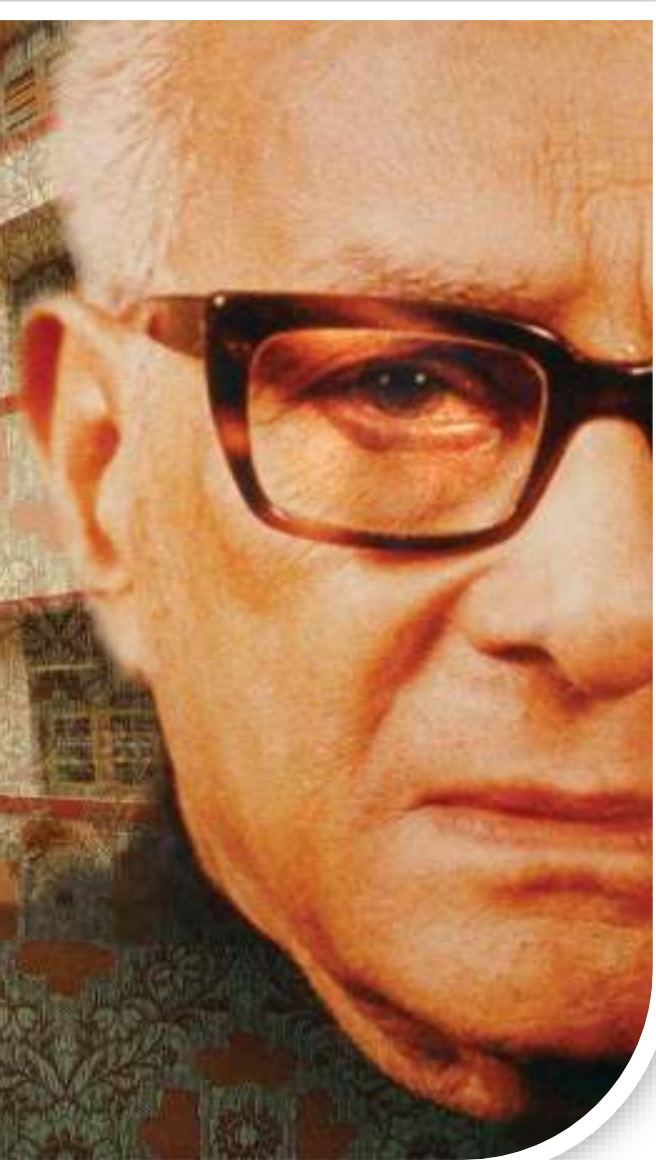


যাত্রা পথের আনন্দগান



Introduction

India is the pioneer of culture, heritage, religion, art and artifacts to the whole World. Once upon a time, Bengal was the back bone of its entire heritage. By the middle of 20th century, West Bengal was left behind by the other states in terms of industrialization. But because of some renowned, brave, enthusiastic and intelligent persons it regained its position in Industry. Their hard work opened a new horizon of creativity to the whole country.

Bhupendranath Dey is one such genius. His ideas, courage to take risk, ability of understanding a situation well all made way for the plinth of a new medicine and cosmetic industry. It is his credit that such a big industry was created from nowhere. Here, we will discuss about the growth and journey of Dey's Medical.

1907: Bhupendranath Dey, the pioneer of Dey's Medical, was born on 4th November, 1907, at Jorabagan of North Calcutta in a simple, middle class family. His parents were Fanindranath Dey and Nanibala Devi. His elder brother was Shailendranath and his younger brothers were Dhirendranath, Rabindranath and Amarendranath. The second child in a large family soon realized the need of earning money to bring prosperity in the family.



1920: He left house at the age of thirteen to earn independently. This Matric passed only had intelligence and presence of mind as his capital. His ability to keep company with anyone led him towards his ambition in the British ruled Calcutta.

1925 His elder brother Shailendranath joined Kilburn Company. Young Bhupendranath joined a medicine shop near New Market named "Eastern Drug House". He had to do every odd job in this shop. Thus he became the apple of the owner's eyes. His inborn business sense made him more ambitious and this initial job made him experienced for the rest of his career.

He came close to the aristocratic families of Calcutta of that time. Like the Dutta family of Haatkholā, the Ghosh family

of Pathuriaghata, the Laha family etc. The two brothers Bhupendranath and Dhirendranath with their gentle appearance and clear insight were becoming famous in the Society.

1939: After spending fifteen years like this, the World War II broke out. The crisis phase opened a new gateway for the medicine business. Many new inventions in Europe and America, the arrival of new medicines in Calcutta created a scope of success. The prudent Bhupendranath understood the situation very well.

