation highlighted the individual traits of their women colleagues, women presentation was focused on women achievers and work done by their forum-Disha. Apart from this various short movies were shown to staff highlighting the women achievers and women issue. On this occasion a special play on dowry system was enacted by the women team. In Toto, it was a great way to celebrate and mark the contribution of women in society.

Gudhi Padwa Celebration at Mumbai



Staff members participating in a Gudhi Padwa

Ind-Swift Limited celebrated Gudhi Padwa at its Mumbai office. The celebration began with traditional pooja ceremony in which all the team member's enthusiastically participated and prayed for successful coming year. Gudhi Padwa is the Marathi name for Chaitra Shukla Pratipada, which is celebrated on the first day of the Chaitra month to mark the beginning of the New Year (1st March). The day is marked by the raising of Gudhi in almost every Maharashtrian households. The Gudhi is a symbol of victory. Amongst the various qualities of God, 'Being Victorious' is one and it symbolizes that God has achieved victory at the outset and at various levels.

Swift Group of College

Swift group of Colleges and 3mapl celebrated Holi



Holi Celebrations at SGOC



Holi Celebration at 3MAPL

Holi is certainly a festival of color and enthusiasm. Holi knows no bound and is equally popular among all the age groups. With the blossoms of spring, Administration department of Swift group of colleges & 3mapl celebrated Holi festival with great zest and fervor. Soaked in the spirit of Holi all the team members of Swift group of colleges & 3mapl smeared color to each other and also wishes each other happy Holi. Apart from playing with color they enjoy the Holi delicacies. Over all, it was great time for all the team members as Holi splashed the ambiance of the whole campus with joy and exotic colors.

Swift School of Pharmacy won “SWIFT CRICKET LEAGUE”



Winning Cricket Team

With the objective of promoting sports culture among the students, Swift Technical campus organized a “SWIFT CRICKET LEAGUE” from March 12 -19, 2014. The pre-final matches were played between the Nursing, Engineering, Management and Pharmacy Teams. All the teams showed great spirit and gave tough competitions to each other. The final match was held between Management and Pharmacy College. Management team won the toss and elected to bat first. In allotted 20 overs Management team scored 70 runs only, which seemed to be an easy target for team Pharmacy. Meanwhile, bowlers of Management team gave tough competition to the pharmacy team and blew few quick wickets. However, at the peak of match the target was 8 runs with 2 wickets in hand and it seemed do or die situation for both the team. However, Pharmacy batsman kept their cool and romped home the title. Cash prize was won by the winning Pharmacy team. The other prizes awarded by the Principals included medal of 'Man of the Match' for each match, 'The best bowler trophy' and 'Best batsman trophy' of the league. The ceremony ended on a high note with tea and snacks.

Prof. Bhoop gets 'Outstanding Scientist Award' for contribution in pharmaceutical sciences & research

Professor Bhupinder Singh Bhoop, a global pioneer in the development of novel and nano-structured drug delivery using Formulation by Design (FbD), i.e., a QbD-based paradigm, was bestowed with "Outstanding Scientist Award" for his contribution in the domain of pharmaceutical sciences and research.

The award was presented to him during an international conference on "Quality by Design (QbD): Excellence and Compliance" in pharmaceutical manufacturing, organized by Select Bio (UK) in Mumbai recently. This award is a sequel to numerous other national, global awards and accolades already conferred on him.

Source: Pharmabiz.com

Ministry of Chemicals reconstitutes Pharmaceutical Advisory Forum

The Ministry of Chemicals and Fertilisers has reconstituted the Pharmaceutical Advisory Forum that will give work as a platform to discuss the issues in the pharma sector among the stakeholders and advise the Department of Pharmaceuticals in policy making efforts.

Union Minister for Chemicals and Fertilisers will be the chairman and Minister of State for Chemicals will be the co-chair of the forum that will have representatives from all stakeholder associations related to pharma manufacturing and trade. Health Ministers of all the States, Secretaries to the Department of Pharmaceuticals and Health, chairman of National Pharmaceutical Pricing Authority, Drug Controller General of India, joint secretary from DoP, director from DoP, drug controllers of all states, and joint secretaries from health and pharma departments will also be members.

