



# KARNATAKA REGISTERED PHARMACISTS ASSOCIATION®

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# YEARS

*Your support and encouragement  
have been invaluable to me & Team.*

*Thank you*

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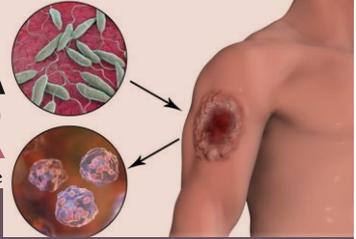


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INSPIRATIONAL  
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# PHARMACEUTICAL MARKETING

## DOORS ARE OPEN

### India: toast of the global pharmaceutical industry

On the global platform, India has an unassailable position as the premier producer and marketer of affordable quality medicines. Just consider the following feathers in the cap of Indian pharmaceutical industry that makes each pharmacist proud:



1. India is the 13th by value but 3rd largest producer of pharmaceutical formulations in the world, indicating that the products are highly affordable
2. About 92% of anti-AIDS medications of the world are produced by India
3. 50% to 60% of all vaccines in the world are MADE IN INDIA: India is the biggest producer of vaccines in the world
4. India is one of the first few countries to invent a home-grown Covid-19 vaccine: Covaxin (whole virion inactivated vaccine) from Bharat Biotech
5. India is the fourth largest producer country of Covid-19 vaccine in the world (in 2021) after China, USA and Germany (+ Belgium)
6. One in three vaccines administered by WHO through its immunization program is with an Indian vaccine
7. One in five generics purchased anywhere in the world is MADE IN INDIA
8. India is among the top 10 pharmaceutical exporting countries
9. India is the largest provider of generic drugs globally and is known for its affordable vaccines and generic medications
10. 40% of the generics in USA pharmaceutical market is supplied by India
11. 20% of all medicines in UK market are MADE IN INDIA
12. MSF (Medicines Sans Frontieres) calls India “**Pharmacy of the World**”.

This top status of Indian pharmaceutical market is not only due to excellent innovation and manufacturing facilities, it is also due to Herculean marketing efforts to communicate and deliver value of the Indian pharmaceutical industry offerings. Marketing involves presentation of the product, proper pricing strategy, persuasive promotional practices through human and allied media (print, electronic and digital) - and ensuring distribution and placement of pharmaceutical products - so clients, pharmacies, hospitals, patients and patient attenders get the right product at right time.

### What is marketing?

As per AMA (American Marketing Association) marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing efforts lead to increased penetration of the product or service, also there is increased consumption of the product/service. Marketing creates word-of-mouth that is the most trusted source of marketing communication. Marketing improves living standards in society.

## Communication mix in pharmaceutical marketing are five-fold:

- a) **Personal selling:** refers to the activities undertaken by sales personnel to promote products. Through personal selling the field personnel persuade target doctors and pharmacists to agree to their terms. Thereby, field personnel help transfer product benefits to target audiences and ensure sales outcomes to the company.
- b) **Sales promotion:** refers to all the bonus offers and discounts that catalyse sales. For example, Mankind Pharma took a historic decision to provide 1 box free on purchase of 1 box of Manforce (sildenafil) tablets by the retail pharmacy. This strategy made Manforce the prima donna brand. The Manforce bonus offer sales promotion strategy worked due to a simple insight that sufferers of erectile dysfunction approach pharmacists rather than the doctor.
- c) Advertising is an important limb of marketing. In case of pharmaceuticals, advertisements are placed in medical journals and medical media. Supracal (Pharmed): the pioneer calcium citrate brand became a top calcium brand of Indian pharmaceutical market mainly through hyperfocused advertising in medical journals, this caught the attention of target segment doctors and they provided prescription support to make Supracal a runaway success.
- d) Public relations are also a vital aspect of communication mix in pharmaceutical marketing, wherein various aspects of a disease condition or therapy are given publicity so that public is made aware of. Event marketing is also associated with PR activity. The various webinars by KDPMA (Karnataka Drugs and Pharmaceuticals Manufacturers' Association) and by companies like Group Pharmaceuticals create consciousness on various disease conditions such as dental caries.
- e) Packaging and labeling: plays a key role in ensuring competitive edge over other products in the same category. Packaging can also help create a new category of products. Application of aseptic packaging technology from Tetra Pak the Swedish company, helped create a category of differentiated ready-to-use packs for electrolyte replenishment in remote areas where safe water may be a challenge, and the electrolyte energy drinks category also created history. Tetra Pak based aseptic technology healthcare product range is a case of pure marketing brilliance.

## Drug promotion as per WHO

WHO has appreciated the role of pharmaceutical marketing that enables products and services made available at every nook and cranny of the world. Drug promotion as per WHO is defined as: "all informational and persuasive activities by manufacturers and distributors, the effect of which is to influence the prescription, supply, purchase or use of medicinal drugs".

So, pharmaceutical marketing that incorporates drug promotion to influencer doctors who prescribe medications - ensures that products of assured safety, efficacy, supply and quality are made available at the point of requirement.

Marketing is the life saver activity of NGOs and for-profit organizations through 'create, communicate, and deliver value' process, while stimulating exchanges. Today, if pharmaceutical products are available across the length and breadth of India - and also in 200 plus country markets globally, it is due to perseverance of pharma marketers.

