



# *the Ultimate Success Strategies*

.... Induction Manual

**INITIATION TO WIN.....**

**WELCOME TO GREAT NATION**

**VENUS REMEDIES LIMITED**



## **INDEX**

<b>Sr. No.</b>	<b><u>TOPIC</u></b>	<b><u>PAGE NO.</u></b>
1.	Our Vision	4
2.	Mission 2015	5
3.	Domestic Operation Mission 2015	6
3.	Company Profile	7
4.	Quality Policy	14
5.	SHE Policy	15
6.	Group Accidental Insurance Policy	16
7.	Corporate Emblem Norms	18
8.	Recruitment, Selection - and appointment procedures	18
9.	Joining Day Formalities	24
10.	Performance Appraisal	25
11.	Organizational Expectations	26
12.	Training & Development	27
13.	Attendance	28
14.	Salary	29
15.	Credit Advance Policy	33
16.	Reporting	42
17.	Promotional Hierarchy	43
18.	Business Officer/Executive	45
19.	Responsibilities of a field officer	48
20.	Prerequisites of a successful career	50
21.	Distribution & Marketing Support Department	51

## MESSAGE FROM THE MANAGING DIRECTOR



*Dear Colleague,*

*I feel immense pleasure in welcoming you to Venus Remedies family. Hope your decision to join us is based on the sincere desire to grow with our Organization.*

*Let me assure you that Venus Remedies will provide you ample opportunities and a unique platform for career growth. Venus has struggled hard to reach to its present enviable status. It is wedded to the cause of cure and care for millions at the home front and across the frontiers. I am sure you will not only share the pride of our achievements but also our responsibility in meeting challenges of future.*

*As part of our overall programme of employee communications, we are glad to present you this handy upto date reference manual of our organization. I am sure, you will find it helpful and informative in understanding the organizational perspectives.*

*I wish you bright career with Venus Remedies Limited.*

**(Chairman Cum Managing Director)**



### **Our Vision**

1. We are in the business of preserving and improving human life through "INNOVATION".
2. We exist to provide value to our customer.
3. We ensure product quality, safety, reliability and excellence.
4. We manufacture medicines for patients, not for profits; profit follow.
5. We work with passion, commitment and enthusiasm.
6. We believe in hardwork, productivity and continuous improvement.
7. We encourage & respect individual initiative, ability and creativity to develop people as the source of our strength.
8. We practice honesty, integrity and ethics in all aspects of business & strive to be the best corporate citizen.
9. We acknowledge our responsibilities towards our customer, our employees, the society at large and last but not the least, our shareholders.
10. We shall build Venus as a Nation.

## **“Preserve the Core & Stimulate the Progress”**

### **MISSION - 2015**

- 1 TO ESTABLISH VENUS AS AN INNOVATOR COMPANY.
- 2 TO CREATE INTELLECTUAL PROPERTY WEALTH OF ONE BILLION US DOLLAR.
- 3 TO ENSURE COMMERCIALIZATION OF INTELLECTUAL PROPERTY RIGHT OF THE COMPANY WORLD WIDE.
- 4 TO ESTABLISH SULBACTOMAX AS RUPEES 100 CRORE BRAND.
- 5 TO ENSURE VENUS PRESENCE IN 60 COUNTRIES AROUND THE WORLD.
- 6 TO MAKE SULMACTOMAX/SEPTILOC-AMPUCARE/POTENTOX AND VANCOPLUS AS GLOBAL PRODUCTS.
- 7 TO MAKE EVERY DEPARTMENT AS AN INDEPENDENT PROFIT CENTER.
- 8 TO ACHIEVE NEW HEIGHT BY CREATION OF VENUS INDUSTRIAL COMPLEX.
- 9 TO DEVELOP AND SUSTAIN A HIGHLY MOTIVATED AND EMPOWERED TEAM FOR REALIZATAION OF SELF PROGRESSIVE SOCIETY DREAM.
- 10 TO BE A GLOBALLY ADMIED PHARMA COMPANY FOR WORLD CLASS QUALITY AND INNOVATIONS.

**(CHAIRMAN CUM MANAGING DIRECTOR)**

**“Preserve the Core & Stimulate the Progress”**

**Department : Domestic Operations**

**MISSION – 2015**


1. TO ESTABLISH VENUS AS AN INNOVATOR COMPANY.
2. TO CREATE A HIGHLY MOTIVATED & EMPOWERED TEAM OF 3000 DEDICATED PERSONS COVERING ALL DISTRICTS & CONSTITUENCIES OF INDIA.
3. TO ENSURE WORK AS THE SOURCE OF REJUVENATION INSTEAD OF STRESS OR BURDEN.
4. TO PERCOLATE VENUS CULTURE AMONGST UNIT-III CITIZENS & DEVELOP THEM FOR ENHANCING THE PRODUCTIVITY AND GROWTH.
5. TO CREATE DEMAND THROUGH DIGNIFIED WORK, RATHER THAN ARTIFICIAL SALES.
6. TO MAKE OUR RESEARCH PRODUCTS AVAILABLE IN TOP 100 HOSPITALS/INSTITUTIONS OF INDIA.
7. TO BUILD CORPORATE IDENTITY IN OUR FOCUSED SEGMENTS BY CREATING A STRONG BASE OF 15000 CORE CUSTOMERS.
8. TO MAKE SULBACTOMAX RS. 100 CRORE BRAND.
9. TO MAKE VANCOPUS, MEBATIC, POTENTOX, TOBRACEF AND NEUROTOL Rs. 20 CRORE BRANDS.
10. TO MAKE EVERY ZONE AS AN INDEPENDENT PROFIT CENTRE.



(HEAD OF DEPARTMENT)



(MANAGEMENT HEAD)



(CMD)





### COMPANY PROFILE-----A BRIEF

Over the last two decades of its journey, today Venus Remedies Limited has metamorphosed into an innovative and research driven organization in its truest sense. Being spearheaded by a team of innovative and ingenious workforce, Venus continues to spread its wings in domestic and international markets with the vision to develop & deliver novel formulations for the betterment of mankind.

Our consistency towards research and innovation has made a mark in the pharmaceutical world, with the development of 14 first- for- the- world novel formulation and further grant of 70 patents to our innovations are the hallmark of our enviable achievement.

3 manufacturing facilities compliant to world's stringent cGMP norms & portfolio of super specialty injectables are the distinguished competence of Venus. Our product range comprise manufacturing of injectables viz. Onco-liquid, Onco-lyophilized, Carbapenem, Cephalosporin, Pre filled Syringes, Cardiovascular, Small Volume Parental (SVP), Large Volume Parental (LVP) & Novel formulations.

#### **Highlights**

Presence	: 5 continents, 60 countries.
Turnover	: USD 71.05 million
Product Registrations	: 280 in sent regulated markets & 7 in regulated.
Infrastructure	: 2 Manufacturing facilities in India, 1 in Germany, R&D Center, 11 overseas marketing offices.
Product portfolio	: 75 Products
Core Strength	: Research & Development

Panchkula unit, the Corporate Office of Venus Remedies Limited commenced its operations in 1991 with the manufacturing facility for large Volume Parenterals (LVP). Further, this manufacturing facility has capacity to manufacture 6 millions injectables annually. The site is accredited with cGMPs., viz WHO GMP and Yemem GMP.

Working on the concept of “Independent Profit Center”, each department aptly provides customized service on strongly platforms of quality, integrity and efficiency to the concerned.

The commendable infrastructure, efficient ERP and the system of integrated coordination among the departments has made the task of handling all operations proficient. Corporate office is the center for decision making and implementation.

