

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 52

“Master Class Episode 52”
Topic: - “CSR and Sustainability in Pharmaceutical Sector”.
Date: 10 th August 2022 from 05.00 PM to 06:00 PM
Venue: - Offline, IIHMR University, Jaipur
Speaker: -Dr. Anupama Shetty, Mission Director BIOCON, Bengaluru, Karnataka, India
Number of participants: - 50
Introduction: - This session featured: Dr. Anupama Shetty, Mission Director BIOCON, Bengaluru, Karnataka, India. The event was moderated by Dr. Saurabh Kumar, Dean -SPM and the Student coordinator is Mr. Laxmikant Lenka MBA PM Batch 13.
<p>Objective: The objective of Corporate Social Responsibility (CSR) and Sustainability in the pharmaceutical sector is centered around the ethical and responsible development, production, and distribution of healthcare products, with a focus on public health, environmental protection, and long-term value creation for society. This includes:</p> <p>Improving Access to Medicines</p> <ul style="list-style-type: none">• Ensuring life-saving drugs are accessible and affordable, especially in low- and middle-income countries.• Supporting global health initiatives and partnerships (e.g., with WHO or NGOs). <p>Ethical Business Practices</p> <ul style="list-style-type: none">• Ensuring transparency in clinical trials, marketing, and pricing.• Preventing corruption and unethical behavior in drug promotion or sales. <p>Environmental Stewardship</p> <ul style="list-style-type: none">• Minimizing environmental impact through sustainable manufacturing, waste management, and carbon footprint reduction.• Safe disposal of pharmaceutical waste and pollutants. <p>Patient and Community Wellbeing</p> <ul style="list-style-type: none">• Engaging in health education, disease prevention, and wellness programs.• Supporting local communities through health camps, awareness drives, and donations. <p>Workforce and Human Rights</p> <ul style="list-style-type: none">• Upholding employee rights, safety, diversity, and inclusion.• Supporting employee volunteerism and training programs. <p>In summary, the core objective of CSR and sustainability in the pharmaceutical sector is to enhance public trust and health outcomes while minimizing negative impacts on society and the environment, creating a more equitable and sustainable healthcare system.</p>

Salient Novel Points Covered:

The **salient novel points** of **CSR and Sustainability** in the **pharmaceutical sector** reflect the evolving priorities of the industry in response to global health challenges, environmental concerns, and stakeholder expectations. Here are the most notable and emerging aspects:

Access-Oriented Innovation

- Development of affordable generics and biosimilars for underserved populations.
- Tiered pricing models to make essential medicines accessible in low-income countries.
- Open-source R&D collaboration for neglected diseases.

Green Chemistry and Eco-Friendly Manufacturing

- Adoption of green chemistry principles to reduce toxic waste and energy consumption.
- Use of closed-loop systems and zero-liquid discharge (ZLD) technologies in plants.
- Redesigning packaging to be biodegradable or recyclable, reducing plastic use.

Ethical Clinical Trials and Data Transparency

- Patient-centric trial designs and real-world evidence collection.
- Publicly accessible clinical trial registries and data-sharing platforms.
- Increased scrutiny of informed consent processes in developing regions.

Role: Dr. Anupama Shetty, Mission Director BIOCON, Bengaluru, Karnataka, India highlighted the role of CSR (Corporate Social Responsibility) and Sustainability in the pharmaceutical sector is to ensure that the industry operates ethically, responsibly, and in a way that contributes to long-term public health and environmental stewardship while maintaining business viability.

Enhancing Public Health Outcomes

- Support disease prevention and health education.
- Ensure equitable access to medicines, especially for underserved populations.
- Invest in research for neglected and rare diseases.

Building Trust and Reputation

- Promote transparency in drug development, clinical trials, and marketing.
- Uphold ethical practices, regulatory compliance, and accountability.
- Foster stakeholder trust — patients, healthcare providers, regulators, and investors.

Reducing Environmental Impact

- Minimize pollution and waste from pharmaceutical production.
- Adopt green chemistry and sustainable manufacturing.
- Manage water, energy, and raw material use responsibly.

Driving Innovation Responsibly

- Align R&D with global health needs and sustainability goals.
- Use digital tools and data ethically to improve healthcare delivery.