Make your destiny better by engaging with the discipline of pharmaceutical marketing.

In all pharmaceutical formulation or API or excipient or extract manufacturing companies, marketing department is the key to success of the firm, and most jobs of a pharmaceutical firm are in the indispensable sales and marketing department. Doors are open to all to taste marketing success!

**Mr. Sunil S Chiplunkar**

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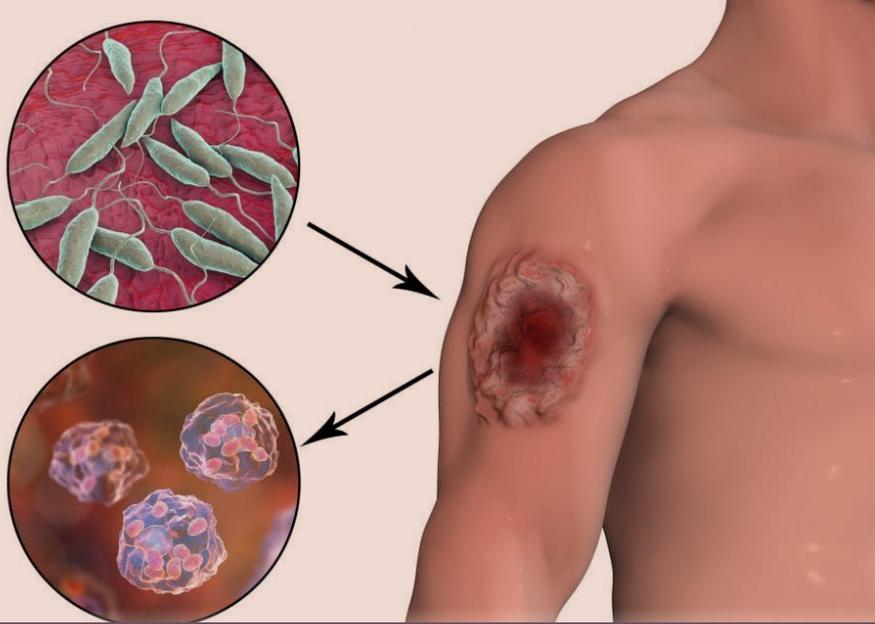


Green Apple



# KALA AZAR

A Tropical neglected disease



Kala azar is also called as “Black fever” caused by protozoan parasites of the genus *Leishmania* and it is also known as Visceral leishmaniasis. Visceral leishmaniasis (VL) caused by *Leishmania donovani* and *Leishmania infantum* is considered as the most severe form of leishmaniasis if not diagnosed and treated properly it may lead to high fatality. Leishmaniasis is a parasitic disease most prevalent part of the tropics, subtropics, and southern Europe. It is classified as a neglected tropical disease (NTD). VL is the second largest parasitic killer in the world after malaria, responsible for an estimated 20,000 to 30,000 deaths each year worldwide. Visceral leishmaniasis is endemic in more than 60 countries, nearly all of the 500,000 new cases of symptomatic visceral disease that occur each year occur in rural areas of just five countries India, Nepal, Bangladesh, Brazil, and Sudan. In India, more than 70% of VL cases are reported from the northern parts of Bihar state and it is considered as the endemic zone of this disease.

Leishmaniasis is caused by infection with *Leishmania* parasites, which are spread by the bite of phlebotomine sand flies (Drain fly). The parasite migrates to the internal organs such as the liver, spleen and bone marrow. Initial Sign and symptom includes fever, weight loss, fatigue, anemia and swelling of the liver and spleen. Reoccurrence rate is high compared to recovery, a secondary form of disease is also called as post Kala azar dermal leishmaniasis the condition manifests first as small, measles-like skin lesions on the face, which gradually increase in size and spread over the body. Eventually the lesions may coalesce to form disfiguring, swollen structures resembling leprosy, and occasionally causing blindness if they spread to the eyes.



Disease type	Incubation period	Clinical features
Visceral leishmaniasis	3-8 months (range 10 days to 34 months)	Fever, weight loss, hepatosplenomegaly, lymphadenopathy, pancytopenia, and hypergammaglobulinemia akin pigmentation
Post-kala azar dermal leishmaniasis	Variable develops after resolution of visceral leishmaniasis	Skin lesions around mouth and other parts of body
Cutaneous leishmaniasis	2 weeks to several months (rarely up to 3 years)	Papule at the site of sand fly bite increase size, crusts and ulcerates
<i>Leishmaniasis recidivans</i>		Tuberculoid lesions develop around scars of healed cutaneous ulcers, low parasites count on biopsy
Diffuse cutaneous leishmaniasis		Rare ,dissemination of skin lesions occurs over face, hands and foot, high parasite numbers due to poor cell-mediated immune response
Mucocutaneous leishmaniasis	1-3 months (may occur many years after the initial cutaneous ulcer has healed)	Mainly prevalent in south America, affects the nose, oral cavity and pharynx, resulting in difficulty in eating



## Treatment:

The traditional therapy of leishmaniasis includes pentavalent antimonials such as sodium stibogluconate (SSG) and meglumine antimoniate. However, resistance to these drugs are common in India now, and rates of resistance have been shown to be as high as 60% in parts of Bihar state of India. Hence, the treatment of choice for visceral leishmaniasis acquired in India is with amphotericin B in its various liposomal preparations. In East Africa, the WHO recommended treatment is SSG & PM (paromomycin) developed by Drugs for Neglected Diseases initiative (DNDi) in 2010. Additionally, miltefosine is used as the first oral treatment drug for this disease as the cure rate with miltefosine in Phase III clinical trials is 95%. In HIV immunosuppressed people who are co-infected with leishmaniasis and resistant to the above mentioned drugs, 2/3rd of the people responded to the new treatment with miltefosine.