The DoP will nominate 30 members from the consumer organizations and the NGOs to the body. Chemists associations will nominate 10 representatives. Two representatives each from the pharma industry associations, namely, IDMA, BDMA, OPPI, IPA, FICCI, FOPE, SPIC, Assocham and CII will be among the members. Each state and Union Territory can also nominate two representatives each on behalf of the consumer bodies. The tenure of the new forum will be for two years.

Source: Pharmabiz.com

Govt to set up Life Science National Skill Development Corporation soon

In order to address the need for developing skilled manpower in the pharma industry, Government of India is planning to form a Life Science National Skill Development Corporation on the lines of National Skill Development Corporation (NSDC).

Government is currently working on the modalities for its formation in association with Industry bodies like Confederation of Indian Industry (CII) and Indian Drugs Manufacturers Association (IDMA). An amount of Rs.5 crore has been allocated for the same in the 12th Five Year Plan.

Source: Pharmabiz.com

Govt rules out further revision of FDI policy in pharmaceutical sector

The Government has ruled out any further change to its policy on Foreign Direct Investment in the pharmaceutical sector and the stand on 'non-compete' clause now, despite the representations received from different quarters.

Sources in the Department of Industrial Policy and Promotion (DIPP) said it had received representations from many seeking further review on the policy, especially on the 'non-compete' clause. "But there is no proposal under consideration to revise the policy," a senior official said.

Source: Pharmabiz.com



HRM Dr Pallam Raju Released UGC Report on Safety on Campuses

"SAKSHAM", a Report of the Task Force set up by UGC to "Review the Measures for Ensuring Safety of Women on Campuses and Programmes for Gender Sensitisation" has come up with several fundamental and far-reaching recommendations which are in consonance with the Justice Verma Committee Report and the Vishaka Guidelines. According to the report, UGC should set up a Gender Sensitization Unit and develop a Handbook on gender sensitisation on sexual harassment. All members of higher educational institutions must undergo processes of gender sensitisation. All Institutions must formulate guidelines for dealing with physical harassment. Modules on gender sensitization to be offered to students in higher education institutions. Counselling services must be provided on a full time basis.

Source: Education.Indiaone.com

44 Unrecognized Universities to be decided for Status by the UGC: Supreme Court

The Supreme Court has asked the University Grants Commission to examine all those reports, which are associated to 44 deemed Universities who currently have an unrecognized tag on them. Supreme Court's bench of Justices K S Radhakrishnan and Vikramjit Sen advised the central government to decide on the status of those 44 varsities within the following 2 months.

It is allegedly said about those 4 Universities to have poor academic standard and infrastructure. Hence, after inspection and examination by UGC if any varsity found to have poor academic level and standard then that University may not have 'deemed University status' anymore.

SOURCE: jagranjosh.com

UGC to regulate Management programmes, AICTE to regulate B-Schools

The Ministry of Human Resource Development has announced the new rule to regulate the B-schools and management programmes by UGC and AICTE. After Supreme court quashed the powers of AICTE, the decision was taken to change the powers of both UGC and AICTE. According to new rule, University Grants Commission (UGC) will regulate the B-schools offering Master's Degree in Management and are affiliated to Universities. While All India Council for Technical Education (AICTE) will regulate the independent B-schools offering PGDM. A senior official at a private B-school said the decision was informally conveyed to them by the MHRD. The decision was taken after a Supreme Court order had left AICTE in the role of an advisor, a shift from being a regulator earlier.