## **Departments**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>* Finance</li><li>* Accounts</li><li>* Administration</li><li>* Regulatory Affairs</li><li>* Domestic Operation</li><li>* International Business</li><li>* Banking &amp; Secretarial</li><li>* Institutional Marketing</li><li>* Drug Regulatory Affairs</li></ul> | <ul style="list-style-type: none"><li>* Expense Monitoring Cell</li><li>* Information &amp; Technology</li><li>* Venus Service Commission</li><li>* Intellectual Property Protection &amp; Commercialization</li><li>* Corporate Coordination Cell</li><li>* Corporate Quality Assurance</li><li>* Distribution &amp; Marketing Support Department</li></ul> |
|--|--|





## UNIT II

### **BADDI Manufacturing Facility**

This flagship manufacturing facility is accredited with 13 international cGMP's, in addition to it, 80 successful audits by different regulatory and commercial organization of various countries is in itself a symbol of quality and excellence.

This EU GMP approved plant has 8 dedicated production lines i.e., Oncology-liquid, Oncology- lyophilized, Carbapenems, Cephalosporins, Pre-Filled Syringes, Cardiovascular, Small Volume Parenterals (SVP) and other Specialty injectables.

Further adding to its glory, this facility is first in India to be accredited with INFARMED (EU GMP) for Carbapenem manufacturing.

Warehouse capacity of 1900 pallets at controlled room temperature and an inventory accuracy of 99.9% supported by efficient logistic support, is another "feather in the cap".

#### **Accreditations**

INFARMED (EU GMP)  
GMP UKRAINE  
GMP SYRIA  
GMP ETHIOPIA  
GMP SUDAN  
GMP ZIMBABWE  
GMP WHO

INVIMA (COLOMBIAN GMP)  
GMP IRAN  
GMP YEMEN  
GMP UGANDA  
GMP BOTSWANA  
GMP KENYA  
SFDA GMP

Inspection of SAMCC- South Africa and FDA- Indonesia are the next in line.

## UNIT III

### Indian Marketing Operations

Over the years our progress in the Indian Market has been commendable; however our request for strong and pervasive marketing network still continues.

The super specialty portfolio of 75 products, growth rate of 200% and 650 marketing professionals are the core competence of our consistent ascent. The PAN INDIA presence of qualified marketing professionals has made the reach of our products possible to the far-flung doctors of various specialties i.e., Neurosurgery, Neurophysician, Intensivist, Urology, Nephrology, Gynecologists, Orthopaedicians, Pediatricians, ENT specialists, Diabitolgists and other specialties.

Selling BRANDS and building BRANDS into ASSETS.

42 Distributors	1500 Stockists
30000 Chemists	75000 Doctors

Starting with only a few institutions in hand, today we proud to have tie-ups and also associations with many premier health establishments.

## MARKETING

Venus has strong Domestic presence and is fast making its mark in Global markets as well.

The Domestic Operations of the Company are having PAN INDIA presence .

- Highly committed teams of **MARK – III D, SAARANSH and PASSION ONCOBIZ** are working passionately for building Venus Brands as segment leaders.
- The **Institutional Marketing** department actively engaged in partnering with leading Pharmaceutical companies for cross country and also providing affordable Treatment to patients through Institutional Sales.
- The **International Business** department is actively engaged in tie ups with Multi National Companies from across the globe.

Today, Venus is a professional company with a state of the art infrastructure, a management with clear Vision and foresight and a great team of passionate and dedicated professionals proud of the Core values of Venus. We believe in our Vision and have the confidence to soar up to the skies for achieving our goals.



## UNIT IV



Team of 40 scientists, backed by Innovations, are whole heartedly involved in the development of Novel Formulations. Venus Medicine Research Centre, approved by Department of Scientific and Industrial Research (DSIR), Government of India, has bagged various patents and brought laurels for its innovative formulations.

The facility established for research & development, is the centre of innovations for Venus Remedies Limited & is constantly and religiously following its vision "To Alleviate the Sufferings of Mankind".

### Our Innovative products:

- AMPUCARE/SEPTILOC (Poly Herbal Formulation for wound Healing)
- SULBACTOMAX (Ceftriaxone+Sulbactam) inj
- POTENTOX (Cefepime+Amikacin) inj
- TOBRACEF (Ceftazidime+Tobramycin) inj
- VANCOPLUS (Ceftriaxone+Vancomycin) inj
- ZYDOTUM (Ceftazidime+Sulbactam) inj
- PIROTUM (Cefpirome+Sulbactam) inj
- NEUROTOL (Mannitol+Glycerine) inj
- MEBATIC (Ofloxacin+Ornidazole) inj
- ACHNIL (Acelefenac) inj
- TRIOS (Anti Arthritis Emulsion)
- ACNANO (Nanotechnology based Anti-Acne Micro Emulsion)
- DETECT (Novel formulation for Tumor Detection)
- Antibiotic Combination- Novel Aminoglycoside and Carbapenem

### Highlights

Team of 40 scientists  
8 dedicated pilot production plants  
Centre for Pre-clinical & Clinical Trials  
Animal house of international standards  
cGLP compliant 7 high-tech testing laboratories  
45 Registered Trade Marks



Established in Werne, the heart of Germany, Venus Pharma GmbH, a 100% subsidiary of Venus Remedies limited, came into existence with the acquisition of M/s Bayer AG in year 2006.

Venus Pharma GmbH has made the dream come true of Venus Remedies Limited to market its products in European Union, Middle East, West and North African countries. The company has filed 4 CTD dossiers in European Union and 3 others are ready for submission. With the ingenuity of our regulatory team, we have bagged the Market Authorization of Imipenem+Cilastatin 500mg and Meropenem 500mg, 1g in PORTUGAL. Further, the company targets to commercialize 2 of its Oncology & 2 Carbapenem products by the second quarter of 2011 in European Union.

The company is all set to out-license its CTD products to appropriate aspirants for EU market.

#### **Major Thrust areas:**

Marketing Tie-ups  
CTD Development  
Out Licensing of CTD  
Site Variation Projects  
Contract manufacturing  
Warehousing & Logistic supporting  
Product testing & European Batch release

#### **Competitive Edge:**

Accreditation	: European Union GMP
Out Licensing	: Irinotecan, Gemcitabine, Meropenem, Imipenem+Cilastatin.
Batch release	: Available for local manufacturers and pharma exporters
Packaging Facility	: 4 dedicated automatic packaging sections
Ware house capacity	: 3200 pallets at controlled temperature





## QUALITY POLICY

We at Venus deliver customer satisfaction with a team of motivated, empowered and trained professionals. We ensure value for money by developing innovative, safe, effective and consistent quality products through stringent implementations of cGMP, cGLP and ERP with emphasis on continuous improvement.



(Pawan Chaudhary)  
Managing Director



## **Safety Health & Environment Policy**



We at Venus actively pursue Health, Safety & environment as an integral part of our business and operations. We strive to prevent and minimize environmental impact of our activities and products. We maintain a safe work place environment for our employees, contractors, visitors and local community and promote healthy well being. We encourage employee through trainings to contribute to a safer environment at work, home and in the community.

All facilities and functions are governed by the more efficient use of material and energy, the substitution of hazardous materials where feasible and the optimization of material recycling. We are committed to comply with all applicable legal requirements through Continual Improvement in the Safety, Health & Environment Measures.

## **GROUP MEDICAL INSURANCE POLICY (GMP)**

### **GENERAL:**

The management is always concerned about the welfare of its employees. From time to time through the Social Welfare Committee or otherwise, number of schemes are already in practice benefits of which, as per the entitlement, are available to the employees. The Insurance Schemes are also like social welfare and social security for the employees.



### **OBJECTIVE:**

To Provide Medical Insurance to certain employees & their family members.

### **ELIGIBILITY :**

All the employees (along with their family members) who are out of the ESI Coverage , i.e whose salary exceeds the ESI coverage limit. Further the coverage is extended up to 60 years of age only.

The eligible employees can avail the policy benefit at the time of need in case of critical illness involving at least 24 hours of hospitalization for registering the claim.

### **POLICY COVERAGE**

Our POLICY NUMBER IS 350106/34/10/87/00000215

1. This policy as mentioned above includes the family members out of marriage ie spouse and children and excludes parents. The children aged below 3 month, above 25 years and those who are married (irrespective of any age) are not covered .

