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KARNATAKA REGISTERED PHARMACISTS ASSOCIATION®

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Pharma Marketing Campaigns for Success

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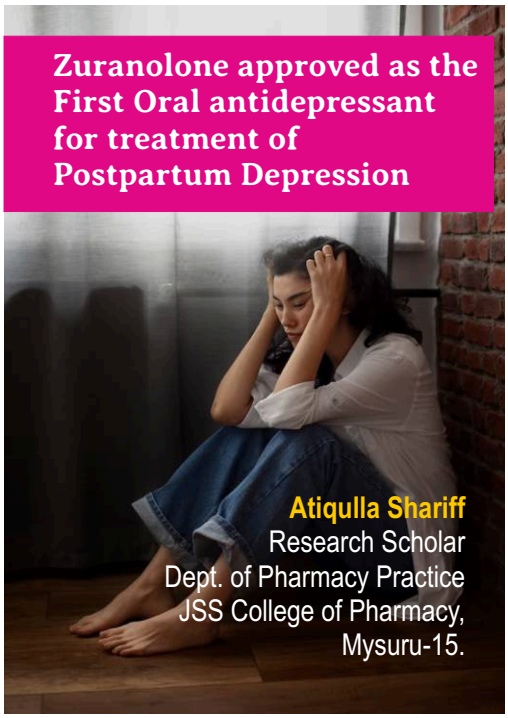
Zuranolone approved as the First Oral antidepressant for treatment of Postpartum Depression



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Karnataka State Pharmacy Council

ELECTION 2023

Dr. Kaushik Devaraju M Pharm PhD

Pharmacist organizations require hard working, smart and visionary leadership. I confidently represent such champion leadership. I have honed my leadership skills by starting the organization: Karnataka Regd. Pharmacists Association (KRPA), that is now a bellwether pharmacist body that strives to provide progressive inputs including through webinars, Youtube videos, Sport events, lobbying, live events, and the monthly KRPA e-bulletin. Thus, I am achieving and contributing to noble profession of pharmacy through team play and effective leadership.

I have completed my M Pharm (Regulatory Affairs) and PhD in pharmacy and thus appropriately qualified to provide energetic and youthful leadership with a dash of humility.

Achievements:

1. Got Elected as President for 2 terms for Karnataka Registered Pharmacist Association at 2016 and 2019
2. Selected among Top 100 Young Leader from Karnataka and participated in Lead Prayana organised by Deshpande foundation for 14 day in 2016-2017.
3. Got Selected to Grand Finale of Smart India Hackathon which was held on 2nd & 3rd 2019 at Hyderabad
4. Founder and CEO of TUVVIE Tuvvie® Best Version of You!
5. Under his leadership Karnataka Registered Pharmacists Association has got Swachhta Saarthi fellowship 2021-2022 from INVEST INDIA, Office of the Principal Scientific Advisor to government of India.
6. Winner of Amritha Startups Award 2021 & Runner up of Startup Karnataka Elevate 2021
7. Advisory Member of Vidyakula International School

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M Pharm PhD

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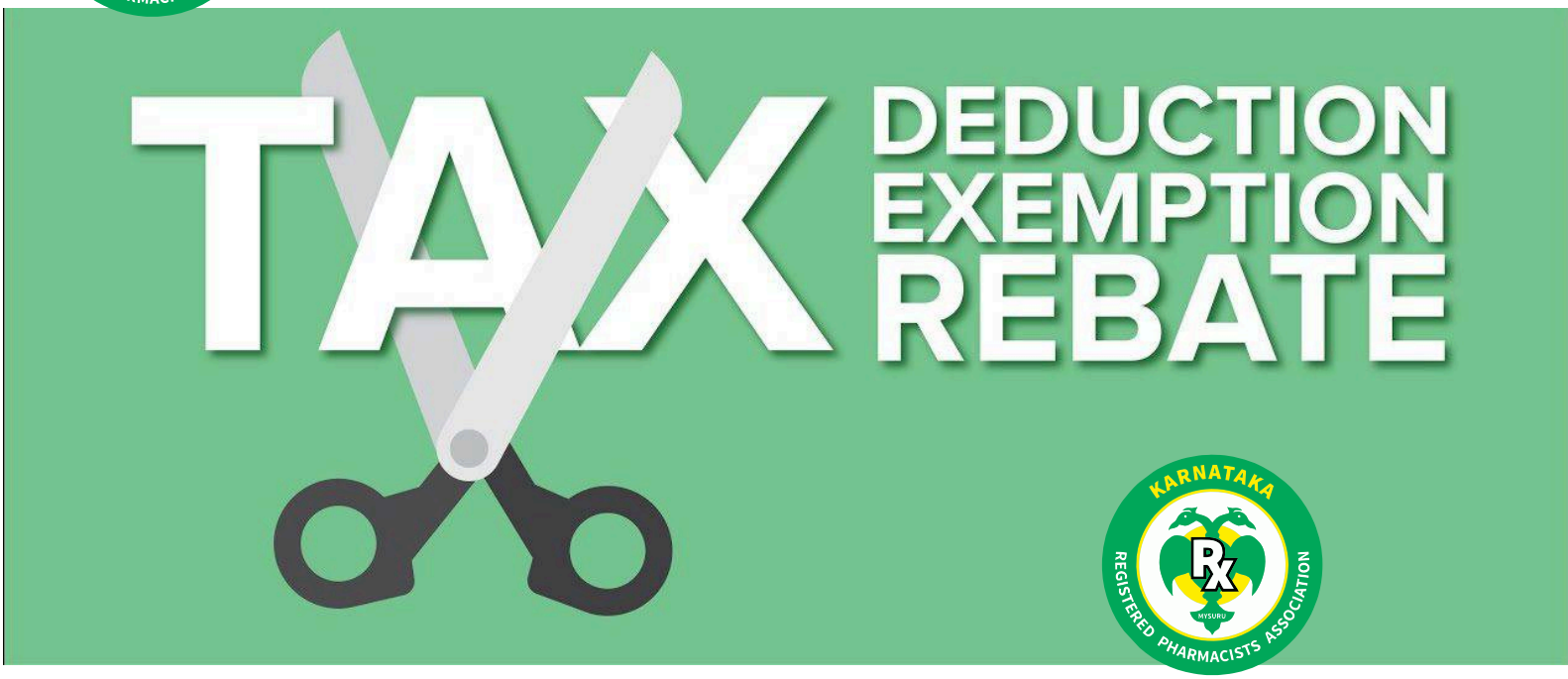

