

Mr. Aswatha Ramaiah



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Mr. Aswatha Ramaiah obtained his B.E. degree in Mechanical engineering. He has 20 years work experience as Marketing Executive at M/s. Widia (India) Limited, Bangalore. (now called Kennametal), an engineering company which manufactures Tungsten Carbide Tools. In 1992, he set up a Management Consultancy, M/s. Unique Consultants, Bangalore. He has 4 faculties in his firm. He has conducted training programmes for more than 200,000 employees (i.e.2 lakh employees) in leading organizations like : Infosys, IBM, Biocon, TCS, TVS, Siemens, Dr. Reddy's Laboratories, ICICI, Ashok Leyland, Brakes India, GMR Group, Toyota Kirloskar group, BOSCH, L&T, Tyco, Tata BP Solar, Titan, Triveni Engineering, Dabur India, Hindustan Coca-Cola, etc.

Mr. Ramaiah frequently conducts training programmes in abroad like Hong Kong, Muscat, Qatar, Sharjah, Dubai, etc. The training programmes are conducted for a variety of industries like : Engineering, Pharmaceuticals, IT, Garment Industry, Hotel Industry, Food / Agricultural Industry, Financial Institutions, Telecom, Infrastructure, Hospitals, BPO, Schools and Colleges. He has authored the books, 'A celebration called life' and 'Redefining Husband – Wife Relationship'. He has brought Audio CDs on: 'Stress Management', 'Formula for Success' (for students), 'Spice your life with your spouse' (Husband – Wife relationship) and also he has produced a video film titled 'Parivartane' with film actors and professionals. He has produced a number of Dance Dramas and Company Songs for corporate and conducted Employee Perception Surveys, Performance Management System and Assessment Centers in several industries. He is a practitioner of yoga and meditation and taught yoga and meditation to thousands of people.

Personal Excellence and Pharmaceutical Management

Possibly more than any other professions, personal excellence is required in Pharmaceutical Management. Since, pharmaceutical products deal with lives of people, it is imperative that maximum care is exercised in the design, production, personal hygiene, process controls and quality assurance. And, that is possible only when the management, employees, vendors, etc. commit themselves to personal excellence.

Personal excellence in the perspective of pharmaceutical management includes unflinching commitment to produce a high quality product with absolutely no compromise in process controls. Pharmaceutical management is a zero error area of personal excellence. Pharmaceutical management needs to focus more than proactivity rather than reactivity for the simple reason that one cannot afford to do mistakes in a pharmaceutical organization. The records and documents should be written accurately and promptly to ensure perfect traceability. All the above call for an attitude of achieving excellence in every activity. There needs to be extreme accountability in all the people and processes. This necessitates extreme concentration, unwavering discipline and strict adherence to systems and procedures. The pharma employee needs to have the emotional attachment to the humanity as a whole since the basic purpose of a pharma industry is to eradicate the pain and cure/control the diseases. The pharma employee needs to excel not only in his psychological capabilities and emotive bondage with human beings but also operate at the spiritual altitude where he considers every human being as an excellent and mysterious creation of nature.

The lecture will focus on the above psychological and emotive excellence. The lecture highlights the connection of personal excellence and pharmaceutical management with special focus on the extreme discipline, positive attitude, perfect documentation, total adherence to standards, highest level of accountability and ownership, meticulous planning and a passion to serve humanity through pharmaceutical concepts, products and services.