

News Details

Krishna's Vision

Aug 05, 2005

When Krishna Ella arrived with his Mrs. Suchitra 1996 in the old homeland, the Biotech expert had only one dream and one million dollar in the bag. Okay: That is clear more moneys, than most immigrants bring along. On the other hand Ella needed the million also - it was the starting capital, with which it wanted to create an Indian Biotech company, from reason on new.

Later Bharat Biotech has nine years more than 350 employees and wants still 200 additional places shortly to create. The conversions are with approximately ten million US dollar in the year and the enterprise have a full-packed research pipeline, in which more than twelve potenzielle medicine hits for the Indian and international market are. Beyond that one co-operates according to Ella with at least five important Pharmafirmen, developed and researches together. "we did not only outlive", say Ella proudly, "the company flower".

The business model of Bharat Biotech breaks with all kinds of rules: Well trained Indian pull traditionally into the west, in order to look for their luck, instead of remaining in the own country. India became long an interesting economic situation - however nevertheless mainly for companies, which want to outsourcen service and programming jobs.

Ellas enterprise is against it a native company, which used up itself fully and completely the point research. The production of new medicines, which main job of Bharat Biotech requires, beyond that expensive machines, what reduces the saving possibilities in India and makes the development there just as expensive as in the west.

Nevertheless became from Bharat Biotech a success - and that has to do partly with the fact that Ella played according to its own rules. Apart from the completely normal problems of an enterprise, thus the search for capital and good employee, he had to overcome classical "Indian" hurdles: an inflexible and frequently corrupt bureaucracy, striker-rehearsed trade unions and the interference of national places.

When Ella arrived in its homeland, its first problem was however the money. It had its million, which it from friends and colleague to the Medical University in South Carolina had in-collected, where it taught ten years before. But a credit of Indian investors, for whom it had hoped after its arrival, did not come to conditions.

Thus Ella and its wife had to spend the first months to convince banks to borrow to them money. It helped with the fact little that they were Rueckkehrer: "nobody understood, why one should return to India", says he. "the first question was in each case: What passed you only in America? Did they conflict with the law?"

After it stood several times briefly before the task, Ella received then finally a credit, which was large enough, in order to build a modest pilot factory. There he worked on a vaccine for hepatitis B - which first, which was produced ever in India. The medicine became a financial success, ensured however above all also for the fact that the costs of the vaccine sank clearly in India.

"Ella lowered, says the price of a hepatitis b-inoculation of 22 dollar per child on a few pennies practically in the single-handed attempt" C Durga Rao, Virologieprofessor at the Indian of institutes OF Science in Bangalore. "one would inoculate without Bharat Biotech today nobody in India against the illness."

In addition, Bharat Biotech began with it to manufacture new products. Unorthodox pecuniary resources were

used: Thus one took part in an international PATH Nonprofit Gesundheitsprogramm, which received also funds from the Bill and Melinda gate Foundation. 6,5 million dollar are invested in order to develop an Rotaviren inoculation - Bharat is main research partner. The new vaccine could go shortly into the third stage of clinical tests.

In addition Bharat Biotech grew by partnerships with larger international Pharmafirmen - some of it are competitors. So a large contract manufacturer wants to share the before-clinical Forschungscampus of the enterprise.

Because of the flowering company it got Ella in addition, soon with a classical Indian problem to do: The dependence on local trade unions. Its solution was as in line with standard usage as radical: "there we selected poor villages in three of the poorest regions of India and offered to the best students a training. In addition we promised them to employ it at least two years long." So Ella had to recruit its employees no longer mainly from the local pool in Hyderabad, where the company - thereby also the influence of the local trade unions sits and levered out.

Today the well trained staff of the company consists of people, which could support a whole village with their content - although their content is still very small compared with the USA or Europe.

The largest problem for Ella remained however the corrupt Indian government bureaucracy. It used a simple - and personal - beginning also here. "after my experience are interested 90 per cent of the Buerokraten in this country only in bribes. Only ten per cent want their position to use to help the people and India." Ellas trick: He determined the respective background the employees of an authority, from which he needed permission or other permissions. It put the paper stuff on in such a way subsequently, that with it only the most honest officials of an authority would be occupied. It treated Buerokraten, which did not want at all to help him, like a potenziellen customer: It came back several times and explained its situation again and again friendly and in a convincing language. "in 95 per cent of all cases we no more are not asked after" complaisances ". I see the thing completely simple as "Return on Investment": Do I want to dissipate my money for bribes or thus a new factory to build?"

Bharat Biotech brought in the meantime several vaccines for India and south Asia on the market. In addition a growth means sold, which can be used with foot ulcers, from diabetes one results. Numerous further research projects run - beside the Rotaviren vaccine a malaria protective inoculation (bioassays run) and an antibiotic prescription on yeast basis belong to, which is to again develop the Darmflora after an antibiotic treatment.

All Krishna Ella could not convert its visions however then nevertheless yet. One of its dreams, a fishing rod investor network, with which other Indian emigrants should be gotten back in the country, in order to create new companies, failed after several approaches. "all wanted to have in each case a foot in India and one in the west", say it. "that can function however only if one stands firmly with both feet in India. But I am the living proof."