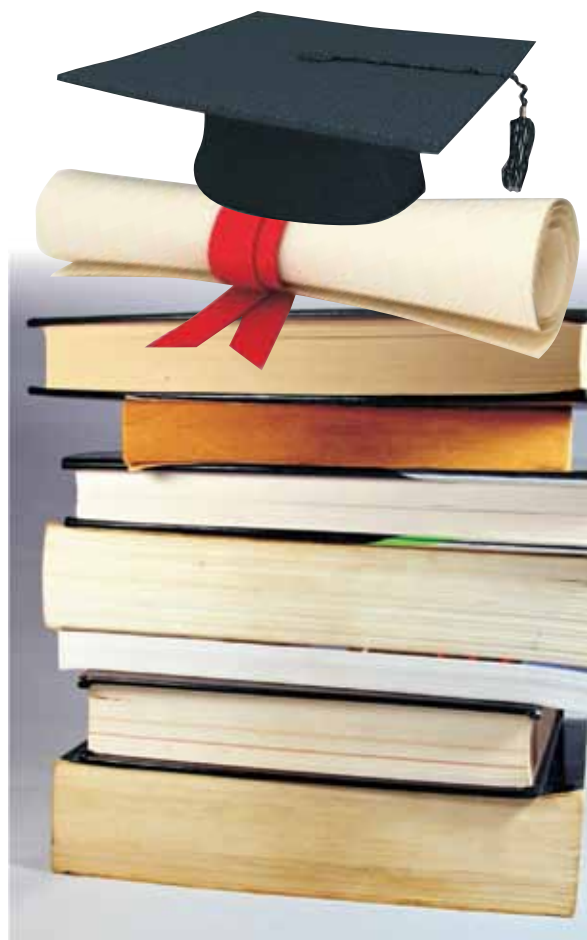
SOURCE: IndiaTimes.com

UGC reminds universities to avoid animal dissections

The University Grants Commission (UGC) has sent a letter reminding all government and funded autonomous universities to abide by the guidelines to discontinue dissection and animal experimentation in zoology and life science courses.

The UGC had released guidelines to encourage use of books, models and films over animals for dissection and experimentation purposes in November 2011. UGC chairman Ved Prakash issued a letter, asking the universities to ensure strict adherence to the Wildlife Protection Act (WPA), 1972 and Prevention of Cruelty to Animals Act, 1960. The letter further states that the colleges could keep the UGC posted about the progress.

Source: Education.Indiaone.com



IIP announces International Packaging Centre & B Tech course in packaging and management

Indian Institute of Packaging (IIP), laid the foundation of a six-storey building, which will accommodate International Packaging Center (IPC) and academic facilities for B Tech and M Tech course in packaging and management at the IIP campus in Andheri, Mumbai.

The chief guest for the event was Dr EMS Natchiappan, minister of state for commerce and industries, S K Ray, chairman IIP and senior vice president Reliance Industries and N C Saha, director of IIP.

Saha said, "Under the twelfth five year plan, the Government of India had sanctioned us the funds for the opening of a new academic block and an IPC and today IIP's reckoning is taking shape. The academic block will concentrate on fulfilling the growing demands of trained technical persons in the packaging industry." IIP's new academic block will provide B Tech and M Tech courses, which will be the first of its kind course for packaging in Asia-Pacific region. Apart from this, the institute has a two-year post-graduate diploma as its flagship course.

SOURCE: Printweek.in

Monotech crosses 700 KM installs in India

Monotech Systems has announced that Monotech has now installed more than 700 production printing presses of Konica Minolta presses in India.

Making the announcement at a series of customers' meet Monotech hosted in Mumbai, New Delhi and other cities, TP Jain, managing director, Monotech Systems, said, "We have installed more than 700 production printing presses of Konica Minolta and the number keeps increasing."

Jain also informed that with 150 installations, India has become the second largest market for KM C8000 presses, next only to US. "We feel happy of the 150, more than 100 have been installed by Monotech," said Jain.

SOURCE: Printweek.in

Tetra Pak acquires Miteco

Tetra Pak has announced the acquisition of Switzerland-based Miteco, a leading provider of production solutions for soft drinks, fruit juices and liquid food, with a particular strength in carbonated soft drinks.

Tim High, executive vice president, Tetra Pak Processing Systems, said, "The acquisition of Miteco positions Tetra Pak as a world leader in production solutions for carbonated soft drinks, with an unrivalled product portfolio backed by strong technical support and broad geographic presence. It also extends the company's beverage production capabilities in a number of key areas, including sugar handling, dissolving, refining, mixing and blending beverage ingredients, providing an important complement to our existing portfolio of processing solutions."

SOURCE: Printweek.in

Xaar launches 1002 GS6 printhead for UV applications

Cambridge-based inkjet technology specialist Xaar has unveiled the next generation of its 2007-launched 1001 GS6 printhead, which it said would redefine the standard in single-pass printing.

The new 1002 GS6 has the same dimensions as its predecessor, to enable all users to easily upgrade, and has retained the 1001's nozzle guards, SAS mountings and plastic side covers

SOURCE: Printweek.in



Swift Group of colleges bagged first prize in the folk dance category



Students Participating in Folk dance category

Students at the Swift Group of colleges once again proved their mettle by bagging the first prize in youth fest organized at Chandigarh University. On the behalf of Swift Group of colleges Hashminder Kaur, Harpreet Kaur, Harshdeep Kaur, Shabdam, Jaskiran Kaur, Ravinder Kaur, Prabhit Kaur, Rajdeep Kaur and Lovepreet Kaur were the participants in the folk dance category in Chandigarh Fest. In a neck to neck competition, Swift group of colleges gave tough competition to a dozen of participating colleges. Overall it was an extraordinary display of talent by students of Swift Group of colleges.

