



KARNATAKA REGISTERED PHARMACISTS ASSOCIATION[®]

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Happy
Mother's
day



1. Drinking Vit. C & Nutraceuticals Trending by **Mr.Sunil S Chiplunkar**
2. Banned Drugs by **Dr. Pramod Adusumilli**
3. ಹೃದಯ ಸಂರಕ್ಷಕ by **Dr. Rekha K Shetty**
4. Campus Buzz
5. QUIZ
6. Pharmacists of the Month- by **Meenakshitha Panyala**

Drinking Vit. C & Nutraceuticals Trending

Nutraceuticals are a category more than food but less than pharmaceuticals. They are in between. Patronage to nutraceuticals witnessed a major growth during the Covid-19 pandemic times. Immunity nutritionals were picked up like hot cakes to bolster defenses against the pathogen SARS-CoV-2. On the upswing were polyphenols, Vit. C, Vit. D3, Vit. A and Zinc. Pharmaceutical manufacturers went scurrying to source raw materials, manufacture and market the immunity support product.

The most popular definition of a nutraceutical is the one proposed by Stephen de Felice in 1994: 'A nutraceutical is defined as any substance that is a food or a part of a food and provides medical or health benefits, including the prevention and treatment of disease'.

As per 2021 data, the global nutraceutical sales is worth about 117 billion USD per annum (approx.. Rs. 877500 crores per annum @ Rs. 75 per dollar). The interesting thing is that nutraceutical growth is consumer driven. This means it is a consumption story and not marketing – push driven. Consumers are looking for healthy lifestyle oriented products and good-for-you products meeting specific needs. For example, in Covid-19 era, the boom for immunity support nutraceuticals saw a rocket growth. And in the global nutraceutical market, USA market is biggest. In India, the nutraceutical market is seeing 21% growth thanks to consumption driven demand. During the pandemic months of March 2020, vitamin sales in UK increased by 63% and in France the sale increase was 40% to 60% compared to same month previous year.

Nutraceutical beverages is also a trending segment. In South Korea the largest beverage brand is not Coke, but a South Korean brand called Vita 500. Vit. C is a water soluble antioxidant that helps reduce oxidative stress and supports optimal immunity. Banking on the antioxidant concept of Vit. C in the water compartment of the body, and promoting it for immunity and skin health 'from the inside', Vita 500 manufactured by Kwangdong Pharmaceuticals, Seoul, South Korea has hit a sweet spot in pharma and healthcare market of South Korea. As such, Kwangdong Pharmaceuticals manufactures herbal medicines, prescription products, healthcare products, functional drinks, and OTC drinks. The company has annual sales of 1.20 billion USD.

The concept of 'drinking Vit. C' has hit a gold mine of sales. Enjoying excellent brand equity Vita 500 outsells even cola drinks in S Korea. From 2001 to 2004, Vita 500 enjoyed 100% sales growth; the launch month of Vita 500 is Feb. 2001. Interestingly, Vita 500 contains, apple juice concentrate, fructose, taurine, Vit. B complex factors and is available in 100 ml to 500 ml packs.

The brand story of Vita 500 is that of taking a simple concept and focusing on very interesting marketing campaigns, with the promise of good health through 'drinking Vit. C'. Beauty and health conscious South Koreans have loved this concept so much that it has become the no. 1 health drink choice. The website of Vita 500 describes the product with these lines: 'The product contains 500 mg of Vitamin C, that is equivalent to respectively 7 lemons, 35 apples, or 7 tangerines. It is the very first vitamin C drink that is convenient to drink in Korea'.

So if you are into product innovation, understand the market trending and make a simple innovative product with brand name potency for the chosen market segment.

The nutraceutical market is here not only to stay, but to grow, since immunity related diseases and lifestyle disease market segment is on the upswing. From pharmaceuticals to nutraceuticals to medical devices, the market is ever growing for the progressive pharmacist.