## Diagnosis:

The gold standard for diagnosis is visualization of the amastigotes in splenic aspirate or bone marrow aspiration. This is a technically challenging procedure that is frequently unavailable in areas of the world where visceral leishmaniasis is endemic. Generally serological test is carried out in areas where leishmaniasis is endemic. One of the rapid diagnostic tests includes K39 immunochromatographic test which even gives correct results. In addition to it, a second rapid test called latex agglutination test is also normally employed for the diagnosis purpose. The K39 dipstick test is easy to perform, and health workers from village can be easily trained to use it.



**Pallavi NS**

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# Job Opportunities for PHARMACY GRADUATES

**Ravikumar Angadi**

Founder and Director  
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Sales Mastery Trainer,  
Mind Performance and Behavioral Change



There are various job opportunities available for graduates with a degree in Pharmacy such as B.Pharm, M.Pharm, and PharmD. Here are some of the job opportunities that are available for these graduates:

**Drug Inspector:** Drug inspectors are responsible for ensuring that pharmaceutical companies comply with regulatory guidelines and that drugs are safe for public use. They inspect drug manufacturing facilities, verify compliance with regulations, and investigate complaints related to drug safety.

**Clinical Research Associate (CRA):** CRAs are responsible for monitoring clinical trials and ensuring that they are conducted in accordance with regulations and ethical standards. They are involved in study design, data collection and analysis, and communication with investigators and regulatory authorities.

**Medical Writer:** Medical writers are responsible for creating documents related to pharmaceuticals, such as clinical trial reports, regulatory submissions, and marketing materials. They must have a strong scientific background and the ability to communicate complex information clearly.

**Pharmacovigilance Expert:** Pharmacovigilance experts monitor drug safety and manage adverse event reporting. They are responsible for evaluating the safety and efficacy of drugs, and for communicating this information to regulatory authorities and healthcare providers.

**Production Manager:** Production managers oversee the manufacturing process of pharmaceuticals, from raw materials to finished products. They are responsible for ensuring that the production process is efficient, cost-effective, and compliant with regulations.

**Quality Control/Quality Assurance Manager:** QC/QA managers ensure that pharmaceutical products are manufactured to meet quality standards and regulatory requirements. They are responsible for developing quality control procedures, conducting quality audits, and ensuring that products are safe and effective.

**Regulatory Affairs Specialist:** Regulatory affairs specialists ensure that pharmaceutical products comply with regulatory guidelines and that they are approved for sale in various markets. They are responsible for submitting regulatory documents, communicating with regulatory authorities, and keeping up-to-date with changes in regulations.

**Hospital Pharmacist:** Hospital pharmacists work in hospitals and other healthcare facilities, where they are responsible for dispensing medications, providing medication therapy management, and collaborating with healthcare providers to ensure optimal patient care.

**Community Pharmacist:** Community pharmacists work in retail pharmacies, where they dispense medications and provide patient counseling. They may also provide medication therapy management services and collaborate with healthcare providers to ensure optimal patient care.

These are just a few examples of the many job opportunities available for graduates with a degree in Pharmacy. With the growing demand for pharmaceutical products and services, there are many opportunities for graduates to pursue a rewarding career in this field.

In my next post you will find job hierarchy in easy segment



# ಯುಗಾದಿ

ಈ ವರ್ಷ ಯುಗಾದಿ ಬೇಗನೆ ಬಂದಳು  
ತನ್ನ ಸೀರೆಯ ಸೆರೆಗಿನಲ್ಲಿ  
ಹೊಸ ಋಷಿಗಳ ಗಂಟನ್ನು ಅಡಗಿಸಿ ತಂದಳು  
ಅದನ್ನು ನಮ್ಮೆಲ್ಲರಿಗೂ ಹಂಚಿದಳು