Students showed their potential at national level Fest Universumm 2014



Swift Group of colleges recently participated in national level Fest Universumm 2014 in Ambala. Around 1800 + students from 70 colleges participated in this Fest. Around 50 students from the Swift Institute of Nursing took part in the literary, Group Folk dance, Fine art, Duet dance, Singing and Sports- Volleyball, basketball and Badminton.

Keeping its glory in the fest, Mr. Sandeep Singh (Post Basic II Year) and Ms. Hashminder Kaur (B. Sc. Nursing III year) bagged the Mr. Universumm and Ms. Universumm 2014 title respectively. In the group folk dance category girls gave tough competition to the respective teams and stood second. In sports category, boy's volleyball team bagged second prize. Cash awards worth Rs. 30,000 were won by the students in different events.

Swift Group of Colleges participated in 'Technical Education & Skill Development Summit 2014'



Technical Education & Skill Development Summit 2014

Swift group of colleges marked its presence in the "Technical Education & Skill Development Summit 2014" organized by department of Technical Education and Industrial Training. The main motive behind organising this Summit was to enhance the availability of skilled manpower in the state. The Summit was aimed at exhibiting potential and achievements of Technical Universities and Colleges of Punjab and attracting investment and students from other states. Around 400 colleges participated in this summit. Dr. G. Munjal, President Swift Group of colleges was among the eminent personalities present on the occasion.



Nitazoxanide,

Nitazoxanide is a synthetic nitrothiazolyl-salicylamide derivative and an anti-protozoal agent. It is approved for treatment of infectious diarrhea caused by *Cryptosporidium parvum* and *Giardia lamblia* in patients 1 year of age and older. Following oral administration it is rapidly hydrolyzed to its active metabolite, tizoxanide, which is 99% protein bound. Peak concentrations are observed 1–4 hours after administration. It is excreted in the urine, bile and feces. Untoward effects include abdominal pain, vomiting and diarrhea.

Pharmacology Indication

For the treatment of diarrhea in adults and children caused by the protozoa *Giardia lamblia* and for the treatment of diarrhea in children caused by the protozoa *Cryptosporidium parvum*.

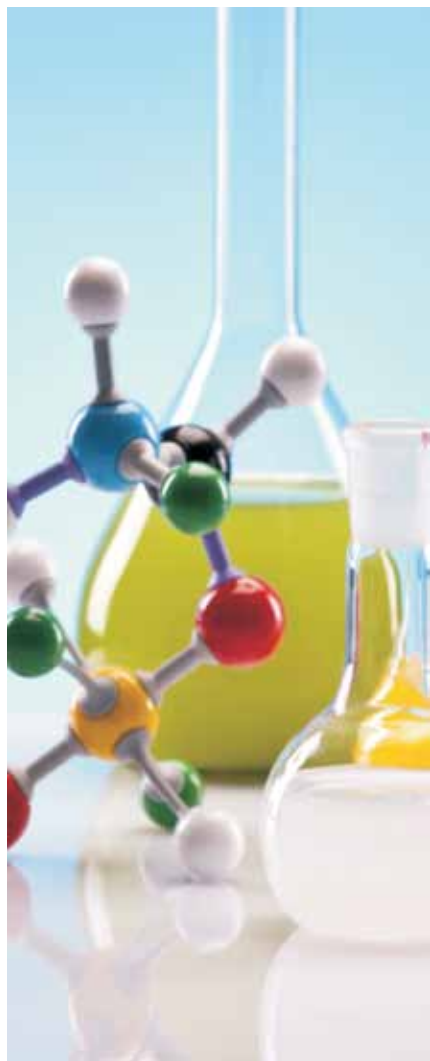
Pharmacodynamics

Nitazoxanide is an antifolate containing the pyrrolopyrimidine-based nucleus that exerts its antineoplastic activity by disrupting folate-dependent metabolic processes essential for cell replication. In vitro studies have shown that nitazoxanide inhibits thymidylate synthase (TS), dihydrofolate reductase (DHFR), and glycinamide ribonucleotide formyltransferase (GARFT), all folate-dependent enzymes involved in the de novo biosynthesis of thymidine and purine nucleotides. Nitazoxanide is transported into cells by both the reduced folate carrier and membrane folate binding protein transport systems. Once in the cell, nitazoxanide is converted to polyglutamate forms by the enzyme folylpolyglutamate synthetase. The polyglutamate forms are retained in cells and are inhibitors of TS and GARFT. Polyglutamation is a time- and concentration-dependent process that occurs in tumor cells and, to a lesser extent, in normal tissues. Polyglutamated metabolites have an increased intracellular half-life resulting in prolonged drug action in malignant cells.