Mr. Sunil S Chiplunkar

M Pharm (Pharmacology) MBA (Marketing) PGDHRM (PhD)
VP – Business Development, Group Pharmaceuticals, Bangalore,
Email: 1969sunilchiplunkar@gmail.com



<p>WORLD UNIVERSITY RANKINGS 261- 270</p>	<p>WORLD UNIVERSITY RANKINGS BY SUBJECT 2021 (Pharmacy & Pharmacology) 201- 250 Top 5 in INDIA</p>	<p>I-GAUGE QS I-GAUGE Diamond rated ★★★★★ 5 stars for Excellence</p>	<p>THE WORLD UNIVERSITY RANKINGS 2022 Subject Ranking Clinical & Health 351- 400 93 in INDIA 1st in INDIA</p>	<p>THE YOUNG UNIVERSITY RANKING 70 in the WORLD 1st in INDIA</p>	<p>Impact Ranking 101-200 SDG 3 - Good Health & Well-being 2nd in INDIA</p>	<p>ACPE 1st in the Asia Pacific ACPE certified Pharm.D Program</p>
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MBA

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- * Pharmaceutical Marketing
- * Pharmacovigilance
- * Pharmaceutical Business Development
- * Business Analytics
- * Clinical Research
- * Regulatory Affairs
- * International Marketing

Course Highlights:

- * Classroom interactions
- * Student Internships in reputed Pharmaceutical Industries
- * Focused training through internships
- * Alumni networks
- * Research exposure through short term projects
- * Holistic learning with social, sports & cultural activities
- * Soft skills Training
- * EDP Workshops
- * Industry Academia Collaboration

Our Recruiters



Student internships



“We Train Future Healthcare Leaders”

JSS Academy of Higher Education & Research, formerly known as **JSS University**, is a Deemed to be University located in Mysuru, Karnataka. It was established in 2008 under Section 3 of the UGC Act 1956 and is part of JSS Mahavidyapeetha, which runs a variety of educational institutions. This deemed-to-be university is recognized by MHRD and accredited by NAAC with A+ Grade (3.48 CGPA). The Deemed to be University has been focusing on teaching, research and health services since its inception.

MBA-Pharmacy Administration

Among the basket of courses being offered at JSS AHER, one of its popular programs include MBA-Pharmacy Administration. This PG program (approved by UGC & AICTE) is a 2-years full-time course spread over 4 semesters. Individual holding a bachelor degree in any discipline or an equivalent qualification from a recognized University, with minimum of 50% marks aggregate is eligible to get enrolled into the program.

Why MBA-Pharmacy Administration?

India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bio-informatics. The Indian biotechnology industry was valued at US\$ 64 billion in 2019 and is expected to reach US\$ 150 billion by 2025.

India's medical devices market stood at US\$ 10.36 billion in FY20. The market is expected to increase at a CAGR of 37% from 2020 to 2025 to reach US\$ 50 billion.



Other programs offered

U.G.Programs	P.G.Programs
BBA- Hospital & Health Systems Management	MBA-Hospital Administration
Diploma Programs	Certificate Programs
Ph.D Programs	

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JSS Academy of Higher Education & Research

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BANNED DRUGS



Banned drugs are drugs that are not allowed to intake because they could only improve their performance artificially but develop various adverse effects rather than clinical benefits. "Drug Controller General of India (DCGI)" is the highest authority in India to expand the approval or ban of any drug where its usage or manufacturing is strictly controlled or banned via prescription. Drugs that can be used for various clinical purposes have to go through several rigorous preclinical and clinical studies to find their safety and efficacy. Sometimes, rare adverse events can only be observed when drugs are used in the general population.

Albeit every country has its own list of banned drugs, it is worrisome that some drugs which are banned in other countries for proven adverse effects are still available in the Indian market. Some of these drugs are available OTC, and people may take them without realizing the risk. Many people are unaware of the drugs which are banned, and when these are administered, it may cause severe damage to the individual. A cautionary note on these drugs could help patients in deciding whether they want to take the drug. For illegal drugs that are diverted without prescription-controlled substances, some critics strongly state that recreational drug use is irresponsibly inherent, which is related to their unmonitored dose and quality? This results in risks of addiction, infection, and other side effects.

Banned drugs are an ever-increasing problem; numerous drugs are manufactured synthetically and marketed with better safety and efficacy. Accessibility of these better alternatives arise questions about the efficacy of previously available drugs and the need for replacement with them. It is the crucial role of drug authorities to handle the withdrawn drug's sale due to its harmful, no use or of little benefit to mankind. Any drug that is banned elsewhere needs a focus on its use and in certain restricted cases like the absence of other available drugs for the same indication that it to be used only for severe illness.