The old medical shop owner asked Bhupendranath to buy his Medical Shop showing his inability to run the shop. But self esteemed Bhupendranath did not want to take advantage of one's bad condition. He decided to start his own business with the capital he had saved by now.

1941: Bhupendranath hired a small space at New Market area and established "Dey's Medical Stores". The original shop was 1/4th of its present area. Bhupendranath included brother Dhirendranath in this business. They also had two managers named Rambabu and Shyambabu. This shop was always crowded with customers. Altogether they earned a huge profit. Many distinguished gentlemen kept their faith on this completely Bengali Institution.

1943: Younger brother Rabindranath and Amarendranath also joined the business later. Dhirendranath was a famous name in the sports arena of Calcutta. He was a head of Mohunbagan, also a celebrated Public Relation Officer. He also had political connection with Dr. Bidhan Chandra Roy, Atulya Ghosh and many others. Rabindranath was a university blue. Bhupendranath led his brothers through a risky way of ambition towards success.

Elder brother Shailendranath never left his job in Kilburn Company. He wanted to secure the family income if the business ever faces a loss.

1946: The Indians were trying to get rid of the British rule then. The entire Calcutta was facing riot, scarcity of food, diseases due to the diplomacy of the British. But still, in the days of crisis, "Dey's Medical Stores" never remained closed for a single day.

As per Dr. Bidhan Chandra Roy's instruction, Dhirendranath supervised the works of Red Cross Relief Centre near Calcutta Maidan. Rabindranath was then the in-charge of the shop. Bhupendranath was thinking of some new ideas.

1947: India got independence and gradually Bidhan Chandra Roy became the Chief Minister of West Bengal.

By now, Bhupendranath had included many family members in the institution. At last he realized the importance of Shailendranath's guidance and asked him to join the institute. This skillful director transformed the slow

pace of the institute instantly. He also had great social position. He founded Aurora Club along with Hiralal Dutta. He became C.A.B. president. Dhirendranath became a manager of Mohun Bagan by this time. The positive mentality of the family smoothly led them towards success.

1949: The famous pharmaceutical company of America "Pfizer" became interested in distributing their medicine in independent India. The renowned Doctor Bidhan Chandra Roy went there to see the company. He took Dhirendranath along with him. He recommended Dey's Medical Institution. Only Dey's Medical Institution got the license to distribute the medicines of Pfizer all over India. The Company got ready for all India basis marketing. Altogether 50 persons were appointed for Publicity and Distribution purpose. Dey's Medical Institution opened offices in Bombay, Delhi, Madras; opened new shops in Patna, Cuttack, Guwahati.



The medicines of Pfizer worked miraculously. The business

of distributing Pfizer's medicines surpasses the original shop's business. Pfizer's miracle drug Terramycin came to India in presence of Vijayalaxmi Pandit, the sister of Jawaharlal Nehru.

The owners of Pfizer were amazed at the business in India. They gifted Bhupendranath a brand new car. The personal life of the family was also going smooth. They shifted to a new house at Dewaar Street.

1950: Shailendranath managed the home front. He looked after the needs of family members. He also acted with famous actors. The punctual man maintained Dey's Medical Institution, C.A.B, home everything with an ease. He was also the manager of the parties organized by Bhupendranath. All the family functions were also taken of care by him.

1953: Fanibhushan Dey died in this year.

1956: Pfizer expressed desire to manufacture their own medicine in India in 1956. So the job of the 50 persons of Dey's Medical became uncertain. But Bhupendranath did not fire them. He took blessings of Dr. Bidhan Chandra Roy and decided to establish a medicine manufacturing company of his own.

A small room behind the shop for manufacturing medicine was built and Dey's Medical started manufacturing Sulfa Drug. A student of Benaras Hindu University's Pharmacy department, Sadhan Majumder looked after the technical side. Bhupendranath went to

Delhi to apply for the license for manufacturing drugs from Health Ministry.

Bhupendranath never looked back to take risk. He bought eight Bigha land beside Bondel road within three days, sanctioned the plan and established the factory. They manufactured first batch of medicines within seven months and got the necessary license from Health Ministry.



1958: Dr. Bidhan Chandra Roy inaugurated the factory on 15th January 1958. Bhupendranath never forgot the patronization of Dr. Bidhan Chandra Roy. His signature is preserved in the front page of visitor's book in Bondel road factory's library.

Bhupndranath was Bengali from heart. He never doubted the national wealth but to ensure the best quality of medicines he always used best foreign machineries. He also called best students from Benaras Hindu University and Jadavpur University to maintain the quality of medicines.