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Pharma Marketing Campaigns for Success

Marketing campaigns

Marketing is a vital organizational process and not departmental activity. The essence of marketing is to attract and retain customers, penetrate the market, and increase the purchases by each customer. Marketing also triggers off positive word-of-mouth between people - and on social media, in the contemporary world. A delighted customer makes the best brand ambassador. Customer endorsement is the delight of every marketer and puts the company on ninth heaven. When for example, a person talks well of Shy NM toothpaste for relief of dental sensitivity - the marketing minds of the marketing company are in absolute bliss - motivating the marketers to come out with better campaigns, messaging and value delivery.

Marketing campaigns

Marketing activity gets its wings from the concept of marketing campaigns. A marketing campaign is defined as a sequence of steps and activities to promote the company's product or service and to attain a specific goal. Successful campaigns are envisaged after market research and experiential inputs. An example of envisioning an effective campaign:

Background: Inj. Botropase is an effective hemostatic wound healer in surgical and non-surgical conditions; efficacy of Inj. Botropase is established even in cases of Von Willebrand Disease (VWD) and thrombocytopenia. In the former, platelet plug formation is ineffective due to absence or dysfunctional VWF (Von Willebrand Factor). VWF is a platelet surface protein required for platelet plug formation. If VWF is absent or not working properly - it results in bleeding. In thrombocytopenia, there is platelet deficiency, resulting again in bleeding. Since Inj. Botropase acts on circulating fibrinogen (factor no. 1) directly, converting fibrinogen to fibrin monomer that polymerizes to form a robust fibrin plug, bleeding is stopped since there is a hard clot formation (which, incidentally, is highly resistant to digestion by plasmin). One interesting insight on Inj. Botropase: while doctors treating humans are providing good support, veterinarians too provide prescriber and user support. Further investigations reveal animals suffer bleeding due to VWD & thrombocytopenia more commonly.

Goal:

Increase Inj. Botropase (hemocoagulase 1 CU/ml) sales through veterinarian coverage

Campaign: Provide monthly literature and pen compliment with detailing so veterinarians understand usage of Inj. Botropase in bleeding conditions of animals. It is important to note that each literature needs to be scientific and attractive at the same time, to ensure doctor is impelled to go through the literature and easy to detail for the Medical Representative (MR).

Result:

40% increase of Inj. Botropase sales through veterinary coverage.

Marketing campaigns are game changers and many company fortunes have turned round through campaign successes. Marketing campaigns are a continuous activity since they help stimulate demand.

A historic and popular campaign was the simple ALERT! 'campaign' of INCIDAL, antihistaminic. Used for management of allergies, H1 receptor blocker ALERT brand had a non-sedating antihistaminic. The marketing company launched a sticker campaign showing alert animals like the deer, with just one word ALERT! And the brand name on the sticker. What a memorable campaign - the sticker campaign turned out to be. The simplicity, alert wide eyed animal photograph and just one word ALERT! This made doctors remember the brand.

Pharmacists and marketing campaigns

Pharmacists in marketing have an edge to conceive and follow up the execution of marketing campaigns, since pharmacists have good ability to absorb product technicalities and market trends fast. Marketers have to put on the thinking and creative cap to create memorable campaigns. Independence day, product launch days and product anniversary days are important times for launch of product promotional campaigns. Cipla launched a muscle relaxant pain management brand to orthopedicians with all medical representatives wearing a track suit and looking sporty! This made it a memorable launch. Interesting pharmaceutical campaigns are done during specific days like the Independence Day. Medical representatives wear special traditional dresses and make doctor calls during the week as a way to catch attention to marketed brands and ensure brand registration and prompt brand recall for generating prescriptions and sales. Hemozink and other hematinic brands conduct free hemoglobin check campaigns for patients in doctor clinics, to boost prescription support. In a similar way, Omnident toothpaste poster campaign has been done on diabetic gum problems to educate patients waiting in the reception area of dental clinics

So, welcome to the opportune world of pharmaceutical marketing with memorable stories of marketing campaigns and dream product positioning exercises!!

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VP – Business Development, Group Pharmaceuticals, Bangalore,
Email: 1969sunilchiplunkar@gmail.com

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Zuranolone approved as the First Oral antidepressant for treatment of Postpartum Depression

Postpartum depression (PPD) or postnatal depression is a type of mood disorder, mainly depression experienced by parents after having a baby. It may occur anytime during the period of pregnancy till the first year of childbirth. Though it can also affect the fathers, it predominantly affects one in ten women. PPD is a type of major depression, as per 5th edition of Diagnostic and Statistical Manual of Mental Disorders (DSM-5) criteria, that usually appears within four weeks after childbirth. Trouble in sleeping, changes in the appetite, severe fatigue, and frequent mood changes are some of the clinical features of PPD. If the condition is not timely diagnosed and treated it may develop into a serious and life-threatening condition, including the thoughts of harming themselves as well as the child.