Awareness programs should be conducted regarding the current status of drugs in the market, in Government hospitals, as well as for private healthcare practitioners. Healthcare workers and students of medicine had to be taught regarding the banned drugs and controversial drugs so as to refrain them use in patients. Adverse Drug Reactions (ADRs), which physicians observe in patients, has to report to the ADR monitoring center to help generate an ADR database. The present status of available drugs, especially dangerous ones, must be stated clearly on public domains as such information will help to increase the awareness about hazardous drugs and will serve the purpose of pharmacovigilance in a true sense

S. No	Drug Name	Class of drug	Reason for Ban
1.	Aminopyrine or Aminophenazone	analgesic, anti-inflammatory, antipyretic	Agranulocytosis, aplastic anaemia & severe acne
2.	Gatifloxacin	4 th Generation Fluoroquinolones	Increased risk of dysglycemia and heart attacks
3.	Tegaserod	Serotonin agonist	Increased risk of heart attack and stroke led
4.	Sibutramine	Serotonin-norepinephrine reuptake inhibitor (SNRI), antiobesity	Increased risk of heart attack and stroke led
5.	Phenylpropanolamine	Sympathomimetic agent	Increased risk of hemorrhagic stroke
6.	Rimonabant	Inverse agonist for cannabinoid receptor CB1	Psychiatric side effects including suicidal tendencies
7.	Cisapride	5 HT ₄ agonist	Rare but fatal QT interval prolongation and related arrhythmia
8.	Nimesulide (Below Age Of 12 years)	Analgesic (NSAID)	Liver toxicity and increased ADRs in pediatrics
9.	Rosiglitazone	Antidiabetic (Thiazolidinediones)	Increased risk of heart attacks
10.	Valdecoxib	Analgesic (NSAID)	Increased risk of heart attacks, stroke, serious and fatal skin reactions
11.	Rofecoxib	Analgesic (NSAID)	Increased risk of heart attack and stroke
12.	Phenformin	Antidiabetic (Biguanides)	Fatal Lactic Acidosis
13.	Astemizole	2 nd gen antihistamine	Rare but fatal QT interval prolongation and related arrhythmia
14.	Terfenadine	2 nd gen antihistamine	Liver damages and severe cardiovascular
15.	Dexfenfluramine	Serotonergic anorectic	Increased risk of cardiac arrest
16.	Fenfluramine	Sympathomimetic	Increased risk of heart valve disease and continued findings of pulmonary hypertension
17.	Letrozole	Antineoplastic	Severe genetic abnormalities in babies born to infertile women
18.	Methapyriline	Antihistamine Anticholinergic	Liver cancer in rodents
19.	Practolol	Beta-adrenergic receptor antagonist	Reports of Oculo-mucocutaneous syndrome
20.	Methaqualone	Quinazolinone (Sedative-hypnotic)	Dependence, peripheral neuritis
21.	R-Sibutramine & its formulations	Serotonin-norepinephrine reuptake inhibitor (SNRI), antiobesity	Increased risk of heart attack and stroke
22.	Nialamide	MOAI - antidepressants	Increased psychomotor side effects, drug-induced hepatitis and hepatocellular insufficiency
23.	Oxytetracycline Liquid Oral preparations	Tetracyclins	Intracranial hypertension, pericarditis, Metabolic disturbances like hypoglycaemia, Bone defects In children
24.	Droperidol	Antidepressant	Irregular heartbeat
25.	Thioridazine	Schizophrenia	Abnormal heart beats