Mechanism of action

The antiprotozoal activity of nitazoxanide is believed to be due to interference with the pyruvate:ferredoxin oxidoreductase (PFOR) enzyme-dependent electron transfer reaction which is essential to anaerobic energy metabolism. It has also been shown to have activity against influenza A virus in vitro. The mechanism appears to be by selectively blocking the maturation of the viral hemagglutinin at a stage preceding resistance to endoglycosidase H digestion. This impairs hemagglutinin intracellular trafficking and insertion of the protein into the host plasma membrane.

Source: Internet



More than a Hope...

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Saw Palmetto (160mg Powder)
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Biotin (10mg)
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Calcium Pantothenate (100mg)
Prevents premature graying of hair & promotes hair growth

L-Methionine, L-Cysteine, ZnO, FeSO₄, Mn, Folic Acid, Se, Cu
Support & promote regrowth of hair

Indications:
Androgenic Alopecia
Prevention of Hair Loss

Majitrach ...More than a Hope-Almost a Magic Trick

Majitrach is a time tested hair fall therapy that has changed the life of hundreds of people. It is a unique combination of vitamins, minerals and saw palmetto. Majitrach not only stimulate hair follicle to grow but also restore the natural texture of the hair.

MAIN INGREDIENTS

Saw palmetto

- Benefits in Stimulating hair growth.
- It also slows down the loss of Hair.
- Saw palmetto blocks 5 Alpha Reductase Enzyme to prevent conversion of Testosterone to Dihydrotestosterone (DHT) this action may help reduce the level of DHT in the blood.

Biotin

- Biotin is a water-soluble B vitamin that is an essential cofactor for four carboxylase enzymes, each of which catalyzes an essential step in intermediary metabolism.
- Provides nutritional support for healthy hair.
- Strengthens and thickens the hair cuticle.

Calcium Pantothenate:

- Pantothenic acid is a vitamin, also known as vitamin B5. It is widely found in both plants and animals including meat, vegetables, cereal grains, legumes, eggs, and milk. Vitamin B5 is commercially available as D-Pantothenic acid, as well as dexpantenol and calcium pantothenate.
- Calcium Pantothenate is an effective agent for restoring color to grey hair.

L-methionine,
L-Cysteine,
Zinc oxide,
Manganese,
Selenium and L-methionine,
L-Cysteine,
Zinc oxide,
Manganese,
Selenium and Copper

Support and promote regrowth of hair

• Ferrous Sulphate and folic acid:

Tackles anemia related hair loss.

• Indications:

Androgenic Alopecia.
Prevention of hair loss

Stationery

Mansa Print and Publishers Limited is one of the leading stationary manufacturers of the north India. It offers a wide array of the highest quality products like school notebooks, calender, Diary book, Executive premium stationery etc. The products are available in a variety of design and color formats with simple, spiral and wire binding.

