



Hyposol Key to Ending Water-Borne Diseases

*C*lose to eastern part of Pangasinan province is the first class municipality of Sta. Barbara where capable residents of barangay Malanay has thrived to be one of the community's cost-effective assets.

It was the "Long Live Pharma" where Mr. Racky D. Doctor, 26 years-old then, started the production of water disinfectant (hyposol/waterine) to purify water safe for human consumption.

How it all began

Way back in 1997, Doctor started the operation of Long Live Pharma and production of hyposol with an initial capitalization of P20,000. Hyposol is a simple water treatment technology or a 1.25% sodium hypochlorite solution packed in 100ml plastic bottle good in purifying twenty (20) liters raw water. It is registered with the Department of Trade and Industry in 2010. Most of its products are distributed in regions 1, 2 and 3 along with its market linkages to include Department of Health (DOH), World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

encourage and assist micro, small and medium enterprises to adopt technological interventions to improve their products, services, operations and increase their productivity and competitiveness.

Long Live Pharma and SETUP

SETUP has tied-up with Long Live Pharma. By then, the DOST has evaluated the company's response to the given requirements. Along the process, DOST 1 provided Long Live Pharma with an automatic vertical form fill seal machine and an ink jet printer for hyposol production.



Comes DOST

The succeeding years were a steady flow of income from Long Live Pharma. However, due to the increase in demand for hyposol, the company cannot respond to the needs of DOH, WHO and UNICEF. This situation prompted the company to transfer to a new site and put a new production plant. The firm also needed to upgrade its packaging facility to increase volume of production thereby meeting demands. In 2009, the Long Live Pharma sought the assistance of DOST- Small Enterprise Technology Upgrading Program (SETUP). SETUP is a nationwide strategy of the DOST aimed to

Building on the momentum

The DOST-SETUP interventions enabled the firm to have more accurate filling and sealing ensuring product quality in the production. Also, production cost of the hyposol per bottle was reduced, from P45 to P43. Mechanization also brought lesser contamination due to human handling in filling and capping.

During the onslaught of super typhoon Yolanda, the availability of potable water in Samar and Tacloban was a major concern since drinking water systems were damaged. The DOH, DSWD, local government units and non-government organizations looked for ways to provide the basic need for potable water for those who

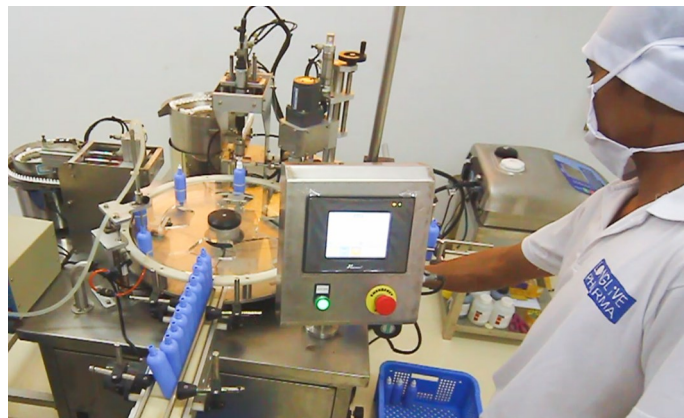
were devastated by the typhoon.

Long Live Pharma ably responded to the needs through the just-in-time production of hyposol. About one million bottles of hyposol were distributed in central Visayas region. Thru the use of Hyposol, the spread of water-borne diseases like diarrhea among Samarenos was prevented. On the business side, the sales generated by hyposol distribution helped the Doctors to setup another technology-based line of business.

In 2014 the owner organized a family corporation named Nutridense Food Manufacturing Corporation, a subsidiary of Long Live Pharma, which was registered with the Security Exchange Commission. Nutridense handles the food product component of the business to produce commercially available innovative and research-based products aiming to alleviate malnutrition incidence in the country. The offer came from the Food and Nutrition Research Institute (FNRI) of the DOST. Among the products, is a snack item for children 2 years old and above and a food blend for babies 6 to 24 months old, both made from rice and mongo grains. The project was part of DOST's science and technology-based intervention program to address malnutrition among children in the country.

"They were talking about the big need for entrepreneurs to help solve malnutrition in the country. I saw the need for participation. And since I was passionate about making new products, especially food, I grabbed that opportunity, Doctor also said.

The DOST was indeed, instrumental for financial and technical help in fully automating production. "We now have the facility to answer every demand of the market. We benchmark with international standards. We are also compliant with Clean and Green Manufacturing Practices, including 5S housekeeping", Doctor said.



Social Responsibility

Doctor stressed that the assistance of DOST and availability of Hyposol during Yolanda had a great impact in their lives because of high volume of sales with 45% growth, increase of production which added 75 personnel and more significantly expansion of the company. Long Live Pharma's growth is a testimonial not only to the Doctors' enterprising spirit but also to the advantages of asking help where help is available.

Plans

Through the different opportunities given by the Long Live Pharma, still, the firm is looking forward to strengthen its expansion process and collaborations with all partner agencies towards helping people concerned in the country.

"I am really grateful to DOST for granting us the SETUP and providing professional assistance for our staff", Doctor added.

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