Zuranolone is a neuroactive steroid that act as GABA-A receptor positive allosteric modulator that delivers benzodiazepine-like effects and improves symptoms of depression. The advantage of zuranolone, is that it can be administered orally in contrast to brexanolone (given only intravenously), that acts through the same mechanism. Thus, on 4th August 2023, the US FDA has approved zuranolone as the first oral antidepressant for the treatment of PPD.

Two randomized, double-blind, placebo-controlled, multicenter studies evaluated the efficacy of zuranolone. In one study, participants received once daily dose of 50 mg zuranolone or placebo for 14 days. In another study participants received 40 mg zuranolone once daily or placebo for the same duration. All the study participants were followed up till the four weeks post 14-day treatment. The changes in the depressive symptoms were measured using the 17-item Hamilton depression rating scale (HAMD-17). Participants in the zuranolone group reported a significant improvement in their symptoms compared to their placebo counterparts, on day-15 and on day-42 as well, indicating the sustained effects of zuranolone even after four weeks after the last dose.

The recommended daily dose of zuranolone for PPD is 50 mg, to be taken once daily, orally in the evening with fatty meal for 14 days. Drowsiness and dizziness are the most common side effects of zuranolone and therefore, the labelling contains boxed warning saying that the patients should not drive or operate heavy machinery for at least 12 hours after taking zuranolone. The other common side effects include diarrhea, fatigue, common cold, and urinary tract infection.

Atiqulla Shariff
Research Scholar
Dept. of Pharmacy Practice
JSS College of Pharmacy,
Mysuru-15.

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Pharmacy as a global career best option, which has always been in the forefront. Today Sky is the Endless limit for Pharmacy graduate. A Pharmacy graduate with qualification, knowledge, skills, aptitude Talent and experience, there are numerous avenues in pharmacy profession across the globe. It is now evident that how pharmaceutical industry responded to the pandemic and covid disease outbreak by bulk production of vaccines and other life-saving medications. With growing population and environmental pollution which are the major factor for the increase in disease outbreaks, the pharmacists as a member of health care team has to be equipped to face these challenges. Pharmacists play a significant role in the research and development of new drugs as medicinal chemists, and as compounding and dispensing chemists by ensuring the safe handling of medications. It is the responsible of the pharmacist to provide the pharmaceutical care and educate the people with the usage of drugs. Let's look at how young people can start a rewarding career in pharmacy. The important role of pharmacy in the healthcare sector is preparation and distribution of medications used to treat patients. The aspirants after taking a pharmacy study, not only be able to operate in chemist shops, medical stores, or pharmacies; there is more to the profession. A pharmacy degree from PCI approved college will help you pursue a variety of other career opportunities.

Why to choose a Career in Pharmacy?
Let's take a glance at what makes a career in pharmacy so attractive and lucrative one before we get into the various career options:

1. Role of a Pharmacist
A pharmacist is a key link between doctors, medical personnel, and patients. In a hospital environment or a medical store, they may serve as best network drug specialists.
They may also look at options inside a clinic or hospital, where they are close to patients and in a setting where physicians, attendants, and other public healthcare providers may need their assistance with problems such as medications and other medical care needs.

2. The Pharmacist job will always be relevant and Recession proof
A career in pharmacy is recession-proof since medicine is used to cure diseases and increase the quality of life. As a result, those who choose Community Pharmacy as a career path will never face a labor shortage or slowdown.
An individual with a valid Pharmacy degree would undoubtedly become a top-notch expert in the drug store business, which requires a segment of drug specialists.

3. Research makes a great Impact and Importance In A Pharmacy Career
The medical and pharmaceutical industries all depend solely on good research. New drugs, products and procedure enhancement, toxicological investigations, and the development of clinical trials are all strongly encouraged by pharmacy experts or pharmacists.

4. Pharmacists have 24/7 working hours round the year to serve the community
Work-life harmony is now a must-have for anyone in every occupation. All strive to have a job that provides them with a higher-than-average remuneration package as well as the opportunity to have a happy home life.As a consequence, pharmacy specialists appreciate the flexibility of their daily schedules. Since drug specialists are in demand 24 hours a day, they will find jobs that suit their lifestyle and work-shift needs.

5. Pharmacists also work in drug-regulatory agencies
CDSCO, FDA, and other regulatory agencies are governmental bodies in charge of regulating and implementing the general rules and standards for the drug and pharmaceutical industries. Aspirants may join these regulatory bodies with a fair level of knowledge and a satisfactory degree in the field of pharmacy. As a Drug Inspector, Assistant/Deputy Drug Controller, or State/Indian Drug Controller, a pharmacy specialist may work with these regulatory bodies.

How to become a Global Pharmacist
To become a global pharmacist, you must complete a higher secondary education program that includes a PCMB subject combination, such as physics, chemistry, mathematics, or biology.
The different pharmacy courses available for students after the 12th class are as below..

- B Pharm (Bachelor's Degree in Pharmacy)- course duration for four years
- B.Pharm. (Lateral entry)- course duration for three years for D.Pharm holders
- Pharm D (Doctor of Pharmacy)- course duration for six years
- D Pharm (Diploma in Pharmacy)- course duration for two years

Students can continue their education and select a specialization based on their professional interests.
Following graduation, you can choose from a range of courses, including:

M Pharm (Master's Degree in Pharmacy)

The other specializations available are:

- Pharmaceutics
- Industrial pharmacy
- Pharmaceutical analysis
- Pharmacognosy
- Pharmacology
- Pharmaceutical chemistry
- Pharmaceutical biotechnology
- Regulatory affairs
- Quality assurance

Career options in Pharmacy
The current reach and extent of prescription medications encompasses global healthcare facilities and has given rise to a variety of job opportunities other than dispensing in a medical shop, such as

- Clinical research and development.
- Managing and analysing the quality of medical drugs.
- Manufacturing and distribution of medical drugs.
- Pharmaceutical promotions and distribution.
- Pharmaceutical education.
- Regulatory agencies such as the CDSCO, FDA, and others are in charge of drug enforcement and inspection.
- As Pharmacovigilance officer plays role in collecting, analyzing, monitoring, and preventing adverse effects in new drugs and therapies.