Dr. A Pramod Kumar
Drug Safety Associate



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ಹೃದಯ ಸಂಗೀತ

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ಕಲಕೆ ಆರಂಭ ತಾಯಿಯ ಗರ್ಭ
ಇದರ ಮಧುರ ರಾಗ
ಕೇಳಿ ತಾಯಿ ಹೃದಯ ಪಡುತ್ತೇ ತ್ರಪ್ಪಿ
ಜನ್ಮ ಪಡೆದ ಪ್ರತಿಯೊಂದು ಪ್ರಾಣಿ
ಕಡ್ಡಾಯ ಕಲಯಲೇ ಬೇಕು ಈ ವಾದ್ಯ
ಅಭ್ಯಾಸ ಮುಂದುವರಿಯುತ್ತದೆ ದಿನ ಮತ್ತು ರಾತ್ರಿ
ತೆಗೆದುಕೊಳ್ಳದೆ ಒಂದು ಕ್ಷಣವಿಶ್ರಾಮ
ಯಾವದೇ ಬದಲಾವಣೆ ಟಿಪ್ಪಣಿಯಲ್ಲ (ನೋಟ್ ನಲ್ಲ)
ಮಾಡುತ್ತೆ ಸಂಗೀತ ಅಸ್ತ-ವ್ಯಸ್ತ
ಮರಳಲು ಮೂಲ ಟಿಪ್ಪಣಿ
ಪ್ರಯತ್ನ ಅಗತ್ಯ ಬಹಳಷ್ಟು
ಜೀವನದ ಒಂದು ಕಡು ಸತ್ಯ
ಒಂದು ದಿನ ಬಿಡಬೇಕು ನುಡಿಸಲು ಈ ವಾದ್ಯ
ಜೀವನದ ಈ ಸತ್ಯ ಸ್ವೀಕರಿಸಿದರೆ
ಆನಂದಿಸಲು ಸುಲಭ ಈ ಹೃದಯದ ಸಂಗೀತ

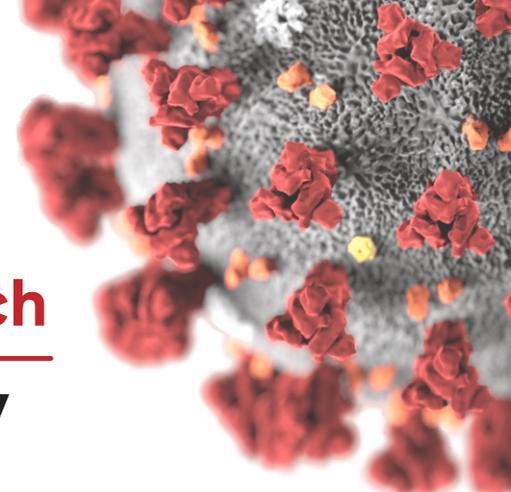


Dr. Rekha K Shetty

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NSS UNIT OF JSS COLLEGE OF PHARMACY, MYSURU

The National Service Scheme (NSS) Unit of JSS College of Pharmacy, Mysuru, a constituent college of JSS Academy of Higher Education & Research, Mysuru has adopted a very unique and Innovative Model of health service, with a motto of “Healthy India Healthy Young Indians” and mainly focuses on serving the rural population in and around Mysuru and Mandya District, Karnataka, India.

The main is to provide comprehensive health care services to rural population and social awareness.

Objectives:

- Situation Analysis of the Rural communities, to identify their felt health needs
- Provide Health Promotive services to Rural Population
- Capacity Building among Rural Population

'Involving Youth in Nation Building', the vision of Mahatma Gandhi, has been adopted by the NSS unit of JSS College of Pharmacy, Mysuru. Volunteered Pharmacy students involve themselves in providing comprehensive health care and social services to rural population.

With this motto, aim and objectives the NSS unit is progressing step by step, covering the rural areas of Mysuru and Mandya district. Health camps and Health Awareness sessions are conducted in villages. We have mobilized a team of NSS volunteers who have delivered health care services to a total of more than five thousand rural population in a span of 5 years reaching population in Gopalapura, Bhugathahalli, Majjigepura, Belagola, Bastipura and Hulikere. If required, free of cost referral health services are provided at JSS Hospital which is a tertiary Care Centre located at Mysuru.

The most remarkable quality of mankind is Service. Yet most of us lack it. The reason is that once, one fails to imbibe this noble quality in his younger days, he loses it forever. And it is here National Service Scheme (NSS) plays a monumental task in bringing out the attitude of selfless service in the younger generation still studying in colleges. It not only builds the individual's character, but also benefits his family, the community and the nation.