Fostering Social Equity

- Support community development, health camps, and outreach programs.
- Champion diversity, equity, and inclusion in the workforce and supply chains.
- Contribute to global health equity and the UN Sustainable Development Goals (SDGs).

In short, CSR and sustainability transform pharmaceutical companies from being solely profit-driven entities into responsible health and environmental stewards, ensuring long-term benefits for society and the planet.

Challenges and Opportunities:

Challenges

1. High Costs of Implementation

- Sustainable manufacturing, R&D for neglected diseases, and eco-friendly packaging can be expensive.
- Small to mid-sized pharma companies may struggle with affordability.

Regulatory and Compliance Complexities

- Different countries have varying CSR/sustainability laws and standards.
- Balancing compliance while maintaining competitiveness is challenging.

Limited Access and Affordability

- High drug prices can conflict with CSR goals of equitable access.
- Patent protection may limit access to life-saving medicines in poorer nations.

Data Privacy and Ethical Use of Technology

- Responsible handling of health data in digital health initiatives is critical.
- Ensuring ethical AI usage and avoiding bias in healthcare algorithms.

Supply Chain Complexity

- Ensuring sustainability and ethics across a vast global supply chain is difficult.
- Risks from third-party suppliers not meeting ESG standards.

Opportunities

1. Building Trust and Reputation

- Strong CSR can differentiate a company and build public trust.
- Transparent practices lead to better stakeholder relationships.

Innovation in Sustainable Products

- Development of eco-friendly drugs, packaging, and green manufacturing tech.
- Adoption of circular economy models can reduce long-term costs.

Partnerships and Global Health Impact

- Collaborating with NGOs, governments, and international bodies enhances impact.
- Joint R&D for neglected diseases improves global health outcomes.

Employee Engagement and Retention

- Employees prefer to work for companies with a clear purpose and ethical values.
- CSR can enhance workplace morale, diversity, and retention.

Summary: While the pharmaceutical sector faces hurdles in cost, complexity, and ethical dilemmas, **CSR and sustainability offer powerful opportunities** to innovate responsibly, expand global impact, and build long-term trust and value.

Q &A and Interactive Discussion:

Interactive discussion on CSR and Sustainability in the Pharmaceutical Sector. I'll guide us through a few key questions and scenarios to spark ideas. **Case Study Debate (15 min)**

Why Do You Think CSR Is Especially Important in the Pharmaceutical Industry?

Some ideas to consider:

- Medicines affect human lives directly — more responsibility than most products.
- Global health inequalities require action beyond just profit-making.
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Imagine You're a CSR Head at a Pharma Company...

You're launching a CSR initiative in a region with poor access to basic medicines.

You have a budget and must choose between:

- A) Opening a free mobile health clinic
- B) Partnering with a local NGO to supply discounted essential medicines
- C) Investing in clean water infrastructure to improve community health long-term

What Sustainability Practices Could a Pharma Company Adopt That Go Beyond Compliance?

Examples:

- Switching to biodegradable blister packs
- Carbon-neutral drug production
- Drug take-back programs to reduce environmental harm

Panel or Open Discussion (15–20 min)

What Are the Biggest Risks of Ignoring CSR in Pharma?

Ideas:

- Loss of trust (especially after drug pricing scandals)
- Regulatory penalties
- Damaged brand reputation

Future Scope:

The **future scope of CSR and sustainability in the pharmaceutical sector** is expanding rapidly, driven by global health demands, environmental concerns, and stakeholder expectations.



CSR and Sustainability in Pharmaceutical Industry

 Wednesday, Aug 10, 2022

 5:00 PM to 6:00 PM (INDIA) 



