

*"Make the  
CHANGE  
you want to be"*

-Vishal Jajodia  
CEO

From the editor's desk:

*There is a difference between "invention" and "innovation". An invention is a new idea that is turned into a tangible outcome, whereas an innovation is the conversion of a new idea into revenues and profits.*

*To be innovative, you need to ask yourself only one question, WHY NOT? Those who have an answer to this question know how it feels like to be 'innovative'.*

*"The Pharma Jukebox" in its tenth issue tells you the reasons for failure in innovation and how to overcome them.*

*As always, do write back to me. Drop in your mail at [pr@spentose.com](mailto:pr@spentose.com)*

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## Overcoming Obstacles!!!



*You see things; and you say,  
'Why?'  
But I dream things that never were; and  
I say,  
'Why Not?'  
-George Bernard Shaw*

There is a rich and varied theoretical and empirical literature on innovation generally and on pharmaceutical innovation specifically. Pharmaceutical innovation ranges from breakthrough treatments for life threatening diseases to minor modifications of drugs that have been on the market for sometime.

However, the recent trend shows a decline in innovation and the reasons are many. Certain barriers to innovation are as follows:

- \* Inadequate understanding of basic science for certain diseases and the identification of targets
- \* Regulatory hurdles

- \* Differences in perception of risk among different stakeholders
- \* Potential increases in the cost of doing business to Intellectual Property concerns

When it comes to innovation, sometimes organizations need to get out of their own way. There is a fine line between assuming a winning formula and being able to walk to the end. What is the end cannot be answered but can only be experienced.

The next generation of innovation is Genentech, Genentech is the Google of the pharma space. It invests in its people and encourages free thinking in the lab.

Innovation happens among small teams who are empowered to take risks and who are allowed to fail.

Mr. Vishal Jajodia (CEO, Swati Spentose Pvt. Ltd.), strongly believes in letting his organization grow by allowing his team to fail first and then rise beyond their own imagination. And hence, he has been exhilarated in spending more than 8 long years in research and development of Comfora, a drug for the treatment of Interstitial Cystitis, a neglected disease with zilch progress.

For more details, visit us at:

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In conclusion, everybody knows that thinking innovative is not difficult, but to think innovative is not as easy as it seems. One needs to consistently persevere itself to challenge the preconceived

# Swati Spentose Pvt. Ltd

- ➔ Swati Spentose Pvt Ltd, is a subsidiary of the 40 year old Euresian group.
- ➔ Swati Spentose has established unique-cutting edge technology platforms in the development of Polysaccharides bio-generics, in collaboration with world renowned research platforms like Mt Sinai School of Medicine and clinicians and scientists world over.
- ➔ The key therapeutic areas of Swati Spentose include urology, chronic progressive vascular disease and diabetes among others.

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- Meloxicam
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