2. Initially the entire amount of premium has been worked out and paid by the company to the Insurance company. Thereafter, 50 % of the premium paid will be recovered from the salary of eligible employees in 12 monthly installments. Certain amount based on age group will be deducted as premium from the salary of the employee, which varies from Rs 70/- to Rs 200/- per month. It is a joint effort of both company and employees therefore the premium is also shared and thus the burden on employees is less as compared to when they arrange insurance at their own. The total sum insured is Rs. One lac. i.e reimbursement up to one lac is available for the complete family of the employee.

3. The premium deduction and the sum assured will not change with the change of salary of any employee during the current policy enforcement year i.e the conditions at the commencement will continue till the end.

4. The policy is assigned in favor of the company. However the benefits will accrue to the employees.

5. Irrespective of the designations or place of posting in INDIA, all the eligible employees up to the age of 60 years will be compulsorily covered in the scheme as it is a group coverage.



There is no Medical examination in Group Insurance required .

(\* For more detail and information pls log in [www.venuserp.com](http://www.venuserp.com) )





## CORPORATE EMBLEM NORMS

**Corporate** Emblem is the image used by the company which is designed to portray the company's identity, aims and objectives. Corporate Emblem is demonstrated by branding and trademarks.

The Venus Emblem projects company's image and is represented by 'An Elated Man Expressing His Joy' as shown :



This Emblem includes the effectiveness of company's services or products, the shared values and ambitions of its employees and the corporate tone of voice. As its visual appearance – or visual identity – plays a key role, hence the use of Emblem must be done very cautiously. So, it is very necessary for all Venus members to follow the EMBLEM POLICY in letter and spirit.

To get important guidelines to the use of Venus Emblem, Please refer the Policies Link in **[www.venuserp.com](http://www.venuserp.com)**.



## Recruitment, Selection and Appointment Procedure

Today Venus is on the verge of expansion globally and spreading its wings on the higher limits of sky in every aspect. So as we step into the next phase, we are driven by our ambition & willingness to strengthen our people first.

In the coming future of expansion, The Human Resource of Venus will need to appoint new faces in the multiple vacancies . So there will be a requirement for show various posts at a glance so that Company can get Stable and Quality people.

In view of it ; VENUS has established a service commission which is called “VENUS SERVICE COMMISSION” . This Service Commission is for Conducting examinations for recruitments/ promotions / transfers to various cadre of posts.



### SERVICE CADRES UNDER VENUS SERVICE COMMISSION:



Venus Service Commission has formed the following services :

1. Venus Administrative Services ( VAS )..... VAS MAIN & ALLIED
2. Venus Research Services ( VRS)..... VRS MAIN & ALLIED



- 3. Venus Technical Services ( VTS)..... VTS MAIN & ALLIED
- 4. Venus Marketing Services ( VMS )..... VMS MAIN & VMS  
ALLIED & VMS ALLIED III
- 5. Venus General Services ( VGS )
- 5.1 Venus Civil Services ( VCS)..... VCS MAIN & ALLIED
- 5.2 Venus Supporting Services ( VSS)..... VSS MAIN & ALLIED
- 5.3 Venus Helping Services ( VHS)..... VHS MAIN & ALLIED
- 5.4 Venus Polize Services ( VPS).....VPS MAIN & ALLIED
- 5.5 Venus Engg. Services (V.Engg.S)..... V.Engg.S MAIN & ALLIED
- 5.6 Venus I.T. Services ( V.IT.S).....V.IT.S MAIN & ALLIED

Domestic Operations falls under Cadre Venus Marketing Services. This cadre is further bifurcated into two categories:

- 1. VMS Main – Designations from R.B.M and above.
- 2. VMS Allied - Designations from B.O to Dy. R.B.M.



### **Introduction to PANEL**

**Objective :** The Panel is a group of Members on higher ranks of various departments of Company. The panel is a way for Selection and appointment in various departments under various cadres whose contribution will derive a Quality recruitment outcome for the organization.

**Purpose :** The main role of the Panel is to conduct all the selection / appointment processes for the existing vacancies and finally to find out the best talent and Quality people for Organization.



### **PANEL : VENUS MARKETING SERVICES**

The Panel of VMS cadre is comprised of the number of members who jointly meet to execute the objective of Panel Formation. This Panel is the Team of all Highly Ranked Marketing Heads throughout the organization. The Members of the Panel are divided in three heads; VMS Main , VMS Allied & VMS Allied III as shown :



<b>VMS (Unit-III)</b>	
<b>VMS Main</b>	<b>VMS Allied Unit III</b>
<b>DMD Sir</b>	CPIC & CIC Member
<b>C.O.O - DO</b>	Head Recruitment Cell (VSC)
<b>C.G.M - DO</b>	
<b>Head Recruitment Cell (VSC)</b>	

- The Domestic Marketing vacancies from designation of B.O. upto Dy.RBM rank are considered in VMS Allied III and will be appointed only by the Panelist of VMS Allied III.
- The International and National ( Third Party) Marketing vacancies from designation of M.T. upto Manager rank are considered in VMS Allied and will be appointed only by the Panelist of VMS Allied.

- The vacancies from RBM upto DGM rank are considered in VMS Main and will be appointed only by the Panelist of VMS Main .
- In VMS Allied & Main , the Quorum will be of 4 members only at a time.

**The procedure is as follows :**

VMS Allied III : The VMS Allied III will comprise of Domestic Operation's marketing services.

**A. Screening Panel Member:**

CPIC member, CIC member of concerned area.

**Screening Procedure:**

The Panel will conduct interview and shortlist min 3 candidates and assign them some task e.g Survey Report and other field related activity etc. and send the applications to RC Cell (VSC) at HO along with the survey report and recommendation of the screening panel.

**B. Procedures after the Interview:-**

- ◆ After the Interview, Offer letter will be issued for the selected candidate.
- ◆ The date of joining as conveyed in the offer letter should be adhered by the candidate.
- ◆ The Manager will induct the candidate on or before the date of joining as mentioned in the Offer Letter and send communication to H.O in the Standard Joining Report format along with the proof of Date of Birth (through fax and later by courier). This will accompany all his/her joining papers, certificates, PF/ESI forms & photographs required for completion of personal file at H.O.
- ◆ In case of delay in the receipt of the JOINING REPORT at H.O, the date of receipt of the Induction Report will be recorded as the actual date of joining.

**NOTE:-**

*The candidate's Appointment Letter will be issued by HR Cell (VSC) only after receipt of the following documents at H.O.*



### **SUPPORTING DOCUMENTS :**

Form no. 23(III) :- Employment Form.

Form no. 24 :- Assurance of service and Undertaking.

Form no. 25 :- Joining Report.

Field Induction Report.

Qualification ( Matriculation onwards) & Experience Certificates.

Resignation Copy from previous employment.

Copy of Last Drawn Salary slip, Photographs

PAN CARD ( Copy) & Permanent Residence Proof.

ESIC Form, Gratuity Form, NSSF, Insurance Form.

### **NOTE:-**

*( The above stated documents should be enclosed with the Induction Report ).*



## JOINING DAY FORMALITIES

The joining day marks the beginning of the employee's journey and association with the organization. With the motive of knowing the employee better and taking the formal record of his/her joining with us we have structured the joining formalities as stated above .

The following items are provided at the time of joining, please make sure that the enlisted items have been obtained and have signed the undertaking acknowledging the receipt of the same:-

1. Working Bag
2. Visual-Aids
3. Literatures
4. Detailing story
5. Diary
6. File of technical reference of products
7. Visiting cards
8. Other stationary
9. Corporate profile
10. Price list & discount structure

**Note :** The Mail ID shall be provided within 24 working hours of the receipt of the Joining Report but the On line Reporting ID (i.e Spine) shall be provided only after the receipt of all the documents at H.O.