SPEAKER

Dr. Anupama Shetty
Mission Director - Biocon Foundation
Biocon Ltd, Bangalore



MODERATOR

Dr. Saurabh Banerjee
Dean SPM
IIHMR University, Jaipur



*STUDENT
COORDINATOR*

Mr. Laxmikant Lenka
MBA-PM, Batch 13
IIHMR University, Jaipur

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Master Class Episode No. 52

Date: 10/08/2022 (05:00 PM to 06:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Anshu Aman	MBA PM Batch 13 (2021-23)	Anshu.
2	Arkaprabha Pal	MBA PM Batch 13 (2021-23)	A Pal.
3	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)	Arpita.
4	Atika Naushad	MBA PM Batch 13 (2021-23)	Atika.
5	Avinash Patnaik	MBA PM Batch 13 (2021-23)	Avinash.
6	Ayush Tiwari	MBA PM Batch 13 (2021-23)	Ayush.
7	Ayushi Singh	MBA PM Batch 13 (2021-23)	Ayushi.
8	Binita Lahiri	MBA PM Batch 13 (2021-23)	Binita.
9	Darshan Chhajed	MBA PM Batch 13 (2021-23)	Darshan.
10	Divyansh Chauhan	MBA PM Batch 13 (2021-23)	Divyansh.
11	Dnyan Gawande	MBA PM Batch 13 (2021-23)	Dnyan.
12	Faizan Kadiwala	MBA PM Batch 13 (2021-23)	Faizan.
13	Harshit Manav	MBA PM Batch 13 (2021-23)	Harshit.
14	Hinal Jain	MBA PM Batch 13 (2021-23)	Hinal.
15	Injamul Haque	MBA PM Batch 13 (2021-23)	Injamul.
16	Jaibhagwan	MBA PM Batch 13 (2021-23)	Jai.
17	Kanika Birla	MBA PM Batch 13 (2021-23)	Kanika.
18	Ketaki Dongare	MBA PM Batch 13 (2021-23)	Ketaki.
19	Kinnari Rathod	MBA PM Batch 13 (2021-23)	Kinnari.
20	Komal Bhauso Bhintade	MBA PM Batch 13 (2021-23)	Komal.
21	Koushik Ghosh	MBA PM Batch 13 (2021-23)	Koushik.
22	Kundan Kumar	MBA PM Batch 13 (2021-23)	Kundan.
23	Laxmikanta Lenka	MBA PM Batch 13 (2021-23)	Laxmikanta.
24	Manish Sardana	MBA PM Batch 13 (2021-23)	Manish.
25	Mayansh	MBA PM Batch 13 (2021-23)	Mayansh.
26	Milan Khunti	MBA PM Batch 13 (2021-23)	Milan.
27	Mustafa	MBA PM Batch 13 (2021-23)	Mustafa.

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Sr. No.	Students Name	Stream with Batch	Sign
28	Muzammel Ali Ahmed	MBA PM Batch 13 (2021-23)	Muzammel
29	Niraj Kumar	MBA PM Batch 13 (2021-23)	Niraj
30	Nirali ben Patel	MBA PM Batch 13 (2021-23)	Nirali
31	Niyati Talwar	MBA PM Batch 13 (2021-23)	Niyati
32	Param Kaila	MBA PM Batch 13 (2021-23)	Param
33	Piyush Shukla	MBA PM Batch 13 (2021-23)	Piyush
34	Praful Sen	MBA PM Batch 13 (2021-23)	Praful
35	Pranjal Rakesh Singh	MBA PM Batch 13 (2021-23)	Pranjal
36	Prem Agrawal	MBA PM Batch 13 (2021-23)	Prem
37	Prince Kumar	MBA PM Batch 13 (2021-23)	Prince K.
38	Prince Rana	MBA PM Batch 13 (2021-23)	Prince R.
39	Rakhi	MBA PM Batch 13 (2021-23)	Rakhi
40	Rishi Singh	MBA PM Batch 13 (2021-23)	Rishi
41	Ritik Tatia	MBA PM Batch 13 (2021-23)	Ritik
42	Rohit Yadav	MBA PM Batch 13 (2021-23)	Rohit
43	Sachin Kumar	MBA PM Batch 13 (2021-23)	Sachin
44	Sakshi Bohra	MBA PM Batch 13 (2021-23)	Sakshi
45	Sakshi Verma	MBA PM Batch 13 (2021-23)	Sakshi
46	Samiksha Ram	MBA PM Batch 13 (2021-23)	S. Ram
47	Sankalp Sapkal	MBA PM Batch 13 (2021-23)	Sankalp
48	Satakshi Pathak	MBA PM Batch 13 (2021-23)	Satakshi
49	Satyam Gupta	MBA PM Batch 13 (2021-23)	Satya
50	Saurabh	MBA PM Batch 13 (2021-23)	Saurabh
51			
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