



## Saga of a Veterinarian

**G**lobalization is a universal issue and its effects are felt universally. Planning and evolving strategies to meet the challenges of globalization is an important task. Converting these challenges in to opportunities for gaining increased market accessibility globally is another task. It can be achieved only through policies that are conducive to the growth of trade and industry in improving the quality and reducing the cost of product. Successful exploitation of these challenges is the success story of a Veterinarian from Kerala; Dr.T.G.Chandramohan who is the C.E.O and one of the promoters of Indo Biocare Pvt. Ltd based at Baroda. IBC as it is popularly known, has formed marketing alliances with global players for marketing their innovative, research based products in India and Nepal. It currently markets Poultry Products from Elanco (Animal Health) of Eli Lilly (USA) and Poultry Vaccines from Lohmann Animal Health, Germany. The company has recently tied-up with Bayer Germany for marketing their cattle and companion animal products and with Hill's Pet Nutrition, (Division of Colgate Palmolive USA) for marketing their Science diet and Prescription diet range of Pets food in India.



Dr.T.G.Chandramohan with his entrepreneurial talents and 25 years of experience in the Animal Health care market is all set to revolutionize the marketing of innovative and research based products of his MNC partners in the Indian market.



### CHANNEL VIEW

Surya TV is telecasting a program on dogs named *'Pets Time'* in their morning transmission *'Ponpulari'*. The day of telecast is on all Saturdays 7.10 AM. It is the first time in India that a Television Channel is regularly doing a program on pet animals. It covers all the aspects of pet rearing including selection, breeding, nutrition, management, diseases, control measures, training, etc. *'Pets Time'* is presented by Dr.T.P.Sethumadhavan, produced by Panorama Television and directed by noted story writer Mr.Satheesh Babu, Payyannur.

## Web Page

A world of information

[www.fao.org/ag](http://www.fao.org/ag)

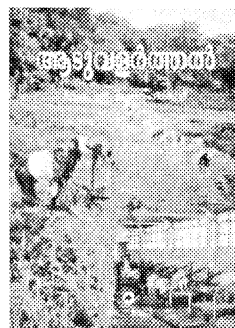


The United Nation's Food and Agriculture Organization (FAO) web site features a variety of agriculture related articles in English covering subjects from processing, animal science and biotechnology. The site spotlights news, resources and developments from around the world.

## Book review

### Aduvalarthal

By Dr. C.Ibrahimkutty



Dr. C.Ibrahimkutty in his Malayalam book on 'Aduvalarthal' has attempted to present a detailed information on Goat rearing. As a Veterinarian with specialization in Animal reproduction, Dr.Ibrahmkutty has given more emphasis to breeding and semen collection activities. In the area of goat production, it is an authentic document, which helps to impart required information to its readers.

This book with twelve chapters explain history, scope, peculiarities, breeds, feeding, housing, breeding, economics, diseases, products and problems pertaining to goat production with less illustrations.

This book with 128 pages will be of very much useful to veterinarians, students, scientists and general public.

The book is published by Kerala Bhasha Institute, Trivandrum and moderately priced at Rs 55 only.

Dr.T.P. Sethumadhavan