## PERFORMANCE APPRAISAL



We are always in process of evaluating and thereby monitoring the performance of all and providing guidance wherever and whenever required. We have policy of appraising an employee every year.

The appraisal format contains the following parameters and is rated by the concerned HOD.

1. Job knowledge
2. Leadership & Team Building
3. Planning & Organization
4. Responsibility
5. Efficiency
6. Versatility
7. Communication
8. Quality of work
9. Quantity of work
10. Economy & Cost Control
11. Attendance
12. Loyalty
13. Personality
14. Organization culture & value



For the appraisal of Main Cadre, A extra form would be initiated comprising various questions. Part A contains subjective questions and Part B contain questions for which the appraisees has to reply and rate himself out of the given marks and do the totaling out of 50 in the end.

**Confirmation Criteria : 6 months from the date of Joining.**

## ORGANIZATIONAL EXPECTATIONS

We strive to attract and retain the best personnel who possess basic competence, future potential and helps in the overall growth of the organization. The organization expects an individual to possess the following personality attributes:



- Performance Orientation
- Ability to stretch
- Effective communication with content clarity
- Energy level and enthusiasm
- Capacity to accept challenges
- Sincerity , Integrity & Loyalty
- Attitude towards Sales and Marketing
- Adherence to the Corporate Culture



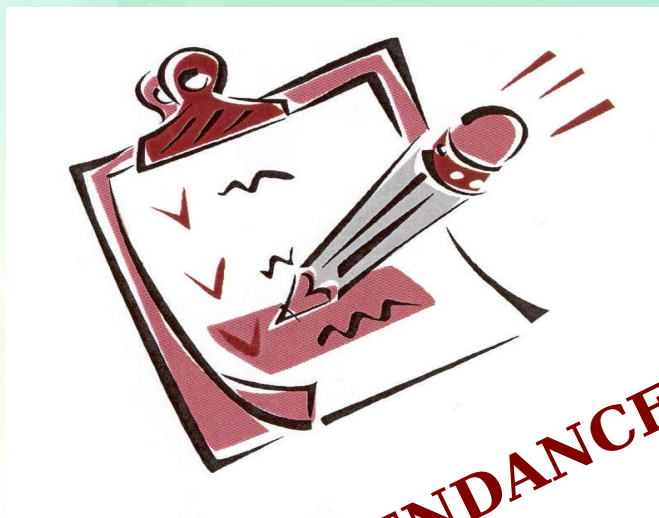


## TRAINING AND DEVELOPMENT

Continuous efforts are made by the Company to train and develop personnel to face new challenges. Regular training and learning opportunities are an investment that will allow employees to prosper and develop their careers while giving the business a highly skilled workforce and a competitive advantage in the market. We ensure that all field personnel are imparted training and development at various forums, such as cycle meetings, new product launch opportunities etc.

Under one of the Sankalp, Tutors & Training Programme (TNT) for Unit – III was initiated based on the topics in reference to the book named ``YOU CAN WIN`` by a renowned writer & speaker Mr. SHIV KHERA. The participants were 47 members (from CPIC & CIC) of Unit - III & 4 members from Head Office. This programme is based on the practical topics and examples and reference book for the programme.





Regular attendance and punctuality are vital to successful work operation and are an important part of overall job performance.

The basis for marking attendance for the Unit III personnel is Daily Working Report (DWR) which should be updated in Spine on regular basis i.e on weekly basis.

### **LEAVE RULES**

**CASUAL LEAVES:** These type of leaves are allotted 07 No. for a calender year. Unavailed leaves get lapse after the completion of calender year.

**SICK LEAVES:** These type of leaves are allotted 07 No. for a calender year. Unavailed sick leaves can be carried forward to the next year and accumulated up to 21. After 21 days of accumulation , the sick leaves will stand automatically lapsed and hence not to be encashed at any stage.

**EARNED LEAVE:** 15 days on completion of One year or pro-rata basis from the Date of Joining. Accumulation of leave maximum up to 60 Days.

**PROCEDURE OF AVAILING THE LEAVES:** For availing any of the leaves mentioned above, you need to apply through SPINE only and should be forwarded to your concerned reporting Manager for the Approval. Leaves that are communicated through Mail or SMS will not be granted in any case by Head Office.

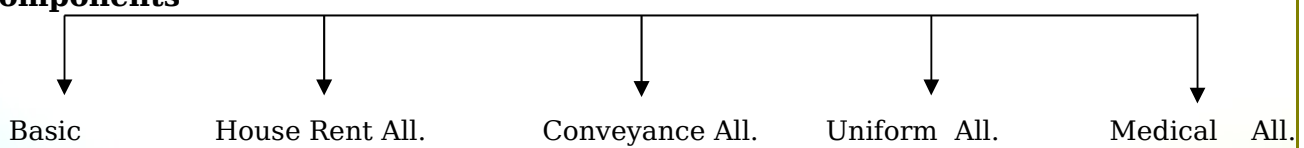
# SALARY



**The salary offered to you consists of following components:**

Salary

## Components



## Contribution

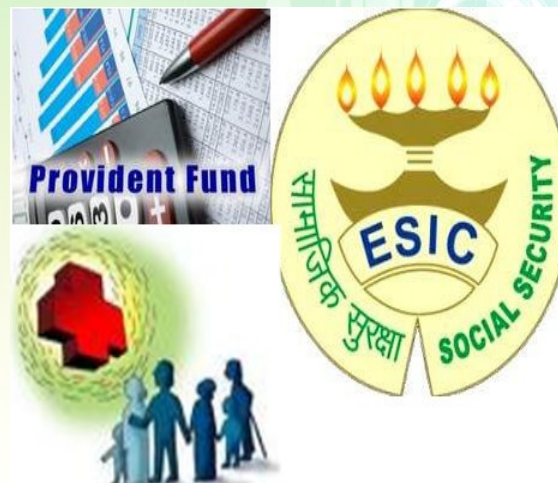


The Bifurcations are done on the Gross Salary Rate.



### **Other Contributions in your Cost to Company :**

- ▶ PF contributions (Employer share)
- ▶ ESI contributions (Employer share)
- ▶ Group Mediclaim Policy (50% of premium)
- ▶ Group Accidental Insurance Policy (50% of premium)



### **Deductions are as follows:**

- a) 12% of the basic salary is deducted for your PF deposit .
- b) If your salary is up to Rs.15,000.00 p.m then you are liable for E.S.I (Employee State Insurance) contribution @ 1.75% of your Gross Salary in lieu which you and your dependents will get free treatment from E.S.I dispensary.
- c) 0.75% of the gross salary is contributed towards the Hanuman Charitable Trust, Sirsa which is running a Hospital there which provides absolutely free treatment to all.
- d) If applicable , the amount as indicated in your Assurance of Service and Undertaking or any other contribution will be deducted from your salary.

### **Premium Deduction for Group Accidental Insurance:**

For all the employees earning monthly gross salary up to Rs 10000/- per month, a deduction of Rs 14/- will be done on monthly basis for sum assured of Rs 2,00,000. And above then 10000/- per month , a deduction of Rs 21/- will be done on monthly basis for sum assured of Rs 3,00,000. The premium, deduction and the sum assured will not change with the change of salary of any employee during the current policy enforcement year ie the conditions at the commencement will continue till the end.

**EXPENSE REIMBURSEMENT:** In addition to the salary given to each employee, the company reimburses expenses incurred in day to day working and on the sale promotion activities undertaken by the sales staff. The employee shall keep a

systematic record of his expenses in the prescribed format and submit (in physical form) the same to the Head Office as per the standardized reporting procedure. The expenses are subject to maximum limit which will be conveyed to the employee at the time of joining.



The expenses are broadly classified under two heads, separate reports shall be prepared for each.