ಡಾ. ರೇಖಾ ಕೆ ಶೆಟ್ಟಿ  
ಬೋರಿವಲ, ಮುಂಬೈ



ಬ್ರಹ್ಮ ದೇವರು ಈ ದಿನ ವಿಶ್ವವನ್ನು ಸೃಷ್ಟಿಸಿ  
ನಂತರ ದಿನ, ವಾರ, ತಿಂಗಳು ಮತ್ತು ವರ್ಷಗಳನ್ನು ಸರಿಸಿ  
ಚೈತ್ರದಲ್ಲಿ ಪ್ರತಿ ವರ್ಷ ,ಈ ಮಂಗಳಕರ ದಿನದಂದು  
ಬ್ರಹ್ಮ ದೇವರಿಂದ ನಮ್ಮ ಭವಿಷ್ಯವನ್ನು ಬರೆಸಿ  
ನೆಲದ ಮೇಲೆ ಮುಗ್ಗುಲು ಎಂಬ  
ವರ್ಣರಂಜಿತ ನಮೂನೆಗಳನ್ನು ಅಲಂಕರಿಸಿ  
ಬಾಗಿಲುಗಳಲ್ಲಿ ಮಾವಿನ ಎಲೆಯ ತೋರಣ ನೇತಾಡಿಸಿ  
ಹೊಸ ಬಟ್ಟೆಗಳನ್ನು ಖರೀದಿಸಿ'  
ಅದನ್ನು ಬಡವರಿಗೆ ದಾನ ಮಾಡಿಸಿ  
ಎಣ್ಣೆ ಮಸಾಜ್, ನಂತರ ವಿಶೇಷ ಸ್ನಾನ ಗೈಯಿಸಿ  
ಜೀವನದ ವಿಭಿನ್ನ ಅಭಿವ್ಯಕ್ತಿಗಳನ್ನು ಸೂಚಿಸುವಂತಹ ,  
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ರುಚಿಯಾಗಿ ತಿಂಡಿಗಳನ್ನು ತಿಂದು ಚಪ್ಪರಿಸಿ

ಒಬ್ಬರೊಬ್ಬರಿಗೆ ಶುಭವನ್ನು ಹಾರೈಸಿ  
ಚೈತ್ರದ ಮೊದಲ ದಿನದಂದು  
ಇದನ್ನು ಹಬ್ಬವಾಗಿ ನಾವು ಆಚರಿಸಿ  
ಯುಗಾದಿಗೆ ವಿದಾಯ ಹೇಳಿಸಿ  
ಅದೇ ಕ್ಷಣ ಯುಗಾದಿ ಪುನಃ ಬೇಗನೆ ಬರಲಿ

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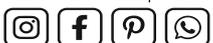


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# April is **STRESS** AWARENESS MONTH

Understand **STRESS** and  
How to reduce **STRESS**

Stress is unavoidable in modern life, but it does not have to get you down. Work, money and family all create daily stress, while bigger issues like the global pandemic and politics contribute to our underlying stress levels. However, approach it the right way, and it will not rule your life - it can even be good for you. Stress is a natural reaction to not being able to cope with specific demands and events, but ongoing stress can affect a person's health and wellbeing. Tips for managing stress include exercise, setting priorities, and speaking with others, which may include counselling. Here are ways to deal with stress, reduce its harm and even use your daily stress to make you stronger.

Stress can be a motivator, and it can even be essential to survival. The body's fight-or-flight mechanism tells a person when and how to respond to danger. However, when the body becomes triggered too easily, or there are too many stressors at one time, it can undermine a person's mental and physical health and become harmful. Stress is a normal human reaction that happens to everyone. In fact, the human body is designed to experience stress and react to it. When you experience changes or challenges (stressors), your body produces physical and mental responses. Stress responses help your body adjust to new situations. Stress can be positive, keeping us alert, motivated and ready to avoid danger. For example, if you have an important test coming up, a stress response might help your bodywork harder and stay awake longer. However, stress becomes a problem when stressors continue without relief or periods of relaxation.

When humans face a challenge or threat, they have a partly physical response. The body activates resources that help people either stay and confront the challenge or get to safety as fast as possible. The body produces larger quantities of the chemicals cortisol, epinephrine, and norepinephrine. When a person has long-term (chronic) stress, continued activation of the stress response causes wear and tear on the body. Physical, emotional and behavioural symptoms develop.

### **Physical symptoms of stress include:**

- Aches and pains.
- Chest pain or a feeling like your heart is racing.
- Exhaustion or trouble sleeping.
- Headaches, dizziness or shaking.
- High Blood Pressure
- Muscle tension or jaw clenching.
- Stomach or digestive problems.
- Trouble having sex.
- Weak immune system.

### **Stress can lead to emotional and mental symptoms like:**

- Anxiety or irritability.
- Depression
- Panic Attacks
- Sadness.

### **Often, people with chronic stress try to manage it with unhealthy behaviours, including:**

- Drinking alcohol too much or too often.
- Gambling.
- Overeating
- or developing an eating disorder.
- Participating compulsively in sex, shopping or internet browsing.
- Smoking.
- Using drugs.

Stress is the body's natural defence against predators and danger. It causes the body to flood with hormones that prepare its systems to evade or confront danger. People commonly refer to this as the fight-or-flight mechanism. When humans face a challenge or threat, they have a partly physical response. The body activates resources that help people either stay and confront the challenge or get to safety as fast as possible.

The body produces larger quantities of the chemicals cortisol, epinephrine, and norepinephrine. These trigger the following physical reactions:

Increased blood pressure | Heightened muscle preparedness | Sweating | Alertness

These factors all improve a person's ability to respond to a potentially hazardous or challenging situation. Norepinephrine and epinephrine also cause a faster heart rate. Environmental factors that trigger this reaction are called stressors. Examples include noises, aggressive behaviour, a speeding car and scary moments in movies. Feelings of stress tend to increase in tandem with the number of stressors.