With all taken into account, a career in pharmacy is a viable choice for those seeking to work in the medical field but still maintaining a lucrative work-life balance.
If pharmacy is your career choice, our PCI approved pharmacy college delivers everything you need.

R. Raveendra,
Professor,
Department of Pharmaceutical chemistry,
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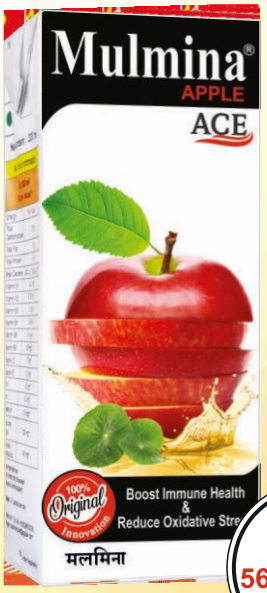

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ಮನದಾಳದಿಂದ ಸುಖವ ಇಂದು ಎಲ್ಲರ ಕಣ್ಣು ತಪ್ಪಿಸಿ
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The Poison information centre is devoted to improve the health care by providing poison information service regarding management of poisoning to healthcare professionals and first aid measures to public. It aims to prevent poisoning incidences by creating awareness and educating the public regarding proper storage and safe handling of the poisoning substances.

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4th B Pharm (7th Sem)
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Nurtec ODT

The Nurtec ODT, Sponsored by Pfizer Australia Pty Ltd . The main active ingredient present in it is Rimegepant (as sulfate). They are used for Acute treatment of migraine. It binds with high affinity to the human calcitonin gene-related peptide (CGRP) receptor and antagonises CGRP receptor function. Multiple lines of clinical evidence point to a role for CGRP in migraine pathophysiology: 1) serum levels of CGRP are elevated during migraine; 2) treatment with anti-migraine drugs returns CGRP levels to normal coincident with pain relief and 3) intravenous (IV) CGRP infusion produces lasting pain in non-migraineurs and migraineurs. They are available as Orally disintegrating tablet 75 mg concentration. It has been approved on 8 August 2023 for marketing in Australia.

EUROPE

Aquipta

The Aquipta , Sponsored by Abbvie Deutschland GmbH &co.KG. The main active ingredient present in it is Atogepant. They are used for treatment of migraine. It attaches to receptors (targets) for proteins called CGRP and amylin-1. These proteins are involved in the development of migraine. By attaching to these receptors, the medicine prevents CGRP and amylin-1 from binding to them. This helps prevent migraines from occurring. They are available as oral tablet 10 mg and 60 mg concentrations and has been approved on 11 August 2023 for marketing in Europe.

UNITED STATES

ALLEGRA ALLERGY, ALLEGRA HIVES

Fexofenadine, sold under the brand name Allegra among others, is an antihistamine pharmaceutical drug used in the treatment of allergy symptoms, such as hay fever and urticaria. Therapeutically, fexofenadine is a selective peripheral H1 blocker. Approved on 01/08/2023. Consisting FEXOFENADINE HYDROCHLORIDE as active ingredient. Available in strength of 60mg and 180mg respectively. Dosage form/Route is Tablet/Oral.

TRIAZOLAM

Triazolam is a short-acting benzodiazepine, is lipophilic, and is metabolised hepatically via oxidative pathways. The main pharmacological effects of triazolam are the enhancement of the neurotransmitter GABA at the GABA A receptor. The half-life of triazolam is only 2 hours making it a very short acting benzodiazepine drug. Approved on 08/08/2023. Consisting TRIAZOLAM as active ingredient. Available in strength of 0.125mg and 0.25mg respectively. Dosage form/Route is Tablet/Oral.

ABACAVIR; DOLUTEGRAVIR; LAMIVUDINE

Abacavir is a nucleotide reverse transcriptase inhibitor. Specifically, abacavir is a guanosine analogue that interferes with HIV viral RNA-dependent DNA polymerase, ultimately resulting in inhibition of replication of HIV. Dolutegravir inhibits the HIV replication cycle by binding to the integrase active site and inhibiting the strand transfer step of HIV-1 DNA integration. Lamivudine is a cytosine analogue that inhibits HIV reverse transcription by terminating the viral DNA chain. Approved on 14/08/2023. Consisting abacavir, Dolutegravir, Lamivudine as active ingredient. Available in strength of 60mg;5mg;30mg. Dosage form/Route is Tablet/Oral.

CHLORZOXAZONE

Chlorzoxazone is a centrally acting muscle relaxant used to treat muscle spasm and the resulting pain or discomfort. It can also be administered for acute pain in general and for tension headache (muscle contraction headache). It acts on the spinal cord by depressing reflexes. Approved on 17/08/2023. Consisting CHLORZOXAZONE as active ingredient. Available in strength of 500mg, 375mg, 750mg. Dosage form/Route is Tablet/Oral.

ROSUVASTATIN CAL CIU

Rosuvastatin calcium) is a synthetic lipid-lowering agent. Rosuvastatin is an inhibitor of 3-hydroxy-3-methylglutaryl-coenzyme A (HMG-CoA) reductase. This enzyme catalyses the conversion of HMG-CoA to mevalonate, an early and rate-limiting step in cholesterol biosynthesis. Approved on 22/08/2023. Consisting ROSUVASTATIN CALCIUM as active ingredient. Available in strength of EQ 5MG BASE, EQ 10MG BASE, EQ 20MG BASE, EQ 40MG BASE respectively. Dosage form/Route is Tablet/Oral. M

NALOXONE HYDROCHLORIDE

Naloxone, is a medication used to reverse or reduce the effects of opioids sold under various brands. It is used to counter decreased breathing in opioid overdose. Approved on 24/08/2023. Consisting NALOXONE HYDROCHLORIDE as active ingredient. Available in strength of 1mg/ml. Dosage form/Route is Injectable/Injection.