**1. WORKING EXPENSES :** These include expenses incurred on:

- (a) Traveling Allowance (T.A), Daily Allowance (D.A) etc ;
- (b) Miscellaneous Expenses (For purchase of stationary items, photostat etc) .
- (c) Internet / Postage.
- (d) Telephone & Hotel



*(The expenses are to be recorded in Spine & sent to H.O in the prescribed form:see annexure ).*

**2. SALES PROMOTION EXPENSES :** These involve expenses incurred for sales promotion activities:-

- (a) Free samples
- (b) Sponsorships
- (c) Gifts, etc.



*(The expenses are to be recorded in the prescribed form:see annexure )*

**REIMBURSEMENT PROCEDURE:** The monthly expenses shall be reimbursed after the end of the succeeding month.

**NOTE :** *The expense summary format mailed to the head office is to be supported with vouchers for each entry .*

**OTHER ENTITLEMENTS:**



**ROLLING IMPREST** is extended to the field staff to help them manage their work. Each manager is entitled for a specified amount in order to manage his working expenses and also sales promotion expenses upto Rs 1000/-. The same shall be paid within 15 days of the receipt of all documents at H.O.

**Payment of Salary:**

**Date of payment :** Salaries are paid on 07<sup>th</sup> day of every month.

**Mode of Payment :** The salary is credited to the bank account (S.B.I) of every employee.

*Good job & great pay!*



## CREDIT ADVANCE POLICY



The “ Credit Advance Policy “ effective from February 2011, is applicable for all employees of Venus Remedies Limited falling under the defined eligible criteria within the objective to render the financial help to the employees in case of emergency and to make employees stress during financial crisis.

### CREDIT ADVANCE POLICY

**INTRODUCTION :** Human assets are the most dynamic resource of Venus. Venus is growing rapidly and its human capital is also adding on. The Company's Human resource policies mainly aimed at developing an empowered and dedicated team.

Keeping in mind, the exigencies of its employees and further to motivate its dedicated workforce, the Company has launched a new “ Credit Advance Policy” (earlier known as Loan Policy) w. e.f . 01.02.2011.

#### 1. OBJECTIVE :

1.1 To render financial help to the employees in case of emergency and to make employee stress free during financial crisis

#### 2. SCOPE :

2.1 This policy will regulate all the systems and procedures related to all the credit advances facilities being provided to its all EMPLOYEES.





### **3. TYPE OF CREDIT ADVANCE :**

3.1 General Credit Advance

3.2 Project – Automation Credit Advance

3.3 Soft Credit Advance



#### **3.1.1 ELIGIBILITY (General Credit Advance):**

3.1.1a. The Credit advance may be granted to ALL employees of the Company i.e. **VENUS REMEDIES LIMITED**.

3.1.1b. The employee must have put in at least ONE year continuous service with the Company.

3.1.1c. Temporary / daily wage earner / casual worker / non-confirmed employee are not eligible for the Credit Advance .

3.1.1d. There should be GAP of at least SIX months for making a request for fresh Credit Advance from the date of adjustment of the previous Credit Advance.

#### **3.1.2 PURPOSE :**

3.1.2a. Marriage of self, daughter/son and sister/brother (if dependent),

3.1.2b. Education credit advance for self/ wife/ son/ daughter and sister/ brother (if dependent) EXCEPT those who are availing benefit under Social Welfare Education Policy.

3.1.2c. Maintenance/ Construction of the house, registration of the plot/house.

3.1.2d. Purchase of two wheeler /car/lap-top/computer.

3.1.2e. Medical assistance for dependents and for self for all such diseases who are not covered under Mediclaim Policy or ESIC

### 3.1.3 TERMS AND CONDITIONS



**3.1.3a Rate of interest :** The interest on General Credit Advance shall be charged at the rate of 7.50% p. a. on the monthly reducing balance and shall be **recovered through equated monthly installment (EMI).**

Interest shall be charged @ 15% per annum In case of deviation in the eligibility and purpose of credit advance,

**3.1.3b Documentation: - For Clause 3.1.2.a :-** Marriage Card.

**For Clause 3.1.2 b :-** Prospectus and Fee Schedule.

**For Clause 3.1.2 c :-** Upto Rs. 25,000 no documentary proof required except an Affidavit by the Applicant. Above Rs. 25,000: Estimate of Architect Mason or any documentary evidence in support of the ownership.

**For Clause 3.1.d :-** Initially Quotation from the dealer and after purchase , copy of Bill/RC. The payment cheque will be issued in favor of the dealer/manufacturer

**For Clause 3.1.e :-** Initially doctor's prescription and after treatment copy of medicine bills required.

**3.1.3c Criteria of Credit Advance amount :** While calculating the credit Advance, it will be ensured that the employee's per month take home salary must be at least 75% of gross salary.

### 3.1.4 REPAYMENT

#### 3.1.4a

The maximum period of repayment of the credit advance would be 24 months(except mentioned specifically) and will not be increased under any circumstances. The Credit Advance amount will be recovered in equal monthly installments along with the interest on reducing balance. The repayment /recovery would start from the succeeding month in which the Credit Advance is availed.

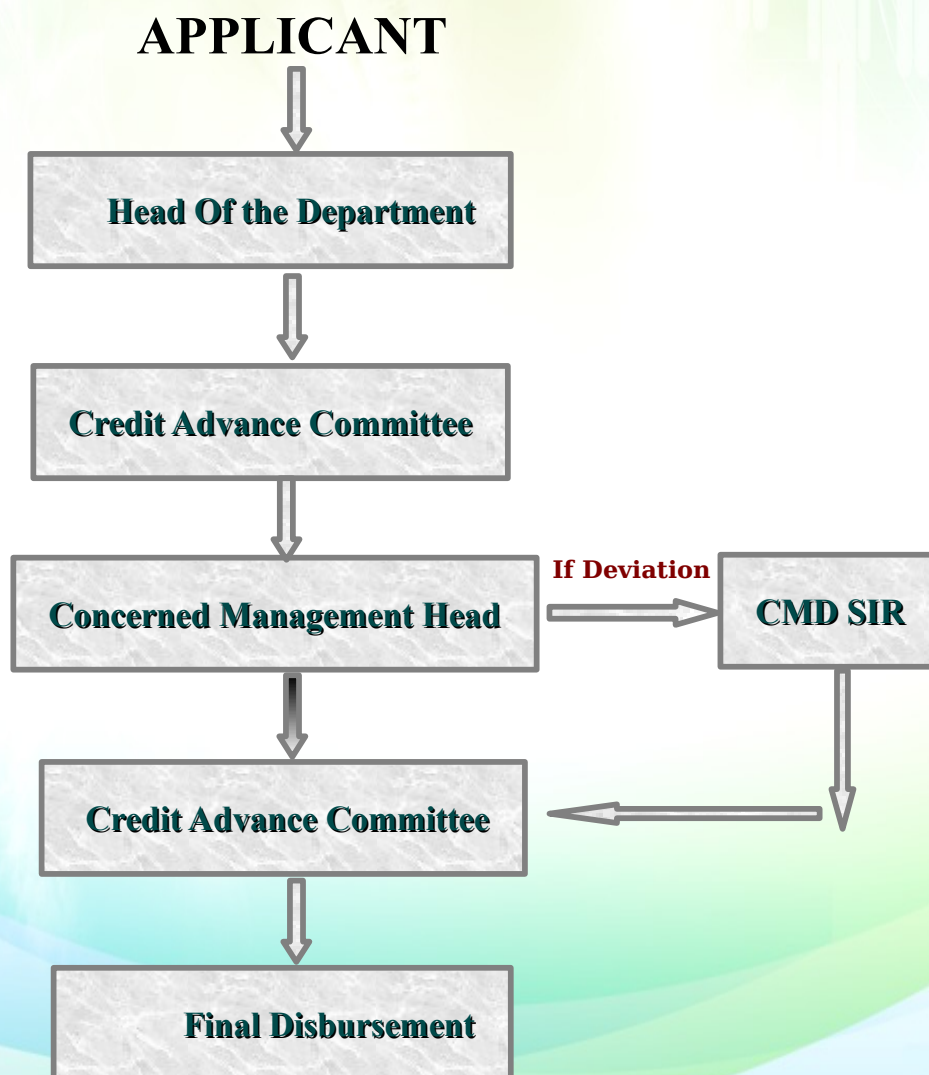
However in case of untimely demise of the employee the outstanding principal amount may be waived at the sole discretion of the management.