1960: Bhupendranath was preparing to buy the Italian automatic machine "Janasi".



A boy from jadavpur University came to Bhupendranath there in search of job. Bhupendranath prepared for his departure to Italy. He took him along and reached Italy. He himself remained busy in business talk, whereas the Bengali Engineer captured the mechanism of the machine whole heartedly. That machine is still working in Bondel factory.

1962: The German machine "Strunk" for manufacturing sterile Penicillin injection was bought in 1962 by the encouragement of Dr. Bidhan Chandra Roy. It was the first automatic Penicillin Plant of Eastern India.



1964: Bhupendranath often went in foreign countries. He bought 17 "Manestry" machines from England, quick manufacturing "Rotapress" machine. He took his family with him for several times. But not merely for travelling, he always had some business purpose. On 1st January, 1964,

after returning from such a tour he discovered that his elder brother Shailendranath had passed away.

He used national materials if he became sure of its performance. He helped many Bengali businessmen in their business. Dhirendranath also did foreign tour for several times but all the necessary decisions were always taken by Bhupendranath. But Dhirendranath was always there to help his elder brother materializing his ideas. Bhupendranath believed if one can show his true worth, then only he can be successful in international deals. Although he boarded in Hotel Taj in Bombay, Grosvenor in London, but he lived a simple life in Calcutta. His dressing sense was simple, so was his standard of living.

He enjoyed movies very much. Many renowned persons like Uttam Kumar, Pahari Sanyal, Basanta Chowdhury, Chinmoy Chattopadhyay, Chuni Goswami used to come and meet



him regularly.

Queen Elizabeth II invited these



two brothers at dinner while she was in India.

Two renowned scientists visited Dey's Medical and enhanced its glory. They were the inventor of Penicillin Alexander Fleming and the inventor of Streptomycin Saleman Waxman. Alexander Fleming visited the Bombay office of Dey's Medical and Saleman



Waxman visited the factory in Bondel. By this time, Ramanuj Roy came from a multinational company and he set up the sales and marketing of Dey's Medical in modern Dhirendranath organized a grand match between Mohun Bagan and Tatabania Football team of



Hungary in 1964. It was a remarkable incident of the time.

1967: In 1967, the Company faced a problem for the first time. United Front Government took over Bengal. A trade union was set up in Bondel factory. Labor problems arose in the factory. But Bhupendranath and Dhirendranath with skillful hand, managed the problem. The production did not stop for a single day. Ashok Kumar Lahiri and Dilip Mitra contributed a lot at this point.

1969: During the Naxal period, the company faced minor problems, but due to the political connection of Dhirendranath, the production and work of shop was not interrupted.

Apart from Dey's Medical factory, Bhupendranath established "Desicom Public Limited Company" to produce

bulk Chloramphenicol. But due to lower profit, it was merged with the main company in 1987.



In this year, the Dey brothers lost their mother Nanibala Devi on 21st July. It was like a thunder out of blue to them.

1971: Bhupendranath felt the necessity of establishing another factory outside Calcutta at this point. He set up a factory at Naini near Allahabad in 1971. He started going to Naini once in a week. The factory was constructing then. He came close to the Bengalis of Allahabad. The Factory work was going smoothly.

The void of not completing academic led Bhupendranath to read various books every day. Congress regained power in Bengal at this time. Siddhartha Shankar Roy became the Chief Minister. The problems on factory were dissolving.

1972: A fresh air came in the suffocated state of the factory. The deficit of production through past few years needed to be managed. The political obstruction made way for administrative negligence. All these had to be corrected.

1974: At this point Mr. Malvania came. He showed his new ideas in every department. Various kinds of reformations were done. S.K. Dasgupta became in charge of personal department. Industrial engineer J.P. Ghosh Dastidar came to

improve production. Management and labours came closer. Better production made way for better earning.

In spite of many problems in the factory, the store was running smoothly. Rabindranath was taking care of that side along with nephew Tarun Basu. Goutam Dey, son of Bhupendranath Dey joined Purchase Department in 1974.

1975: Dhirendranath brought Cosmos club in Calcutta and famous footballer Pele played in Calcutta.

1977: The drug price control notice of 1970 became affected with the verdict of Hathi Commission in 1977. Every medicine manufacturing company had to cut down prices of medicine. Dey's Medical faced a new challenge. They had to pay the workers, pay for the machines, had to repay bank loan. All this had to be controlled with efficiency.

1979: In the time of such chaos Ranajit, the son of Rabindranath and Subharthee, the son of Amarendranath joined business in Materials and Purchase departments respectively. Malvania left company in 1981.