OFLOXACIN

Ofloxacin acts on DNA gyrase and topoisomerase IV, enzymes which, like human topoisomerase, prevents the excessive supercoiling of DNA during replication or transcription. By inhibiting their function, the drug thereby inhibits normal cell division.

Approved on 25/08/2023. Consisting OFLOXACIN as active ingredient. Available in strength of 0.3%. Dosage form/route is Solution/Drops; Ophthalmic.

NEXAVAR

Sorafenib inhibits multiple intracellular serine/threonine kinases in the Ras/mitogen-activated protein kinase (MAPK) signal transduction pathway. Intracellular Raf serine/threonine kinase isoforms inhibited by sorafenib include Raf-1 (or C-Raf), wild-type B-Raf, and mutant B-Raf. Sorafenib inhibits cell surface tyrosine kinase receptors such as KIT, FMS-like tyrosine kinase 3 (FLT-3), RET, RET/PTC, vascular endothelial growth factor receptor-1 (VEGFR-1), VEGFR-2, VEGFR-3, and platelet-derived growth factor receptor- (PDGFR-). Approved on 28/08/2023. Consisting SORAFENIB TOSYLATE as active ingredient. Available in strength of EQ 200MG BASE. Dosage form/Route is Tablet/Oral.

DOCOSANOL

It works by inhibiting fusion between the human cell plasma membrane and the herpes simplex virus (HSV) envelope, thereby preventing viral entry into cells and subsequent viral replication. Unlike other cold-sore antivirals, does not act directly on the virus, and as such it is unlikely it will produce drug resistant mutants of HSV. Approved on 28/08/2023. Consisting DOCOSANOL as active ingredient. Available in strength of 10%. Dosage form/Route is Cream/Topical.

WITHDRAW DRUGS

CHILDREN'S ALLEGRA ALLERGY

Consisting FEXOFENADINE HYDROCHLORIDE as active ingredient, strength of 30MG. Which was available in Tablet dosage form was discontinued on 01/08/2023.

CHILDREN'S ALLEGRA HIVES

onsisting FEXOFENADINE HYDROCHLORIDE as active ingredient, strength of 30MG. Which was available in Tablet dosage form was discontinued on 01/08/2023.

ALLEGRA HIVES

Consisting FEXOFENADINE HYDROCHLORIDE as active ingredient, strength of 60MG. Which was available in Tablet dosage form was discontinued on 01/08/2023.

THEOCHRON

Consisting THEOPHYLLINE as active ingredient, strength of 100mg, 200mg, 300mg. which was available in tablet dosage form was discontinued on 09/08/2023.

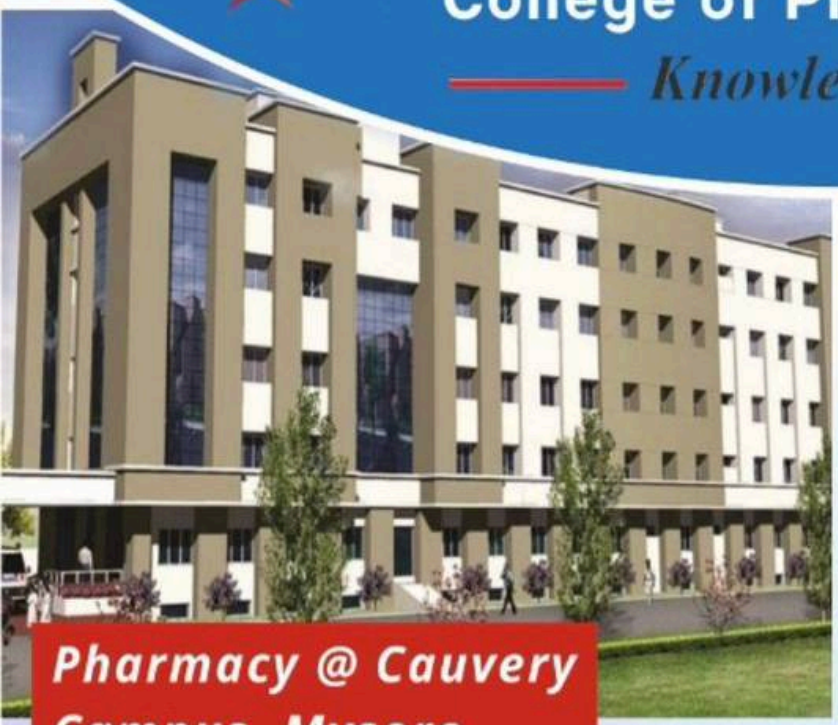
Gagan D URS
IV PharmD JSS College of Pharmacy, Mysuru

Mahima Prakash MD
IV Pharm D, JSS College of Pharmacy, Mysuru

CAUVERY

College of Pharmacy, Mysore

Knowledge is Power



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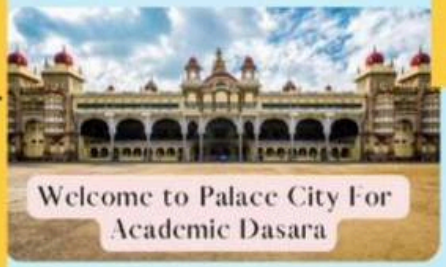