### 3.1.5 SECURITY

3.1.5a. Three signed undated blank cheques along with Undertaking (in Form No.VRL/CAP/001) to be submitted before disbursal of the credit advance.

### 3.1.6 PROCEDURE FOR AVAILMENT OF CREDIT ADVANCE



### 3.2.1 **ELIGIBILITY (Project Automation Credit Advance) :**

3.2.1a. The Credit advance may be granted to the Unit-III employees of the Company i.e. VENUS REMEDIES LIMITED and is ONE TIME credit advance facility.

3.2.1b. The credit advance can also be granted to new joiners of Unit-III. Therefore, the condition of tenure of one year service will not be applicable in this case.

3.2.1c. Unit-III employees can avail ONE credit advance at ONE time i.e. either General Credit Advance or Project Automation Credit advance.

3.2.1d The Six month gap will not be applicable to avail General Credit Advance after settlement of Project Automation Credit advance or vice versa.

**3.2.1 PURPOSE :** To purchase laptop/Desktop/mobile under the Automation Project.

### 3.2.2 **TERMS AND CONDITIONS**

3.2.2a **Rate of interest :** The interest on Project Automation Credit Advance shall be charged zero .

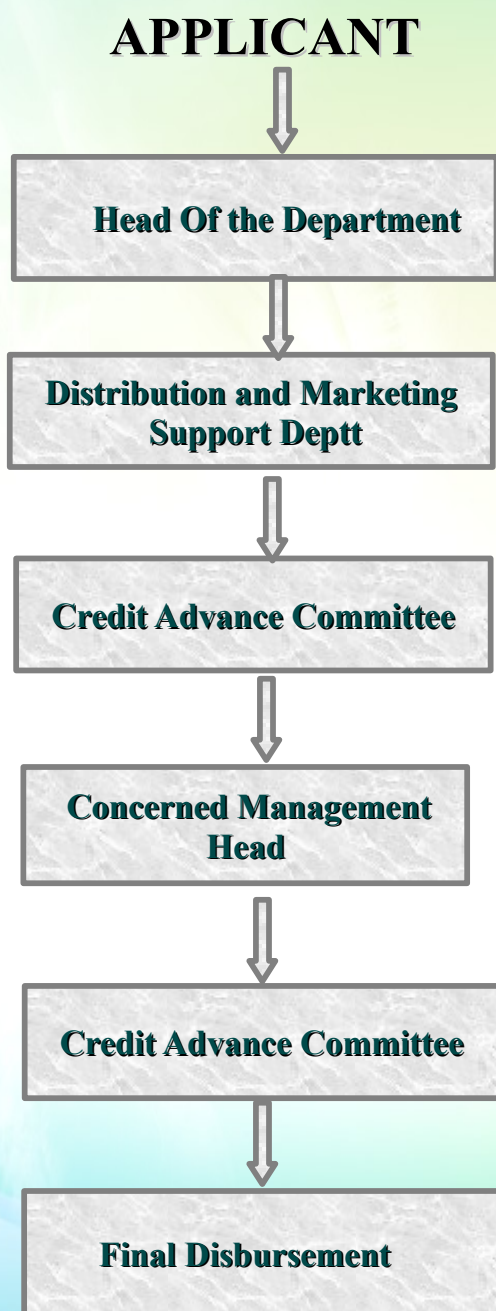
3.2.3b **Documentation :-** Initially Quotation from the dealer and after purchase ,  
copy of Bill. The payment cheque will be issued in favor  
of the dealer/manufacturer.

3.2.3c **Credit Advance Amount:** -Upto Rs. 20,000/-

3.2.4 **REPAYMENT :** The maximum period of repayment of the credit advance would be 10 months and will not be increased under any circumstances. The credit advance amount will be recovered in equal monthly Installments. The repayment recovery would start from the succeeding month in which the credit advance availed. However in case of untimely demise of the employee the outstanding principal amount may be waived at the sole discretion of the management.

3.2.5 **SECURITY :** Three signed undated blank cheques along with Undertaking **(in Form No.VRL/CAP/001)** to be submitted before disbursement of the credit advance

### 3.2.6 PROCEDURE FOR AVAILMENT OF CREDIT ADVANCE





### 3. ELIGIBILITY (Soft Credit Advance)

3.3.1 a. The Credit advance can be granted only to Unit-III employees of the Company i. e. VENUS REMEDIES LIMITED.

3.3.1b. The employee must have put in at least Three months continuous service with the Company.

3.3.1c. There should be a GAP of at least Three months for making a request for fresh Soft Credit Advance from the date of adjustment of the previous Soft Credit Advance.

3.3.2 **PURPOSE** : To meet day to day expenses or any other exigencies.

#### 3.3.3 TERMS AND CONDITIONS

3.3.3a **Rate of interest** : This Credit advance shall be interest free.

3.3.3b **Documentation**: - Soft Credit Advance as per Form No.VRL/CAP/002

3.3.3c **Credit Advance Amount for Individual**: 30% of monthly gross salary or Rs. 20,000/- which ever is less.

3.3.3d **Total Limit of Soft Credit Advance**: Rs. 1.00 lac in a month

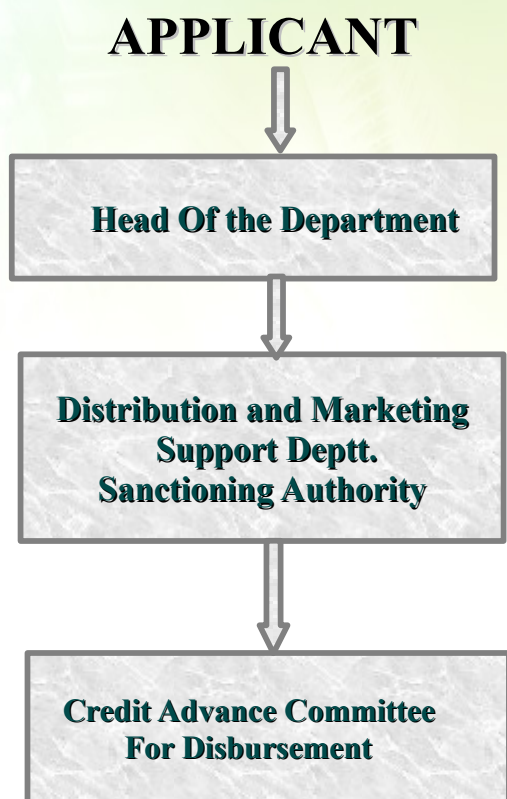
3.3.4 **DISBURSEMENT OF CREDIT ADVANCE** : The Soft Credit Advance will be given only between 20-30th of every month

#### 3.3.5 REPAYMENT

3.3.5a The Credit Advance amount will be recovered from the due salary of the same month in which credit advance is granted and repayment cannot be postponed in any circumstances.



### 3.3.6 PROCEDURE FOR AVAILMENT OF SOFT CREDIT ADVANCE



#### 4 LIMIT OF CREDIT ADVANCE :

4.1 The Cadre Limit is as follow:

Cadre Name	Cadre Name	Total Limit (Cadre) (Amt in Rs)	Individual Limit (Amt In Rs)	Recovery Months
Venus Marketing Services	VMS- Main ----- VMS Allied	20 Lac p.a	<p>Main: Three Month gross salary or maximum limit Rs.0.75 lac which ever is less subject to that take VMS-Allied home salary should not be less than 75% of Gross salary.</p> <p>-----</p> <p>- Allied: Three Month gross salary or maximum limit Rs.0.35 lac which ever is less subject to that take home salary should not be less than 75% of Gross salary.</p>	24 Month

#### 5. RECOVERY IN CASE OF DEFAULT :

- 5.1 In case the employee who has taken the credit advance, leave the services of the Company with proper handing over the charge, then the outstanding credit advance shall be recovered from his full and final dues.
- 5.2. In case the employee who has taken the credit advance, leave the services of the Company without proper handing over the charge, then the outstanding credit advance shall be recoverable through presentation of security cheque(s).
- 5.3. In case the dishonored of above said cheque(s), the outstanding credit advance shall be recoverable through suitable legal proceeding by the Legal Cell.