Since its inception at the JSS College of Pharmacy, Mysuru in the year 2011, the NSS Unit has come a long way. The student engagement in the NSS activities is prodigious. The volunteers participate in activities right from inception of the idea, to organising, managing and participating in them. What is interesting to see is that the undergraduates in-spite of studying, somehow always make time and buzz with energy for activities across a wide spectrum including health camps, symposia, lectures, rallies, marathons, street plays, orphanage visits and much more

Blood Donation Camps	Plantation Programme	Health checkups	Other Activities
More than 500 units of Blood donated by our volunteers in the last 5 years.	More than 2000 saplings planted in the last 5 years.	Regular health screening camps are conducted more than 6 times in year. More than 6000 beneficiaries in the last five years.	Medical Camps, Dental Camps, Eye Camps, Awareness Programs, Shramadhan, Personal hygiene and hand sanitation for children, Environment Sensitization camps etc



Blood Donation Camp



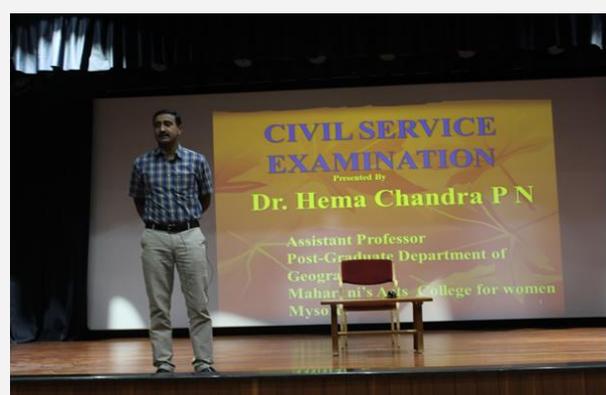
Medical Health Camps



Dental Health Camp



CPR Demonstration





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INDUSTRY -

ACADEMIA INTERACTIVE SESSION-I

Sri Adichunchanagiri College of Pharmacy, ACU have organised an industry -academia Interactive Session, on 1st April 2022. Faculties were actively involved and discussed regarding valuable topics. The Resource Person was Mr. Raja Agnihotri, Business Development, Marketing Business Strategy. Clinical, Preclinical Formulation R&D. CDMO and Pharmaceuticals. In this session Mr. Raja Agnihotri has covered valuable topics such as: 1. New dosage form & it's regulatory aspects, 2. Key aspects of students/staff exchange program, 3. New guidelines for clinical trials, 4. Nurturing change the makers Inspiring youth to build Impactful solutions for the community etc.



Sri Adichunchanagiri
College of Pharmacy

Organizes an Interactive Session with



Mr. Raja Agnihotri
Business Development, Marketing,
Business strategy, Clinical,
Preclinical, Formulation R&D,
CDMO and Pharmaceuticals

Objectives:

1. New dosage form and its regulatory aspects
2. Key aspects of student/staff exchange program
3. New guidelines for Clinical Trials
4. Nurturing change makers - Inspiring youth to build impactful solutions for the community

Date: 01, April 2022

Timings: 3:00 PM

Venue:
Board Room
Yuvalaya



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ACADEMIA INTERACTIVE SESSION-II

Sri Adichunchanagiri College of Pharmacy, ACU have organised an interactive session with Mr. Sunil Chiplunkar, Vice president, Business Development, Group Pharmaceuticals on topic "Current trends and career opportunities in Pharma sector" on 13th April 2022 in the auditorium 'Yuvalaya'.

The interaction was convened between Head of Department's followed by PG and PhD students to discuss the need of the industry. Mr. Sunil Chiplunkar shared his experience and expertise as an VP, and conveyed to the students the challenges he faced during the development of his career. He motivated students to ask questions and participate actively.



SEMINAR AND HANDS ON TRAINING



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Department of Pharmacy Practice of Sri Adichunchanagiri college of Pharmacy, ACU organised a seminar on "Case Based Learning" on 5th April 2022. The resource parson was Dr. Girish Thunga, Assistant professor, Department of Pharmacy Practice, Manipal College of Pharmaceutical Sciences, MAHE, Manipal. The session highlighted on case-based learning with the aim to help the clinical pharmacists on management of a disease.