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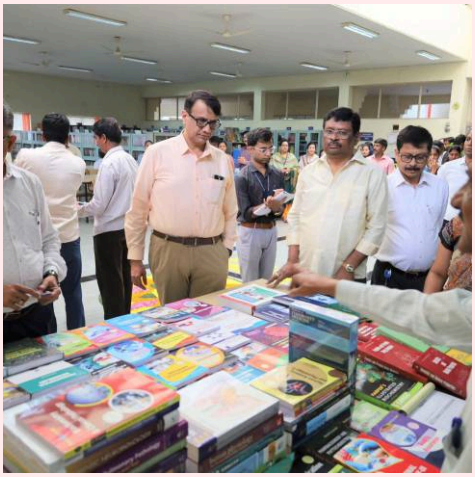
JSS COLLEGE OF PHARMACY

Sri Shivarathreeshwaranagar, Mysuru-570 015

CAMPUS BUZZ

Awareness program on sparrow conservation held on 22/08/23 by Mrs.Kokila Ramesh Jain at 11am

On the occasion of the 131st Birth Anniversary of Padmashri Dr. S. R. Ranganathan, Father of Library Science, JSS college of Pharmacy organised book exhibition. And it was inaugurated by Dr.B.Manjunatha,Registrar of JSS AHER along with our Principal Dr. T. M. Pramod Kumar and other invitees joined in this occasion.



JSSAHER is proud to host watching soft landing of Chandrayaan 3 today in BIG Screen in Sri Rajendra Auditorium, JSS College of Pharmacy, Mysuru from 5 pm onwards. Dr.Surinder Singh,Vice Chancellor of JSS AHER and Dr.B.Manjunatha,Registrar of JSS AHER present to watch the soft landing of Chandrayaan III.

Al-Ameen College of Pharmacy

CAMPUS BUZZ

77th Independence Day was celebrated by Al-Ameen Educational Society, Al-Ameen Group of Institutions, Bengaluru. National Flag was hoisted by Shri. Uday B Garudachar, MLA, Chiekpet constituency. Mr. Umar Ismail Khan, Chairman. Mr. Zubair Anwar Sait, Hon. Secretary & other EC members of AAES were present. Principals, Staff members and students of Al-Ameen Group of Institutions participated in the colorful Independence Day celebrations.

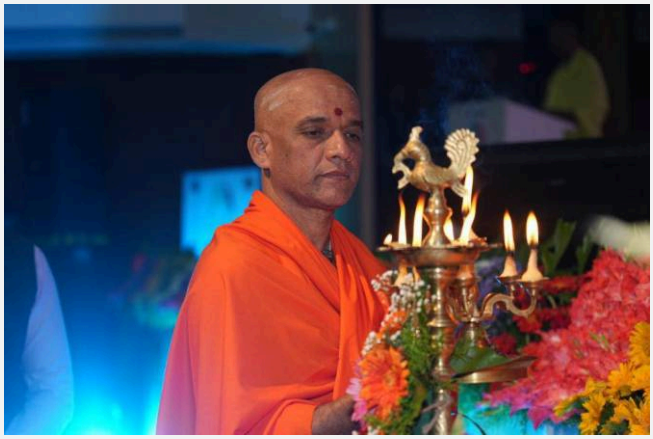
Very Happy to inform that our Al-Ameen College of Pharmacy, Bangalore signed 10 MoU's during the Memorandum of Signing Ceremony (MoU) held on 11th Aug-2023.
This MoU signing will help our college faculty members, Research Scholars & students in terms of mutual exchange, collaborative activities, carrying out consultancy to the outsource projects by the industries, upskilling & industrial training of trainers and students, fundings to research & publications.

Girls & Boys Volleyball team of Al-Ameen College of Pharmacy, Bangalore participated in the RGUHS Bangalore Zonals Volleyball tournament hosted by St. John's Medical College, Bangalore on 4th Aug-2023. A tough fight given by our Girls to the opponents in the pre-quarter final match.
Well Played Captain Sowjanya GB & her teammates. "Girls, Never Stop Trying. One Day You Will Surely Win"

ADICHUNCHANAGIRI UNIVERSITY

Sri Adichunchanagiri College of Pharmacy

CAMPUS BUZZ



NITTE EDUCATION TRUST

NITTE COLLEGE OF PHARMACEUTICAL SCIENCES

NITTE COLLEGE OF PHARMACEUTICAL SCIENCES

CAMPUS BUZZ

"NURTURING INNOVATORS: EMPOWERING MINDS THROUGH OUR ENTREPRENEURSHIP OUTREACH PROGRAM"

The Institution Innovation Council (IIC) of NCOPS, Bengaluru, organized an insightful Outreach Program on 01st August 2023, focusing on the theme of "Innovation & Entrepreneurship" for the students of Dr. NSAM PU College, Bengaluru. The aim was to foster a culture of innovation and entrepreneurial thinking among the students.

"EMPOWERING EARLY-STAGE VISIONARIES: INSTITUTION INNOVATION COUNCIL'S DRIVE ON ANGEL INVESTMENT FOR EMERGING ENTREPRENEURS."

The Institution Innovation Council (IIC) of NCOPS, Bengaluru, in collaboration with Nitte Meenakshi Institute of Technology, Department of Management Studies, Bangalore, organized a panel discussion on 4th August 2023 with the topic "Angel Investment for Early Stage Entrepreneurs" through engaging activities and insightful discussions. The event aimed to raise awareness about the significance of angel investment, its benefits for entrepreneurs and investors, key considerations, and associated challenges.