Stress is subjective not measurable with tests. Only the person experiencing it can determine whether it is present and how severe it feels. A healthcare provider may use questionnaires to understand your stress and how it affects your life. If you have chronic stress, your healthcare provider can evaluate symptoms that result from stress.

**You cannot avoid stress, but you can stop it from becoming overwhelming by practicing some daily strategies:**

- Exercise when you feel symptoms of stress coming on. Even a short walk can boost your mood.
- At the end of each day, take a moment to think about what you have accomplished — not what you were not done.
- Set goals for your day, week and month. Narrowing your view will help you feel more in control of the moment and long-term tasks.
- Consider talking to a therapist or your healthcare provider about your worries.
- Many daily strategies can help you keep stress away:
- Try relaxation activities, such as meditation, yoga, tai chi, breathing exercises and muscle relaxation. Programs are available online, in smartphone apps, and at many gyms and community centers.
- Take good care of your body each day. Eating right, exercising and getting enough sleep help your body handle stress much better.
- Stay positive and practice gratitude, acknowledging the good parts of your day or life.
- Accept that you cannot control everything. Find ways to let go of worry about situations you cannot change.
- Learn to say “no” to additional responsibilities when you are too busy or stressed.
  - Stay connected with people who keep you calm, make you happy, provide emotional support and help you with practical things. A friend, family member or neighbour can become a good listener or share responsibilities so that stress does not become overwhelming.

Stress can be a short-term issue or a long-term problem, depending on what changes in your life. Regularly using stress management techniques can help you avoid most physical, emotional and behavioural symptoms of stress. You should seek medical attention if you feel overwhelmed, if you are using drugs or alcohol to cope, or if you have thoughts about hurting yourself. Your primary care provider can help by offering advice, prescribing medicine or referring you to a therapist.



**Dr. Naveen Kumar G S,**  
Professor,  
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### DIABETIC PORTFOLIO





# JSS COLLEGE OF PHARMACY

Sri Shivarathreshwaranagar, Mysuru-570 015

Happy women's day to all women's from JSSCPM family



## NSS UNIT JSSCPM

Health screening camp was conducted at ram mandira temple at madevapura Village. A total of 150 members were screened for hypertension and blood glucose. Around 65 members were having increasing hypertension and 50 were having increasing blood glucose level. Overall the conducted health screening camp was beneficial for the villagers.





A round table meeting of Deemed universities and autonomous colleges was organized @ NGSM Institute of Pharmaceutical Sciences, NITTE University, Mangalore in association with Adichunchanagiri University and HESDARC, Mysore on 17/03/2023

Dr. B Ramesh, Dean and Principal, SACCP, BG Nagara, presented session on "National Education Policy - 2020 (NEP) and its impact on future pharmacy education in India"



\*ACU\*- Sri Adichunchanagiri College of Pharmacy - ACN Organised \*Interdisciplinary Learning Activity\* on 17 March 2023.

In focus of interdisciplinary learning, students of second year D Pharm visited Adichunchanagiri College of Nursing with the objective of learning injection/ Patient care techniques.

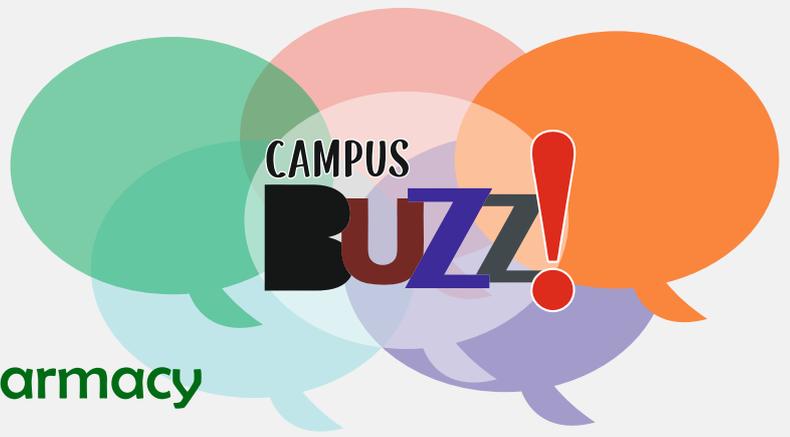
Mrs. Poornima, Assistant Professor and team of ACN explained and demonstrated the different techniques including intramuscular, intravenous, intradermal and subcutaneous. A total of 53 D Pharm students actively participated in the learning process.