Our array of stationary encompasses

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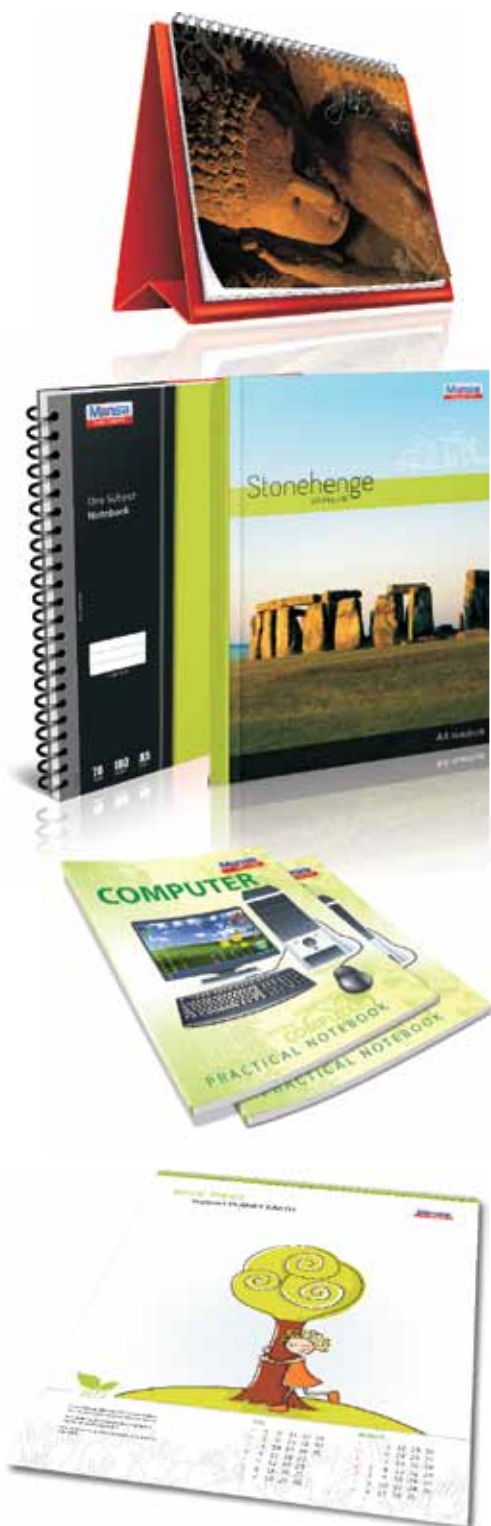
School Special: Under our school special series we offer registers of different sizes and pattern to our clients as per their need. Being best in quality our registers are a perfect blend of creativity and innovation, specially designed keeping in mind the interest of the students.

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Web designing

We are living in the creative world where everyday people want to explore new modes of virtual world where they can experience quality web solutions blended with latest technology and creative designs. And at 3 MAPL we better understand this new metamorphosis in the domain of web designing. Being a leading Web designing company based in Chandigarh our motive is to provide our customers a whole new experience every time. With the evolution of India as a digital hub, mushrooming of web designing companies has taken place. But 3 MAPL has been persistently staying there at the top of the ladder. And we owe this success to the creative minds that amalgamates their talent and knowledge to come up with brilliant ideas. 3MAPL provides an array of hosting services tailor made to suit customers and users needs at very affordable cost.

Services

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- Web designing & redesigning which includes complete style sheet making of websites.
- Web Analysis

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- Customized according to Google guidelines
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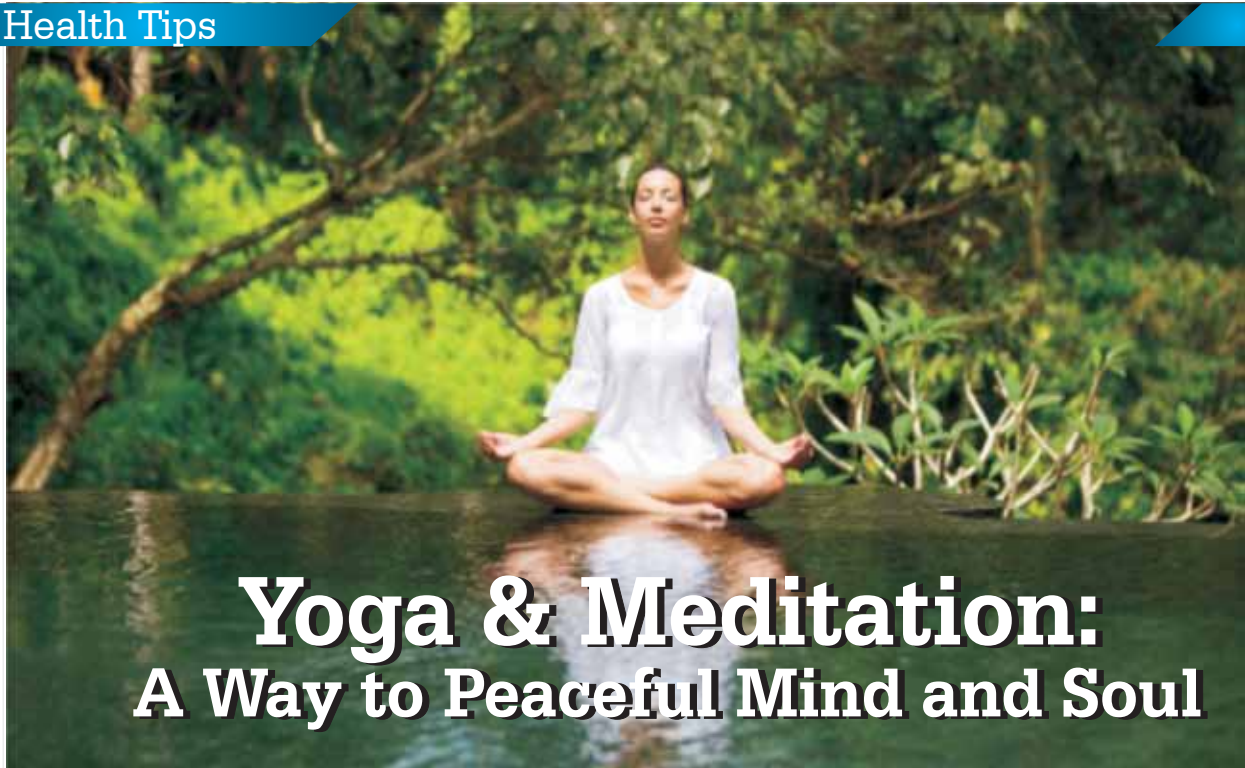
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Face to Face