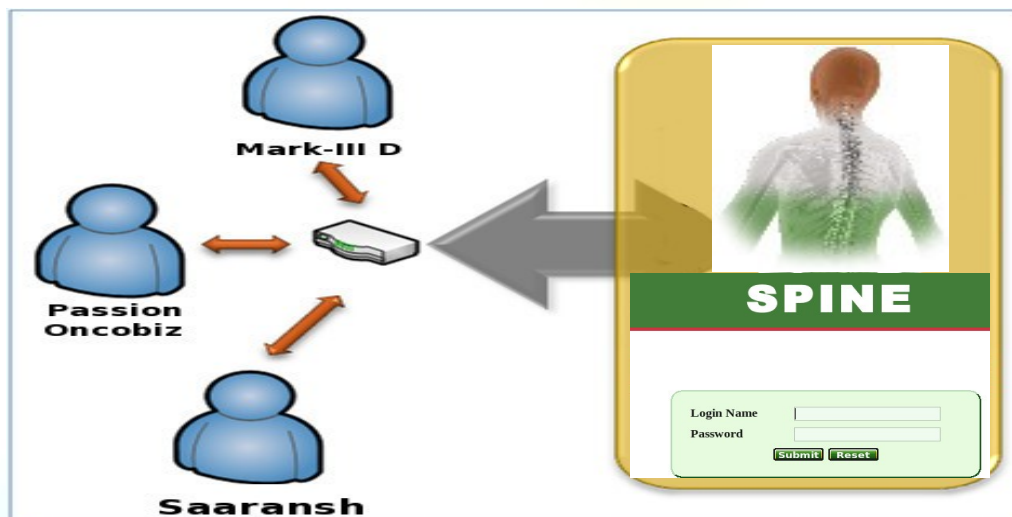
#### 6. Change in cadre Credit limit :

- 6.1 Every year there will be 20% increase in each cadre's Credit Advance limit. The credit limit will be enhanced on the first day of the calender year.



# REPORTING

Daily work report (DWR) is considered to be the most important part to an employee Salary in Venus. Without this report no Salary will be compiled/processed and the days will be marked as Absent wherever the SPINE find blank report. It is a mandatory to maintain the report on weekly basis and the H.O will be very strict if found for any defaulter. This report will be over view to monitor the performance and Appraisal by the head office. The reports are to be sent periodically as stated below.



## 1. **WEEKLY:**

(a) **Field activity report** contains the details of the number of doctors visited, Discussion held and conclusion.

## 2. **MONTHLY:**

(a) **Tour program** :- The managers are required to communicate the tours they did in last month and the plan for the next month through Spine. This report shall be sent before the 25<sup>th</sup> of the preceding month.

## **PROMOTIONAL HIERARCHY**



Company's policy is to nurture, train, sustain, develop and promote the employees from within through a career planning process. Performance of employees is continuously monitored through a well defined system. Increments are strictly on merit i.e. Performance against objectives, goals and targets set for employees.

Growth opportunities to field personnel are available not only within one division but in other divisions also including international exposures.

An employee follows the following promotional hierarchy:





## **THE BUSINESS OFFICER/EXECUTIVE**

Health is the vital and integral part of 'Quality life'. Therefore the commonly used proverb '**Health is wealth**' holds good for ever. We all know that a doctor's profession is noble, because he helps the sick to become better. The doctor's role is complete only in the presence of right kind of medicine. The medicines produced by the Pharmaceutical industry do not go to the patient directly.

It is mainly through you, the **Business Officer/Executive**, that the doctor gets maximum information about various drugs available which enables him provide the best medicine to his patients.

You as a BO/BE, carry vital information about our medical products to the medical profession. You, in particular, represent the 'Quality Products' of Venus Remedies to the medical fraternity. You are the vital link between Venus Remedies, the doctor and the patient.

**The job of Business Officer/Executive is most satisfying, interesting and important.**

◆ **This profession is the most satisfying** one because, you as a BO/BE link the organization and the medical profession. If a patient gets relief from his suffering, by a doctor's prescription of our products, then, you have played a definite and important role in alleviating **the suffering of the patient**. You could ensure that '**The Right drug reaches the Right Patient at the Right Time.**'

◆ **The profession is very challenging and interesting** because of your persuasive selling skills, you could make the doctor prescribe your product. Many brands of the same drug may be available in the market. But, your ensuring the doctor prescribe only your brand- not some other company's brand, is the challenge. This challenge makes the job most interesting.



◆ **This profession gives you ample opportunity to learn newer and newer ideas and acquire newer skills.** As the years pass by, your shyness melts away, you get courage and confidence to talk to different kinds of people and convince them with your view point. You become good in communication with the practical knowledge and skills you gained out of sheer practice in this profession. Think for a while, in how many jobs you can have such a kind of wonderful experience.

◆ **This job gives you sense of achievement.** After tremendous amount of your persuasive efforts with your doctor, you notice that the doctor has started sending prescriptions for your brand. You have physically seen the prescriptions with your own eyes. At that moment, can you imagine, how will you feel? Don't you feel elated! i.e. You get the 'Sense of Achievement'. All these prescriptions are due to your own constant and consistent efforts. In fact you get '**The joy of working**' out of this profession.

◆ **This profession offers the best recognition.** The moment you start producing prescriptions in the leaps and bounds, the first person who recognizes you is the Chemist. The next person who recognizes you is your own competitor- the other companies PSR's. Then your stockist recognizes you. Your management recognizes you. You are an achiever.



◆ **This profession is really rewarding too.** There are always very attractive incentives, rewards and awards for achievement of sales target.

◆ **This profession offers best career prospects.** Many of the Marketing Directors, Vice-Presidents, Marketing Managers, Sales

Managers of the industry started their career as a Medical Representative only. They all have grown to this extent, because of their own efforts and the opportunity offered by this ever growing Pharmaceutical Industry.

One thing is a must- to work with dedication, commitment and with a strong desire to achieve success- not to work just for the sake of doing a job.

Now, you have a great opportunity to get recognition, rewards, sense of achievement, sense of satisfaction with enhanced self-confidence.



Welcome, to this winning team. Wish you all the best to **become a winner.**



## RESPONSIBILITIES OF A FIELD OFFICER

The job of a Business Officer/Executive is very responsible one. He is accountable for results and responsible for task accomplishment.

The **accountabilities** of a Business Officer/Executive are:

1. Achievement of 'Territory Sales Target' every week, every month, every quarter and every year both volume wise and product wise.
2. Launching new products and new markets successfully.
3. Building brand images and Company image.

The **most important responsibilities** are:

1. Continuous generation of prescription for existing and new products.
2. Ensuring availability

To **generate continuous prescriptions** for existing and new products, the Business Officer/Executive has to do the following **important tasks** :



Doing RCPA every day at every retailer. Based on RCPA, finalizing his doctor list-MCR. Once MCR is ready, preparing Customer Coverage Plan and Customer Service Plan which leads to Standard Tour Program, Monthly Tour Program, Input utilization Plan, clear Call objective, Prospect-Product-Promotion match. He, with his thorough product knowledge, promotes the products with **effective detailing** and demands for prescription. He co-ordinates between the company and the doctor in promoting the products, satisfying the customers professional needs and ensuring prescriptions.