"REVOLUTIONIZING HEALTHCARE: INSTITUTION INNOVATION COUNCIL'S PURSUIT OF PHARMA DIGITIZATION THROUGH AI AND ML EMPOWERMENT"

The Institution's Innovation Council of NCOPS, Bengaluru, conducted a session on 08th August 2023 with the topic "Pharma Digitization- Empowering Healthcare with AI and ML". Dr.Hrishikesh Damle, Founder, Atrimed Biotech, MD & CEO Atrimed Pharmaceuticals, Bengaluru, emphasized various sectors in the pharmaceutical industry and importance of artificial Intelligence and machine learning.

"MERI MAATI MERA DESH" – INDEPENDENCE DAY,2023"

On 14th August 2023, the NSS Unit and IIC of Nitte College of Pharmaceutical Sciences, Bengaluru, organized a program with the theme "Meri Maati Mera Desh." The event encompassed the observance of the Panch Pran Pledge, Vasudha Vandhan through sapling planting, and Veeron Ka Vandan by honoring a brave heart, H.M. Anil (Head Constable, 220 Battalion CRPF, Chhattisgarh, Raipur), who made the ultimate sacrifice while serving his duty. The event also included the felicitation of his wife, Mrs. Kalavathi.

CDD 2023
CONVENTION ON DRUG DISCOVERY AND DEVELOPMENT

CONVENTION ON DRUG DISCOVERY AND DEVELOPMENT

Blueprints from Target to Clinical Candidate

Organised by

College of Pharmaceutical Sciences

Dayananda Sagar University Bengaluru

In Association with

Karnataka Drugs And Pharmaceuticals Manufacturer's Association

BANGALORE BIOINNOVATION CENTRE

Dates :

18th & 19th October 2023

Venue:

PC Sagar Auditorium, Campus - I
Kumaraswamy Layout, Bengaluru - 560111, Karnataka

www.dsu.edu.in

Website: https://www.dsu.edu.in/pharmacy/cdd/

Mega Health Checkup Camp in Association with DSCE and the Creative Association at Govt. PU College, Channapatna

The College of Pharmaceutical Sciences, Dayananda Sagar University, in association with DSCE and the Creative Association at Govt. PU College, Channapatna organized Mega Health Checkup Camp. The event, which took place on July 29, 2023, from 10:00 AM to 5:30 PM, was held as part of the Silver Jubilee Celebrations. During the event, students from the M-Pharmacy Pharmacology program played a vital role by dispensing medicines to patients from Channapatna and its surrounding areas who visited the medical camp. Students had a positive interaction with the patients and guided the patients regarding the rational use of medicines. The relentless efforts of the students of COPS, DSU has been appreciated and awarded with a memento and certificate of appreciation at the event. Such collaborative efforts between educational institutions and community organizations are crucial in promoting health awareness and providing essential medical services to underserved areas. Kudos to everyone involved in organizing and participating in this event!

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DIABETIC PORTFOLIO

Azadi Ka Amrit Mahotsav

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Dr TMA Pai 125 ANNIVERSARY

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"WORLD cGMP DAY"

MANIPAL COLLEGE
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(A constituent unit of MAHE, Manipal)

THEME "cGMP: TRANSFORMING HEALTHCARE"

An Initiative of Centre for cGMP, MAHE, Manipal

Inaugural Session

Inauguration and ceremonious launch of WORLD cGMP DAY

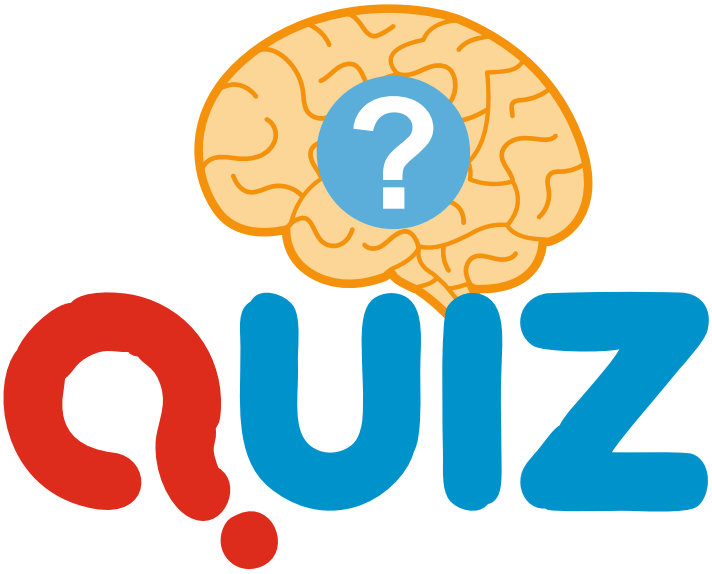
Inauguration and Presidential address: 9.15 am to 10.45 am

Date: Tuesday, 10th October 2023

Venue: Dr TMA Pai Halls, Kasturba Medical College, Manipal

For more details, Contact:

Dr Girish Pai K [Mobile: 90081 35597 / 94815 15597]
Dr Muddukrishna BS [Mobile: 86604 14773]
Email: cgmp.mcops@gmail.com



RULES

1. Correct answers will be rewarded 2 point each (20 marks)
2. Answer of the quiz will be evaluated by panel of judges and their decision is final. (Max mark:20)
3. Those who get the highest marks, their photo will be published in our next bulletin and also a cash prize of Rs.500/- will be rewarded to them
4. The answer must be sent within **31th September 2023** to this E Mail ID- krpaindia@gmail.com
5. A confirmation mail will be sent to you on eiving your e-mail.