Name	: Amit Tarafder
Designation	: Vice President (Finance)
Company	: Ind Swift Limited
Born on	: 7 th December
Date of Anniversary	: 20 th November
Sun Sign	: Sagittarius
Favorite Color	: Black
I Like	: Everything except the things I dislike
I dislike	: Dishonesty, Archaic thinking , Filthy environment
Favorite cuisine	: Bengali & Chinese cuisine
Hobbies	: Music, Literature & Travel
Movies I love to watch again and again	: Anand , Pakizah, Great Dictator, City Lights, some Ray & Ritwik Ghatak movies , Many others ...
My biggest Strength	: Intellect, Ability to analyze, Honesty & Sincerity
Weakness I would like to overcome	: Sudden anger
Dream destination for vacations	: Mountains & Forests
What makes me smile?	: My loved ones
My message to all	: All is not well in our world but it can be much better if we want it to be ...
My Views (General)	: Keep walking Duniya usiki hai jo chalta rahe ...



Yoga & Meditation: A Way to Peaceful Mind and Soul

Growing work pressure and daily life tension has left serious consequences on the health of many. Sedentary lifestyle is yet another reason that has laid havoc on the overall health and wellbeing of people. Here comes the need of yoga and meditation. Yoga is not something new to Indians. Vedic Rishis and yogis had been practicing various forms of yoga that has helped them in leading a long and healthy life. These days, yoga and meditation has become a part of modern lifestyle. Many people are taking up yoga classes to fine tune their body and recover from the damages caused by the sedentary lifestyle. Long hours seating jobs, lack of physical activity and global competition have caused serious health issues which include heart problems, diabetes, high blood pressure and insomnia, which is again a cause of life threatening diseases. Meditation helps in relaxing the troubled soul and mind. However, it requires special guidance from the specialists and experts.

Meditation is a part of Yoga practice, in which a person tries to connect with the inner soul. It is one of the finest feelings of satisfaction as one achieves calm and compose mind even during the tensed phase of life. However, there are certain principles to meditation that include:

Focus: For better meditation effect one needs to keep the mind focused. Focus should be on the present and not on the problems of life. Learning the technique of concentration can help one in staying focused.

Quieting the Mind- It will be difficult to stay focused on one object while meditating as mind keeps pondering on thousands of thoughts. Remaining focused on a single object or thought can be really hard. When mind is busy with thoughts it can become difficult to enjoy the peaceful meditation and its effect will also be negligible. Therefore, it is important to keep the mind quiet when you are sitting with the purpose of meditation.

Control- During meditation a person can be trapped by the flow of life force. One can establish control over life flows through deep breathing.

Senses- Meditation involves control of all your senses of sight, sound, smell, tastes and feels to bring peace to your life.

We can practice Yoga and Medication even at our work place. Close your eyes and take few deep breath before starting your work it will help you to remain focused all the day. You can also take short breaks after few working hours to de-stress yourself. It is also scientifically proved that a short walk during the break helps you to boost your creativity.





After 15 min



After 30 min



Your unpunctual behaviour can create chaos for others.