To convert prescriptions to Sales, **he ensures that his company's products are made available in adequate quantity with the retailers- this is the second most important task of a Business Officer/Executive.**

He keeps the list of retailers and their profile updated. He does Personal Order Booking with retailers for new products and existing products. He takes advantage of all commercial attractions like price reduction, bonus offer, special campaign for selected products etc. He manages his stockist properly so that the distribution is made effective in his territory.

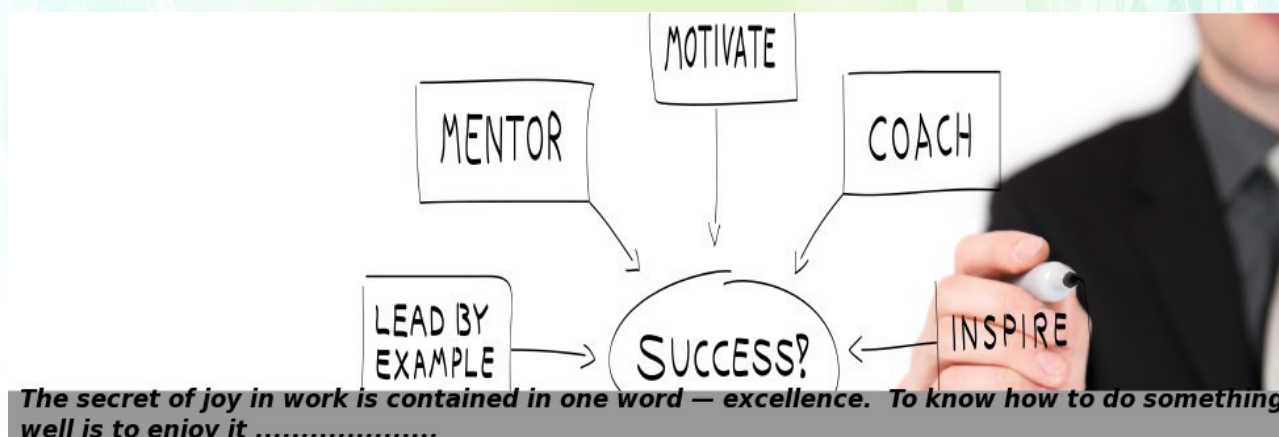
Other **important tasks** accomplished by the Business Officer/ Executive are :

1. Market survey and feedback – He is updating with competitors activities on day to day basis and keeps the company informed.



2. Maintaining records and timely reporting. Ultimately the BO/BE takes charge of his territory and ensures consistent sales achievement in the territory.

## PREREQUISITES FOR SUCCESSFUL CAREER IN PHARMA SELLING



To become a **successful** Professional Service representative, we must develop certain qualities in us, through conscious effort. Remember, they are not inborn qualities- they are only developed out of experiences, self-realization and continuous efforts. These qualities may not come to us overnight. What we need to have within us, is the **strong desire to develop** these qualities out of sheer efforts. Many a time, we may slip back to our older positions, but we need not get disheartened due to such revision. To acquire these qualities we have to restart the journey again, with the clear objective in our mind. At times they may appear to be a Himalayan task to accomplish- but one should not lose his heart when he undertakes this journey.

Every individual is capable of developing these qualities. To start with, we must understand that the fundamental quality required to achieve success is,

**“Be a good human being first  
and  
become a competent human being next”**



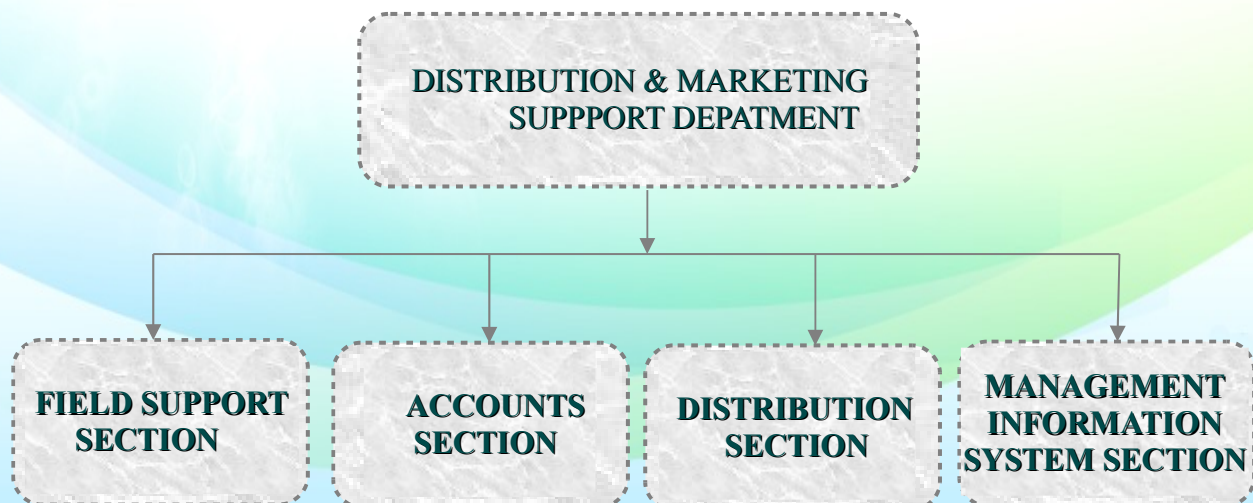
## **Distribution & Marketing Support Department**

Distribution & Marketing Support Department(D.M.S.D) is managing the distribution activities & providing all the logistic support to the field staff (Marketing Representatives) and acts as an information center for all the database for the sales activities. In other terms it will be appropriate to say that the Distribution & Marketing Support Department is the backbone of the Domestic Marketing.



### **DEPARTMENT STRUCTURE**

Based on the areas of the activities, the department has been consolidated under four sections (as listed below). Each of the sections is headed by a Section Officer and they have team at their disposal for the conduct of the business. The Section Officers reports to Head of Department.



## **FIELD SUPPORT SECTION**

- Co-ordinating the H.R. Activities
- Inputs' Management
- Liasoning / Co-ordination
- Automation (Reliance & Loan)
- Welfare Initiatives

## **ACCOUNTS SECTION**

- Expense reimbursement.
- Processing of Sales promotion, Meetings expenses.
- Reconciliation of Imprest Accounts of Field Staff.
- Stay Arrangements/Travel Tickets Arrangement

## **DISTRIBUTION SECTION**

- Execution of Purchase Orders of Distributors/Stockists.
- Processing of Sales Input Plan.
- Inventory Management.
- Debtors Management.
- Customer Relationship Management with Distributors and Field Personnel.
- Defining systems for the conduct of business.

## **MIS SECTION**

- Allocation & Circulation of Targets .
- Communication of Annual Incentive Plans & calculation of thereof.
- Price List : Uploading & communication of changes/addition.
- Auditing of Sales Transaction.
- Products Information Service / N.O.C of the Products in the existing and the new territories as well as of New Products.
- Calculation of Monthly Performance Incentives





- Processing of Special Rate/Deal Proposal.
- Sales Allocations for Institutions supplies & direct supply to Stockist.
- Settlement of Distributors Claims.



**Contact Points:**

HOD (DMSD DEPTT)	93165-50805
FSS	93165-45069, 93165-02922
Accounts Section	93165-54468
MIS SECTION	93165-45067, 93165-44845
DISTRIBUTION	93165-49841, 93165-05922

**E-Mail Ids:**

FSS	<a href="mailto:fss@venusremedies.com">fss@venusremedies.com</a> , <a href="mailto:hriii-do@venusremedies.com">hriii-do@venusremedies.com</a>
Accounts Section	<a href="mailto:dmsd-accounts@venusremedies.com">dmsd-accounts@venusremedies.com</a>
MIS SECTION	<a href="mailto:missection@venusremedies.com">missection@venusremedies.com</a>
DISTRIBUTION	<a href="mailto:inventory-distribution@venusremedies.com">inventory-distribution@venusremedies.com</a>