

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Peanut safe syringe**

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**Please contact the corresponding authors, if you would like to access the full case study.**

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## Peanut Safe Syringe

### Abstract:

Needle reuse is one of the most common causes for the spread of blood-borne disease worldwide. Poor management of sharps, along with the misconceptions on injection safety, lead to reuse of syringe in India. Dr. Manoj was well aware of the beliefs that medical professionals share on the supposed safety of syringe reuse. But his own research, aligning with the studies done across the globe, showed that a number of deadly diseases could spread from a contaminated syringe. Dr. Manoj founded INJO, and led it as its CEO, to bring more attention not only on the necessity of destroying used syringes and disposing it properly but also on exposing the rackets operating for syringe reuse.

During his college days, Manoj had realized that there was an unfulfilled need in the market for an innovation that could help medical practitioners eliminate any kind of syringe reuse. However, he was also aware that simply getting an innovation in the market alone would not help. Doctors and nurses should find the new design easy to use and must find no hindrances in its safe disposal. Manoj's became resolute to provide doctors and nurses with an option to render a syringe useless right after its use. After a lot of trial and error, Dr. Manoj came up with his eponymous innovation, named 'Peanut Safe' syringe, a new design for AD syringes. Peanut Safe syringe becomes non-functional owing to the damage it undergoes on the application of pressure at a specific point on the syringe body. His new design looked promising; however he was unsure about how the medical community would accept the new invention despite its innovative safety features. Manoj was confident that Peanut Safe could address the menace of

needle reuse and syringe recycling prevalent in various countries across the world. An Indian innovator's eponymous design of a syringe had won him accolades from scientific organizations and recognition from government institutions. However, it has failed to garner the attention of syringe manufacturers and has not entered production yet, in spite of all the benefits of operation, storage, packaging and cost.

The case on Peanut Safe syringe delves into the area of management of new product innovation and product diffusion in new markets. The case presents a situation that many students will have to face who are seriously considering launching their own new ventures. They will have to struggle with many of the same questions facing Dr. Manoj. This case study allows the students to go through the process of identifying and confronting both the attractive aspects and worrisome uncertainties involved in a start-up.





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