In the same day, a hands-on training session was conducted on the topic "Systematic Review and Meta Analysis " for V Pharm. D, M Pharm, Pharm. D Interns and Ph. D Scholars. The resource person was Mr. Muhammed Rashid PP, a Ph. D research scholar from the Department of Pharmacy Practice at MCOPS, MAHE, Manipal. The session was attended by nearly 80 students. An interactive session for the Ph. D research Scholars with Mr. Muhammed Rashid PP also held and that session dealt on the various aspects of research in Clinical Pharmacy prevailing and future insights on the advancement of research in the field of Pharmacy



MEMORANDUM OF UNDERSTANDING MOU

A MoU have been signed between association of Pharmaceutical Research (APR) and Sri Adichunchanagiri College of Pharmacy, ACU for establish a frame work for International Conference collaboration for organizing the conference in recent times.

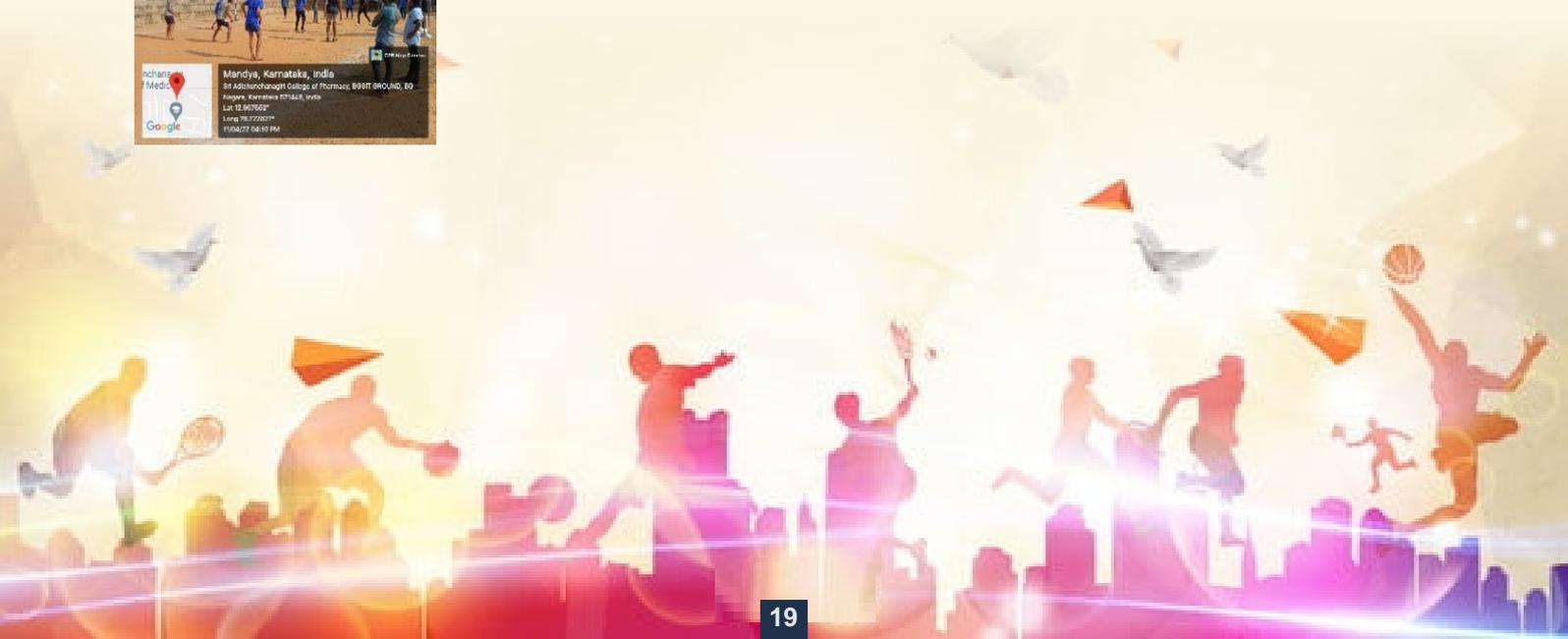


Annual Sports Meet



ADICHUNCHANAGIRI UNIVERSITY

Institutional games and sports cell of Sri Adichunchanagiri college of Pharmacy, ACU organised Annual Sports Meet-2022 on 10th-12th April 2022. These three days mega games and sports events was included Indoor and outdoor games i.e., Carroms, Chess, cricket, volleyball, kabaddi, badminton, athletics and many more. All the students from various programmes actively participated in the event and secure various places in various events.