Bhupendranath planned to save Dey's Medical in long run. He controlled all the unnecessary expense. Ranjit Biswas of Marketing department and P.K.Senguapta of managing comity started working together regarding this matter. New medicines Combina and Solasid got popularity but not the expected profit which could save the company. So Bhupendranath planned to bring forward the Cosmetic goods to enhance the profit. Keo Crpin was already being manufactured, but they decided to give it more importance.

Facing all the competition, Keo Karpin was planned to be promoted to capture the market.

1983: A family friend Barid Majumder joined the company. He knew well of modern advertising methods. He suggested Bhupendranath to increase advertisement of Keo Karpin. Clarion advertising company was given responsibility to

promote Keo Karpin. Barun Chanda did a remarkable job in this matter. Press ad and Ad Films were made. Keo Karpin became pioneer in producing TV serials.



Keo Karpin became a brand of

modernity. It was a light weighted, non sticky, perfumed hair oil, which had every nourishment of oil. The sell increased

30-40% in a year. In 1989, its sell reached 20 crore from 2 crore. Company profited really well.

To produce more oil, Machines were brought to Dewadhar streethouse. Bhupendranath left home at the age of 70 to make way for more production. He built a new house and went there. Although Dhirendranath and Rabindranath stayed in Dewadhar streethouse life long.

1987: Although Keo Karpin increased the profit of the company but medicine production could not gain much profit. Profitable medicine Entorrostrep was banned in 1987 by the government. Because many of its



combination drugs were restricted by the government. Bhupendranath won a case in court regarding this matter but he soon realized that these medicines will not increase the profit of company. He discussed the matter with everyone and asked them that they may leave if they want. But astonishingly,nobody left the company.

1988: Bhupendranath never doubted the benefit of Ayurveda. He invented a new Ayurvedic medicine Itone, which was accepted in market whole heartedly. Dey's Medical once again reached high. A new specialist Ayurvedic team was formed under famous Shivkali Bhattacharya.

Bhupendranath was made the sheriff of Calcutta. In 1988 IPCA convention was organized under his chairmanship at Jadavpur University. He was awarded with Acharya Prafulla Chandra Memorial Gold Medal for his excellent contribution in the medicine world.

1989: Bhupendranath got success and fame throughout his life but could not enjoy retired life. He suddenly passed away in Bombay on 18th February, 1989. The next generation took charge of



company. The economic matters were loked after by Siddhartha Mitra.

Due to the ban of Entorrostrep Dey's Medical faced loss for the first time. But they kept faith in other medicines and the company kept on going smoothly. Moreover, under Dilip Mitra's supervision, Keo Karpin was still No. 1. A new factory was established in Joka and a new product was lunched, Keo Karpin Body Oil.

1991: An economic problem was prevailing all over India. Many companies got extinct. But Dey's Medical facing all adversities kept on going. Three musketeers of the company- Goutam. Rajit and Subharthee led the company with excellence. Alok Mukherjee became the head of Cosmetic product division.

1995: In 1995, government's medicine system was made easier. The price of medicines could be increased a bit. A.N. Ganguly took charge of marketing department but due to ill health he could not work for many days. Then came M.K.Mondal. He was a man of modern marketing ideas. He arranged the marketing department in modern way.

2000: Saikat Gangopadhyay joined marketing department. New products over were launched and marketing network reached a new height.

2003: The production of Keo Karpin in Dewadhar street faced many



problems. So a new land was bought near Kasba at Anandapur in 1992. It was not easy to find a land so close to Kolkata, but it was made possible and production started in 2003. Here only Keo Karpin hair oil is manufactured by three machines.

Right then, government circulation was announced to upgrade the factory. But Dey's Medical did not have the necessary capital then. Everyone stick together and they handled this problem also with the profit of more production. The factory got a new look. Three owners, Goutam, Ranjit and Subharthee changed the production and policy style altogether.

2005: Today, Dey's Medical is a traditional yet modern and profitable institution. The old machines are being replaced constantly by new machineries. The marketing



network is also improving to keep up the supply.

The marketing department is gone through a complete transformation. Young medical representatives are increasing the sale. The acceptability and advertisement resulted in higher demand of medicines. The harmony between



management and workers have made Dey's Medical a happy family.

2008: The small dream of Bhupendranath has reached a great height now. The ability to keep head cool in the days of trouble has helped the company to reach its present position. Above all, the company being honest always stayed beside the common people in thick and thin. It is another uniqueness of the company. There is an opportunity for next generation to witness the journey of Dey's Medical in movies in future.



