

The way to success

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Economists reacted with regards to the costs involved, which will presumably rise up to 13 billion Euro in the year. They agree that this program of the government will lead to a deficit and the interest will rise and could endanger the economic growth ultimately. The dark prognosis leaves the Indian government exposed. It persists to be able to do without bearing even a part of the cost with offered development assistance. Its vision of creating the needed funds on its own strength is unbroken.

Krishna Ella, founder and chief of Bharat Biotech, receives his business partners rather in his company, which lays at a distance of a half an hour drive outside the city of Hyderabad. Even as the 49 years old chief is through with the visitors from the USA and Great Britain, in one hour come the next batch of international guests are expected to visit the "Asia -Pacific's biggest Biotech manufacturing plant", as Ella says. 475 employees work for Ella, which figure, however, averaged approximately around 175 in the previous year.

In the factories standing before his office vaccines were produced against hepatitis B -thanks to one of a new production procedures developed by Bharat Biotech at a clearly economical cost as compared to other manufacturers. The hepatitis B inoculating materials hold approximately 40 per cent of the market share at the world market, according to Ella. Over and above that Bharat Biotech manufactures inexpensive vaccines against typhoid fever and investigates material against malaria - and supplies to clients from the European Union and to the Bill & Mehnda Gates Foundation. "Most western companies do not have interest in malaria prevention", complains professor C K. Prahalad of the University of Michigan Business School. "India absolutely needs a means nevertheless against this illness.

Good training in India, which served as jump board abroad. And they have the will to use their international professional experiences today - "for their own advantage and for the advantage in development of India all around", as Ella says, who returned back to the homeland in the year 1996 after ten years of university graduate career in the USA.