MEGA HEALTH CAMP



Sri Adichunchanagiri College of Pharmacy, ACU, association with Adichunchanagiri Institute of Medical Sciences and Adichunchanagiri Hospital and Research Centre (AIMS & AHRC), B. G Nagara, organised a mega health camp at Chikmagaluru, Karnataka. A team of 30 Pharm D and Ph. D Scholars from Department of Pharmacy Practice, attended the Mega Health Camp on 10th April 2022 at Sri Adichunchanagiri institution of technology in Chikmagaluru. The various departments of AH & RC and various institutions under Sri Adichunchanagiri Shikshana Trust were unified for the successful conduct of Mega camp wherein nearly 12000+ people attended the same. The students from SACCP were actively involved in dispensing and patient counselling.



WORKSHOP ON

'AZADI KA AMRIT MAHOTSAV THROUGH GREEN & CLEAN ENERGY'



75
Azadi Ka
Amrit Mahotsav



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UNIVERSITY

Sri Adichunchanagiri college of Pharmacy have organized a workshop on the theme 'Azadi ka Amrit Mahotsav Through Green & Clean Energy' on 19th April 2022 at college auditorium. First year Pharm D and Post Graduate Students are actively Participated in the workshop. The certificates were distributed to all the participants, After the completion of the workshop. A quiz was conducted by the Speaker during the session and two students got the first place and five students have got the second place. The resource person was Mr. V. S Baskar, Faculty, Petroleum Conservation Research Association, Bangalore, on a topic 'Energy conservation with relevance to social responsibility and Environment'.

Sri Adichunchanagiri
College of Pharmacy

Organizes
AZADI KA AMRIT MAHOTSAV
through
GREEN and CLEAN Energy

Guest of Honour
Mr. V S Bhaskar
Faculty, Petroleum Conservation
Research Association, Bangalore

Topic:
**Energy conservation with relevance to
social responsibility and environment**

Date: 19, April 2022 Timings: 2:00 PM Onwards
Venue: Yuvalaya, SACCP

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ADICHUNCHANAGIRI
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CLINICAL PHARMACY, HEALTH INFORMATICS AND LEADERSHIP

Department of Pharmacy Practice of Sri Adichunchanagiri College of Pharmacy, ACU, in association with Avenida Innovations organized One Day Workshop titled " Clinical Pharmacy, Health Informatics and Leadership" on 28 April 2022 at Yuvalaya. The resource person was Dr. Karthik Rakam, Co-founder & CEO, Avenida Innovation and Dr. Ashwani Dhar, Co-founder & President, Avenida Innovation, USA. During the session, speakers were briefly discussed various case studies seen by internal medicine, Neurology, intensive care and infectious disease team. how to analyse a case study, identify and resolve medication errors or drug related problems also explained in the session. the importance of adopting information technology supporting evidence - based medicine to continuously improve the quality of care by Pharm D graduates in the health sector also been discussed. Around 80 students including Pharm D, PGs and RSs actively participated and got benefited from the workshop. At the end of the program all the participants were provided with the participation certificate.

|| ja ag jayadev ||

Sri Adichunchanagiri
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DEPARTMENT OF PHARMACY PRACTICE
IN ASSOCIATION WITH
AVENIDA INNOVATIONS
ORGANISES
ONE DAY WORKSHOP
ON
CLINICAL PHARMACY, HEALTH
INFORMATICS AND LEADERSHIP

Date : 28-04-2022 Venue : Yuvalaya





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HERE**



RULES

1. Correct answers will be rewarded 2 point each (12 marks)
2. Answer of the quiz will be evaluated by panel of judges and their decision is final. (Max mark:12)
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 25th May 2022 to this E Mail ID- krpaindia@gmail.com
5. A confirmation mail will be sent to you on receiving your e-mail.

Q1) Due to the increased risk of a particular syndrome, Aspirin is contraindicated in children suffering from influenza or similar viral infections. Name that syndrome.

- A) Rett syndrome
- B) Reyes syndrome.
- C) williams syndrome
- D) klinefelter syndrome.