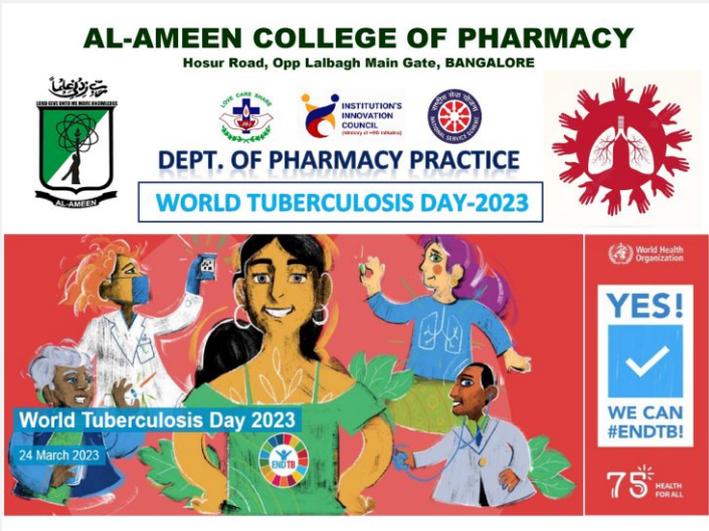
Our Pharm-D & Pharm-D (PB) students along with staff members attended the 2nd International Conference on "Current Advances in Pharmaceutical Industry and Development" conducted by Centre for Pharmaceutical Sciences, JNTU, Hyderabad & Association of Pharmaceutical Research (APR) on 16th March-2023.

Our students presented their Clinical study in the conference.





## Al-Ameen College of Pharmacy



The NSS, IIC & Department of Pharmacy Practice of Al-Ameen College of Pharmacy, Bangalore in association with St. Philomena's Hospital, Bangalore observed WORLD TUBERCULOSIS DAY on 24th March-2023.

As part of World TB Day, our M.Pharm (Pharmacy Practice), Pharm-D & Pharm-D (PB) Students along with staff participated in the awareness campaign. Skit is presented at patient waiting area making public aware on the importance of timely diagnosis of the disease, prevention strategies, signs and symptoms, treatment and medication adherence. Printed patient information leaflets were distributed to all the patients, attenders, auto rickshaw drivers, in and around the places near the hospital. An informative video on TB was displayed in all the screens of hospitals.. Let us all join hands in making this WORLD healthy & free from TB.



Very Happy & Proud to announce that our D.Pharm student Mr. On Mohammed has WON the SILVER MEDAL in the 5th International Muaythai World Championship pro-fight held at Ayutthaya province stadium THAILAND from 12th to 17th March-2023





World Cancer Day is an international day marked on 4th February to raise awareness about cervical cancer and to encourage its prevention, detection, and treatment.

Nitte College of Pharmaceutical Sciences organized a flash mob in Galleria mall and a walkathon from Galleria mall to Bagalur cross in collaboration with Cytecare Hospital. Dr. V. Kusum Devi, Principal, NCOPS, Bengaluru, emphasized on the inequities in cancer care and taking actions to make the necessary progress to address them. NSS volunteers of NCOPS organized a flash mob to create the awareness against cervical cancer. At the end of the performance volunteers raised placards highlighting the action to be taken for the prevention of cervical cancer.

Institution's Innovation Council of Nitte College of Pharmaceutical Sciences, Bengaluru observed "Innovation Paradigm" an initiation program for kindling young minds. The event aimed to foster creativity and innovation by providing a platform for students and faculty to develop their ideas and turn them into practical solutions that can benefit the society.



**You are Invited**

Cytecare Hospitals  
in association with  
NSS Unit of NITTE College of  
Pharmaceutical Sciences,  
Bengaluru is organising a seminar  
on Breast Cancer Awareness

**Speaker & Topic**  
A Talk by **Dr. Poovamma**  
Senior Consultant and  
Director- Breast Oncology

On the topic of  
"Breast Cancer  
Awareness & Importance  
of Screening"  
Following introduction of NITTE's  
(NICE & Aynital)

Venue: NITTE College of Pharmaceutical Sciences, Bengaluru  
Date: 10<sup>th</sup> March-2023, Time: 11:00 am

RSVP: Amit Sharma, +91-9871290790

Cytecare Hospitals Pvt. Ltd.  
Vishakhata, Near Bagalur Cross, Vishakhata, Bengaluru - 560 064, India.  
www.cytecare.com

NSS Unit of Nitte College of Pharmaceutical Sciences, Bengaluru in association with Cytecare Hospitals organized a seminar on "Breast Cancer Awareness and Importance of Screening" on 10th March 2023. Breast cancer is the most diagnosed cancer among women worldwide, accounting for 1 in 4 cancer cases. It is the most frequent cancer amongst both sexes and is the leading cause of death from cancer in women. The estimated 2.3 million new cases indicate that one in every 8 cancers diagnosed in 2020 was breast cancer.



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# Quiz

Which of the following factors can affect the bioavailability of a drug?

- The dosage form
- The presence of food or other drugs in the body
- The route of administration
- All of the above

2. How does an agonist differ from an antagonist in their mechanism of action?

- Agonists bind to receptors and activate them, while antagonists prevent other molecules from binding and activating them
- Agonists prevent other molecules from binding and activating receptors, while antagonists bind to receptors and activate them
- Agonists and antagonists have the same mechanism of action
- None of the above

3. What is the relationship between the chemical structure of a drug and its pharmacological activity, and how can this be used in drug design?