1. Which of the following is a depressant?
A. Amphetamine
B. Caffeine
C. Ethanol
D. Nicotine

2. Which of the following is an opioid?
A. Codeine
B. Diazepam
C. Ibuprofen
D. Morphine

3. Which of the following is a type of drug development phase?
A. Preclinical
B. Clinical
C. Post-marketing
D. Both A and B

4. Which of the following is a type of drug target?
A. Receptor
B. Enzyme
C. Ion channel
D. All of the above

5. Which of the following is a type of drug metabolism pathway?
A. Phase I
B. Phase II
C. Phase III
D. A and B

6. Which is the most advanced method for drug discovery nowadays?
A. Rational drug design
B. Combinatorial chemistry
C. High-throughput screening
D. Natural products

7. Which of the following is a banned drug from the FDA?
A. Thalidomide
B. Fen-phen
C. Vioxx
D. All of the above

8. Which of the following is a plant that is used to treat malaria?
A. Artemisia annua
B. Catharanthus roseus
C. Digitalis purpurea
D. Vinca minor

9. Which of the following is a microorganism that is used to produce penicillin?
A. Aspergillus niger
B. Penicillium chrysogenum
C. Saccharomyces cerevisiae
D. Streptomyces griseus

10. Which of the following is a fungus that causes athlete's foot?
A. Trichophyton rubrum
B. Candida albicans
C. Aspergillus fumigatus
D. Mycobacterium tuberculosis

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DOROTHY NKEM AKUNYILI

(The African Women Who Won 930 Awards)

There is no question that Professor Dorothy Nkem Akunyili, popularly known as Dora Akunyili, was an adorable woman, and understandably so because of her unparalleled accomplishments as a pharmacist. This is due to the way in which she brought sanity to the drug manufacturing industry in Nigeria when she served as the Director-General of the National Agency for Drugs and Food Administration and Control (NAFDAC) from 2001 to 2008.

Dora Akunyili was born in Benue State, on 14th day of July 1954 and was brought up in Nanka, Anambra State of Nigeria.

Her educational career began when she passed the First School, Isuofia, Anambra State in 1966, and the West African School Certificate (WASC) with Grade 1 Distinction in 1973 from Queen of Rosary Secondary School, Nsukka, both in Nigeria.

She earned her first B. Pharm (Hons) degree in Pharmacy in 1978 and her Ph. D. in 1985 from the University of Nigeria, Nsukka, UNN. She enjoyed many academic awards and recognitions during her lifetime.

Professor Dora Akunyili started her pharmaceutical career as a hospital Health Care Provider from 1978 to 1981 at the University of Nigeria Teaching Hospital (UNTH), Enugu. Afterward, she worked as a Graduate Assistant (Research Fellow) at the College of Pharmaceutical Sciences, UNN from 1982 to 1986.

In the University system, Dora Akunyili advanced steadily from Lecturer in 1986 to Senior Lecturer in 1990. She was transferred to the College of Medicine, UNN, in 1992, where she was appointed as Consultant Pharmacologist in 1996, a position she held until April 12, 2001.

Dora Akunyili was also a part-time lecturer at the West African Postgraduate College of Pharmacists, Lagos, Nigeria from 1992-1995, because of her love for teaching and nurturing young people. As a Scientist and Scholar, she presented more than 20 research papers at various local and international scientific conferences and published a book and 18 journal articles.

Dora Akunyili supervised both Ph.D. and Masters candidates at Nnamdi Azikiwe University Awka, and the University of Nigeria, U.N.N. Even as the Director-General of NAFDAC, Dr. Akunyili was able to supervise six postgraduate students at Pharmacist Society of Nigeria (PSN).

In 2001, President Olusegun Obasanjo decided to name a Director-General for NAFDAC and asked for the advice of an honest Nigerian pharmacist. The name of Akunyili came up easily.

In 2008, Akunyili was appointed Minister of Information and Communications. She resigned her appointment as Minister of Information and Communications on December 16, 2010, after two years of service to run for office as senator representing Anambra Central in the National Assembly. Back then Dora Akunyili was a pharmacist and governmental administrator who gained international recognition and won several awards for her work in pharmacology, public health, and human rights.

Dora Akunyili was the recipient of over 930 awards. The highest number of awards ever received by a Nigerian. Some of the awards are the Award of Excellence from Integrated World Services (IWS) IN 2005; the Time Magazine Award in 2006 (one of the eighteen heroes of our time); the Order of the Federal Republic (OFR) of Nigeria; Person of the Year in 2005 Award from Silverbird Communication Ltd; Distinguished Award as a Role Model of Nigerian Society Ahmadu Bello University Students Union Government (ABUSUG), Zaria, Nigeria; In 2005 African Virtuous and Entrepreneurial Women Merit Award; Women Achievers Award in 2005, Logos State Chapter of Women's Wing of Christian Association of Nigeria (WOWICAN).

On July 13, 2013, a strange occurrence happened to Akunyili. The professor was preparing to travel to the United States to receive an award on the following day, her 59th birthday when she fell ill. She was physically weak and in a lot of pain. However, she was determined to go on to America and it was there that a new diagnosis was made. Alas, Akunyili had cancer. She became seriously ill, and there were fears that she might lose her life.

Dora Akunyili, her last public appearance was at the National Conference in Abuja in 2014, where she was a delegate. Pictures of a vulnerable Akunyili immediately flooded the internet. On June 7, 2014, Professor Dorothy Dora Akunyili died of uterine cancer in India, at the age of 59.

No doubt Dora was an inspiring figure for all the Women in the field of Pharmacy. With immense gratitude, we would like to dedicate this Article to all such inspiring teachers out there!

Preethi M
4th B Pharm (7th Sem)
JSS College Of Pharmacy
Mysuru

DISCLAIMER

The Newsletter intends to provide updated and reliable information on medicines and other related issues in an attempt to equip healthcare professionals to take informed decision in recommending medicines to the patients. However, they are encouraged to validate the contents. Neither the people associated with the publication of the Newsletter nor the organization shall be liable for any damage incurred as a result of use of the contents of this publication. The brand names of medicines, if mentioned, are for illustration only and the newsletter does not endorse them.

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