Q2) The neurotransmitter agent that is normally released in the SA node of heart in response to a hike in the blood pressure is ?

- A) Dopamine
- B) Serotonin
- C) Norepinephrine
- D) Acetyl Choline

Q3) Inflammation is a complex tissue reaction that includes the release of cytokines, leukotrienes, prostaglandins, and peptides. Prostaglandins involved in inflammatory processes are produced from arachidonic acid by the action of a particular enzyme. The enzyme involved in this process is?

- A) Monoamine oxidases.
- B) N-acetyltransferases
- C) Cyclooxygenase -2
- D) Sulfotransferases

Q4) An antimalarial drug, which is most commonly associated with causing an acute hemolytic reaction in patients with glucose-6-phosphate dehydrogenase deficiency is ?

- A) Proguanil
- B) primaquine
- C) Chloroquine
- D) Mefloquine

Q5 " Relatively higher dose of theophylline is required to attain therapeutic plasma concentrations in smokers." What can be concluded about this statement.

- A) True
- B) False
- C) invalid question.
- D) Not necessary

Q6) The first edition of Indian pharmacopoeia was published in the year ?

- A) 1945
- B) 1964
- C) 1968
- D) 1955

Q7) In which phase of a clinical trial, comparison of efficacy of a new drug with an existing drug is done?

- 1) phase 3
- 2) phase 2b
- 3) phase 4
- 4) phase 2a

Q8) " Caution, it is dangerous to take this preparation except under medical supervision" Has to be included in the label of a specific drugs that comes under a particular schedule. The above mentioned schedule is?

- A) Schedule H
- B) Schedule D
- C) Schedule G
- D) Schedule S

Q9) Cytochrome P-450 isoenzyme that is involved in the metabolism of most of the drugs is?

- A) CYP 1A2
- B) CYP 2C9
- C) CYP 2E1
- D) CYP 3A4

Q10) Glycerin or sorbitol is added to gelatin in the preparation of soft gelatin capsules as?

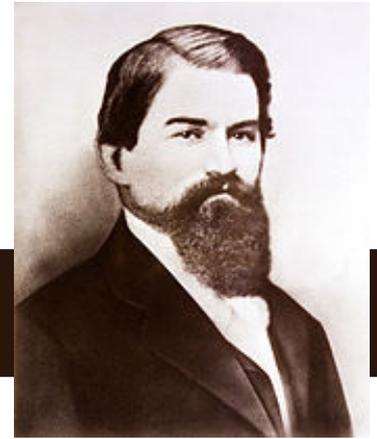
- A) Binder
- B) plasticizer
- C) Bactericide



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INSPIRATIONAL PHARMACIST

John Stith Pemberton



The Pharmacist who claimed to cure Morphine addiction with Coca-Cola.

We have all heard of and consumed the most recognized drink which occupies a prominent space in the aisles of supermarkets; Coca-Cola. But have we ever wondered about its origin?

John Stith Pemberton was an American pharmacist in the 1800s during which he concocted this very famous drink. Pemberton was born in July of 1831 in Knoxville, Georgia. His parents were of English lineage. He enrolled and completed his degree from the Reform Medical College of Georgia in Macon, Georgia. He was most interested in chemistry and opened a drug store in Columbus.

Pemberton served in the confederate army during the American civil war. During a battle, Pemberton sustained major injuries and, being a pharmacist, he had access to morphine and came to be dependent on it after the war to ease his pain.

During this time, he came across a doctor who claimed that cocaine could help with his morphine addiction. This led Pemberton to experiment with coca (cocaine), and he came up with his own concoction which contained used coca leaves and kola nuts and originally was called French Wine Coca. Later, Pemberton removed the alcoholic element due to prohibitions and teamed it with carbonated water, which had officially become what we all know today - Coca-Cola.

His partner and book keeper, Frank M Robinson, suggested the name Coca-Cola, giving it an alliterative sound and still referring to its two main ingredients - Coca leaves and Kola Nuts.

Pemberton, a local pharmacist, had found his inspiration during his pain and a battle with morphine addiction, which led to the invention of a drink that is “Delicious and Refreshing”, a theme that continues to echo today wherever Coca Cola is enjoyed. We can all learn from Pemberton's story that inspiration can be found even in the most painful and dire situations.



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