- The chemical structure of a drug has no effect on its pharmacological activity
- The chemical structure of a drug determines its pharmacological activity, and this can be used in drug design
- The pharmacological activity of a drug is determined solely by the dose administered
- The pharmacological activity of a drug is dependent on the patient's genetics

4. Can a drug act as both an agonist and an antagonist?

- Yes, depending on the receptor and other molecules present in the body
- No, a drug can only act as either an agonist or antagonist
- It depends on the dosage form of the drug
- None of the above

5. How do drug metabolism and pharmacokinetics affect the efficacy and safety of a drug, and what factors can influence them?

- Drug metabolism and pharmacokinetics have no effect on the efficacy or safety of a drug
- Drug metabolism and pharmacokinetics can affect the efficacy and safety of a drug, and factors such as age, gender, and disease state can influence them
- Drug metabolism and pharmacokinetics only affect the safety of a drug, not its efficacy
- Drug metabolism and pharmacokinetics only affect the efficacy of a drug, not its safety

## RULES

- Correct answers will be rewarded 2 point each (20 marks)
- Answer of the quiz will be evaluated by panel of judges and their decision is final. (Max mark:20)
- 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
- The answer must be sent within 25<sup>th</sup> April 2023 to this E Mail ID- krpaindia@gmail.com
- A confirmation mail will be sent to you on receiving your e-mail.
- 6. What are the different mechanisms of action of antibiotics, and how can resistance to antibiotics arise?**
  - Antibiotics all work by inhibiting cell membrane formation, and resistance arises through mutations in the bacteria's DNA
  - Antibiotics all work by inhibiting protein synthesis, and resistance arises through mutations in the bacteria's DNA
  - Antibiotics have different mechanisms of action, including inhibition of cell wall synthesis, protein synthesis, and nucleic acid synthesis, and resistance arises through mutations or acquisition of resistance genes
  - Antibiotics have no effect on bacteria, and resistance arises through increased bacterial growth rates
- 7. What is the therapeutic index of a drug?**
  - The ratio of the drug's efficacy to its toxicity
  - The ratio of the drug's half-life to its bioavailability
  - The ratio of the drug's potency to its solubility
  - The ratio of the drug's chemical structure to its mechanism of action
- 8. What is the primary treatment for cystic fibrosis, a rare genetic disorder affecting the lungs and digestive system?**
  - Antibiotic therapy
  - Bronchodilator therapy
  - Mucolytic therapy
  - Combination therapy with several medications
- 9. What is the primary treatment for Huntington's disease, a rare genetic disorder affecting the brain and nervous system?**
  - Antipsychotic medication
  - Cholinesterase inhibitors
  - Dopamine agonists
  - There is no cure or disease-modifying treatment for Huntington's disease, but symptomatic treatment can be provided.
- 10. What is the most common treatment for Gaucher disease, a rare genetic disorder?**
  - Enzyme replacement therapy
  - Surgery to remove affected organs
  - Chemotherapy
  - Radiation therapy



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# INSPIRATIONAL PHARMACIST

Prof. Dr. CHANDRAKANTH KOKATE

Kokate, Chandrakant Kishanrao was born on August 15, 1947 in Bhainsa, India. Son of Kishanrao Govindrao and Manakarnika Kishandrao Kokate. He was born on 15th of August 1947 in Bhainsa, India. He obtained his bachelor degree in pharmacy in the year 1967 at Nagpur University. After completing his bachelor degree he joined University of Sagar in the year 1967 for Masters. He was a Standout student of the University and secured Gold Medal in his University making him the best of the best students. Later he obtained Ph.D in the year 1972, in pharmaceutical sciences by Thesis.

Prof. Dr. Chandrakant Kokate is an eminent academician, researcher and an able administrator, who walked the corridors of Education in India leading excellence in higher education. During his career spanning over fifty years, Prof. Kokate has made outstanding and highly significant contributions in the arena of Education in India in general and in the field of Pharmaceutical sciences in Particular. Prof Kokate previously served as the Vice-Chancellor of Kakatiya University, Warangal, Telangana, Vice-Chancellor of KLE University, Belagavi, Karnataka, Vice-Chancellor (FAC) of Nagarjuna University, Guntur and President Pharmacy Council of India. He acted as Chairman of several expert panel committees, scientific advisory committees, Teams of PRT, NAC, NBA, Boards of AICTE and UGC. Prominent positions held by Prof Kokate among other positions were National President, Indian Pharmaceutical Association, Vice-President of Association of Indian Universities, President, Indian Society of Pharmacognosy. He extensively travelled across the globe visited 36 countries in pursuit of academic collaborations and presentation of research papers in international conferences.

