

Redox Laboratories:

Abridging the Pharma Skill Gap with a Pinch of Patriotism

Commitment, passion and a pinch of patriotism are all that is needed to serve the country. In the words of P. Durga Prasad, Founder & Managing Director, Redox Laboratories, "We do not need to be a politician to serve our country. It is better we take the skilling activities where we can do business and serve the nation alongside". And yes, Durga is precisely walking his talk through his company Redox Laboratories – a Pharma Finishing School that bridges the gap between academics and industry. Born to create sustainable successful life especially for SC/ST/BC/Minorities and economically backward students, the company is the only organization in India that provides skill training (everything technical) in Pharma Manufacturing.

Demystifying the Chicken & Egg Problem

While it is a chicken and egg problem, where pharma companies are looking for ready to deploy skilled manpower for their manufacturing units across the country but at the entry level pay scale, unemployed youths are looking for first time placement as soon as they are out of their colleges. Redox Lab is bridging this gap between the academic achievements and the multi-pronged industrial requirements of today.



Redox is the only company in India focusing to impart pharmaceutical manufacturing (both API & Formulations) skill development training and providing

placements to the trained youths since 2009. The company aims to retain the numero uno position in the country for exclusive skill development activity in pharma sector and is looking forward to export the skilled people to the pharma dominant countries

Among many PIAs (Project Implementing Agency) in India who are executing Aajeevika Skills (DDUGKY), Redox Labs is the sole entity executing 'Himayat' in



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J&K in Pharma Sector with three residential centers with capacity of 700 students per cycle. The company had also earned the stellar reputation in being the first to touch Kargil for skill development followed by other PIAs. Redox has trained over 9,000 students across India and more than 75 percent are successfully placed in pharma industry drawing best salary packages.

The Faith That Runs in the DNA

Redox offers complete solution to the pharma industry including providing the most relevant and updated skill set to the youths, inviting campus drives (since inception, the company did almost 369 drives in all its campuses), apart from taking care of their proper documentation & joining, dealing with initial issues if any, and replacements. This is why, clients are happy to tie-up with Redox for the entry level jobs (skilled)

starting from SSC/12th class/ITI/Diploma/BSc/MSc/BPharma/MPharma. And the cherry on the cake, the service is free at any given volume. Apart from this, the company refrains from taking any amount from the beneficiaries for their hostel and the three months training program, as they are being sponsored by Government of India (GoI) under Skill India Initiative (DDUGKY).

The training is provided in real environment by experienced faculties. "We are the only company doing so; we get more job requirements than the trained youth available for us. We don't just groom them, but also make them ready to take up next level of employment in their career," asserts Durga. However, the company's

responsibility doesn't end here. Post placement, it continues interaction with all the stakeholders till they settle.

Quality, transparency and commitment drive Redox where everyone aligns their vision to getting a job for the poor beneficiaries and focus on it till they achieve it. Redox believes in continuous improvement in its training methodology through feedback from all stakeholders. "India has 'Unity in Diversity', hence it is our responsibility to take feedback from employed students, parents and industry to improve skill training methodology to enhance quality on regular basis," says Durga.

The Opportunity

While Redox's business mostly depends on GoI skilling initiatives, there is always a possibility to encounter huge issues if the existing government changes. "However, NSDC (National Skill Development Corporation) based commercial approach may help us," adds Durga. The current government's motto is Skill India; hence Redox sees tremendous opportunity in the space. Apart from this, international opportunities too galore the wind screen as 3rd world countries like Malaysia, Indonesia and others require the skilling activities in Pharmaceuticals.

The company invests 3-5 percent of its revenue on employee learning and development. This is why Redox has been celebrating huge growth and is expecting to file a revenue of Rs.10 crore this fiscal year as opposed to Rs.40 lacs in 2009. Apart from this, the company is planning to integrate with conventional education system with latest technological skilling activities combined with regular education. The company plans to establish its Pan India presence within two years with nearly 20 laboratories for skill development training and placements.

With a vision to develop a world class skill development center equivalent to that of Japan's, Durga looks forward to establish state-of-the-art PHARMACEUTICAL FACTORIES (Both API & Formulation units at a spread of 12 -15 acre land) hostel accommodation facility, initial training lab, class rooms, playing ground, swimming pool and others. He aims to train around 100,000 youth at the center in next 10 years. Redox is ready to invest Rs.10-15 crore for this project and is also approaching GoI to get the sponsorship for 100,000 beneficiaries for next 10 years. ■



P. Durga Prasad, Founder & MD

Aerial entrepreneur, Durga leads two companies namely Redox and DSKS. Prior to this, he served Dr. Reddy's Laboratories as Dy. Gen Manager. (last responsibility)

Offices: Visakhapatnam (Headquarter), Jammu & Kashmir, Kerala, Telengana and Chhattisgarh

Achievements:

• Bagged prestigious FAPCCI – Andhra Pradesh award in Excellence Rural Development, 2011

Clients:

Dr.Reddy's Laboratories, SunPharma, AurobindoPharma, Hetero Drugs, Lupin, Biocon and several others taking the count to over 171