As a Pharmacist, he has several firsts to become the Vice-Chancellor of General and Health Universities in the country. At the invitation of Bundesanstalt fuer Fett Forschung in Germany, he pursued Post-Doctoral Research. He is a recipient of several highly ranked national and international awards and Fellowships. Positions Held : President, Pharmacy Council of India. President, 50th Indian Pharmaceutical Congress alongwith Federation of Asian Pharmaceutical Association (FAP). Vice-Chancellor, Kakatiya University, Warangal, Telangana. Vice-Chancellor, KLE University, Belagavi, Karnataka. Vice-Chancellor (FAC), Nagarjuna University, Guntur, A.P. National President, Indian Pharmaceutical Association. President, Indian Society of Pharmacognosy. Executive Committee Member of All India Council for Technical Education (AICTE). Present Position : chairman-Expert Panel Committee for approval of Fixed Dose Combinations, (FDC's) Ministry of Health, Government of India. Chairman, Pharmacy Accreditation Committee of National Board of Accreditation (NBA). Chairman, Scientific Advisory Committee of National Institute of Traditional Medicine. Chairman, Expert committee of National Institute of Biological for skill development training programmes on Quality Management. Chairman, Expert Committee on Gelatin Capsules, Ministry of Health and Family Welfare. Member, National Scientific Advisory Group (SAG) of the Division of Basic Medical Sciences (BMS), Indian Council of Medical Research. Chairman/ Member of UGC Committees for Universities, UGC Nominee for Special Assistance Programs. Chairman, PEER TEAM of NAAC and NBA. Member, National Consultative Committee of Indian Pharmacopoeia Commission & Pharmacovigilance, Government of India. National Adviser, Society of Pharmacognosy. Academic Council / Senate member / Planning and Member of Board of Management of Seven Central, State and Deemed -university. Including Eminent Pharmacist Award of Indian Pharmaceutical Association, Prof. G.P. Shrivasta Award of Association of Pharmaceutical Teachers of India, Prof. M.L. Schroff Award of Indian Hospital Pharmacists Association, Prof. M.L. Khorana Award of Indian Pharmaceutical Association, Shri. K.C. Chatterjee Award of Indian Pharmacy Graduates Association, Shri. B.V. Patel Award of B.V. Patel Trust; and Life Time Achievement Awards of Association of Pharmaceutical Teachers of India; Indian Society of Pharmacognosy; Indian Association of Pharmaceutical Scientists & Technologists and International Society of Ethno pharmacology (Indian Chapter) Visited around 36 Countries for Academic collaborations and Presentations at International

Research: With respect to research he has guided 17 students for Ph.D programme and 40 students for PG in Pharmacy. Authored Seven Books in Pharmacognosy / Pharmacy. One book is in 52nd Edition. Around three lakhs copies have been sold, so far. Published about 115 research papers in National and International Journals. Examined so far, 70 Ph.D. theses in Faculties of Medicine, Pharmacy, Science and Technology. Chaired 20 Scientific sessions at International Conferences and around 50 National Meetings. Presented 50 research papers at International Conferences and about 120 papers at National Meetings. Positions Held : President, Pharmacy Council of India. Vice- President, Association of Indian Universities (AIU). President, 50th Indian Pharmaceutical Congress along with Federation of Asian Pharmaceutical Association (FAPA) Vice-Chancellor, Kakatiya University, Warangal, Telangana. Vice-Chancellor, KLE University, Belagavi, Karnataka. Vice-Chancellor (FAC), Nagarjuna University, Guntur, A.P. National President, Indian Pharmaceutical Association. President, Indian Society of Pharmacognosy. Executive Committee Member of All India Council for Technical Education (AICTE). Chairman, All Indian Board of Pharmacy, AICTE. Chairman, Expert Committee for preparation of Guidelines for Fixed Dose Combinations constituted by Ministry of Health & Family Welfare. Member, Drugs Technical Advisory Board, Ministry of Health and Family Welfare, Government of India. Member, UGC Standing Committee for Projection of Indian Higher Education Abroad (PIHEAD), Review and Plan Grant Committees. Member, National Board of Accreditation of AICTE. Member, Task Force of Department of Biotechnology, Government of India. Leader of Indian Delegation of Pharmacists, to 18th Federation of Asian Pharmaceutical Association (FAPA) at Sydney, Australia and International Pharmaceutical Federation (FIP) Conference at Bangkok.

Member, National GATE- Committee of Ministry of HRD, Govt of India. Member, QRT Committee of Indian Council of Agricultural Research for M & AP. Served as the Member of Search Committee / Advisor for the selection of top-most senior national positions in pharmacy.

Recognition and Accolades :

Founder Member, SEAR-Forum (South East Asian Regional Forum) of WHO-FIP.

Scientific Coordinator, EDUCON, SAKAAL Group, Pune. Present Position : Chairman-Expert Panel Committee for approval of Fixed Dose Combinations, (FDC's) Ministry of Health, Government of India. Chairman, Pharmacy Accreditation Committee of National Board of Accreditation (NBA). Chairman, Scientific Advisory Committee of National Institute of Traditional Medicine. Chairman, Expert committee of National Institute of Biologicals for skill development training programmes on Quality Management. Chairman, Expert Committee on Gelatin Capsules, Ministry of Health and Family Welfare. Member, National Scientific Advisory Group (SAG) of the Division of Basic Medical Sciences (BMS), Indian Council of Medical Research. Chairman/Member of UGC Committees for Universities, UGC Nominee for Special Assistance Programs. Member, National Consultative Committee of Indian Pharmacopoeia Commission & Pharmacovigilance, Government of India. National Adviser, Society of Pharmacognosy.

We are thankful to Prof. Dr. Chandrakant Kokate for contributing to the field of Pharmaceutical Biotechnology and for his guidance and encouragement for the promotion of biotechnology in India.

**Jahnavi HK**  
Second B Pharm (4th Sem)  
Jss College Of Pharmacy Mysuru



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