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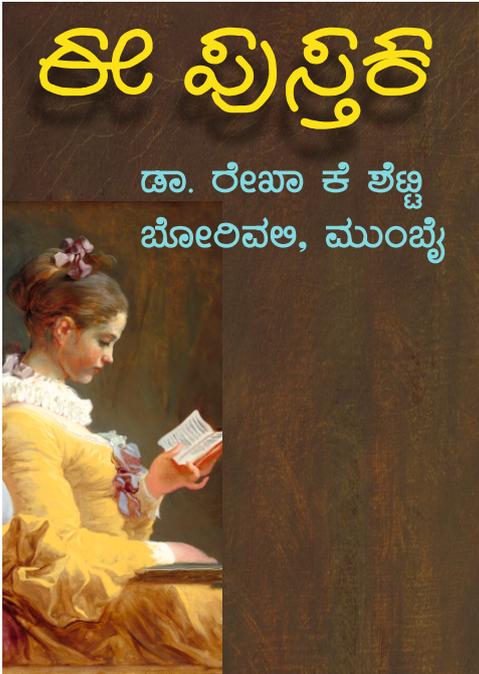
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## HYBRID MARKETING IN PHARMA

Mr.Sunil S Chiplunkar



INSPIRATIONAL  
PHARMACIST  
**Vinita Gupta**  
CEO, Lupin Pharmaceuticals

**Manisha.K**  
4th B Pharm(8th Semester)



# Karnataka State Pharmacy Council

## ELECTION 2023

**Dr. Kaushik Devaraju M Pharm PhD**

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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 2<sup>nd</sup> & 3<sup>rd</sup> 2019 at Hyderabad
4. Founder and CEO of TUVVIE  **Tuvvie**<sup>®</sup>  
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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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# HYBRID MARKETING IN PHARMA

## Hybrid (phygital) is now part of daily life

Digital is everywhere in society today. Digital refers to an electronic technology that generates, stores, and processes data in terms of 0 (non-positive) and 1 (positive). This essentially means that microchip based devices and the internet are leading the change in society and creating new ways of living. The smartphone is an example of convergence device based on digital electronic technology.

## The children of digital technology

Internet based social media including the messenger apps are the most pervasive offspring of digital electronic technology. Hooked onto the social media like Facebook and Instagram - people are entertained and informed at the speed of light today. Mainstream media is no more the only source of infotainment. Various internet OTT platforms, app based news channels, user generated news content and viral messaging are all becoming mainstream while the traditional news and entertainment media are become slowly side stream. Acquisition of skills is no more physical campus based; there are a plethora of popular learning-centric websites and mobile phone apps from the private sector and Govt. offering certificate, diploma and degree courses. In a few years, if we gaze through the crystal ball, we can aver that social media, messenger apps and other apps are going to lead the way in keeping people informed and entertained; they shall foster e-learning and lead the way enabling communication and online financial transactions.

Googling has become a way of smart life and is at the vanguard of problem solving. The runaway success

ChatGPT, generative artificial intelligence media organ, is now the challenger as an internet – based problem solver of the netizen. Financial knowledge and transactions are just a keypad away. UPI has transformed payment systems, shopping online has become easier since financial apps are aiding consumption, one can buy on EMI without going to a physical bank or even a brick and mortar store. One can compare the pros and cons before buying insurance at click of the button. Solving life's problems is heavily based on electronic digital technology.

## Marketing myopia

Myopia means short-sightedness. In the context of the phrase 'marketing myopia' the word myopia refers to the inability to see various trends in society such as the digital electronic trending, which is creating an e-enabled society that is impacting marketing too. Way back in the 1960s - medical representative role was invented to create demand for pharmaceutical products. However, in contemporary digital society, there are many other avenues to provide additional persuasive messaging and create demand for healthcare goods and services. Being blind to such new economy avenues of messaging and business is truly pharma marketing myopia.

It was in 1960 that Prof. Theodore Levitt of Harvard Business School, USA invented the term 'marketing myopia' to describe the nature of established businesses and industries not looking long-term to understand how customer needs, wants and requirements are going to change.

## Traditional, digital and hybrid marketing

Traditional marketing refers to the use of offline media by marketers to reach out to the target audience. Digital marketing is the promotion of products and services through the internet and other digital avenues. Hybrid marketing is an approach that incorporates both traditional and digital marketing.

Thus, the phygital or hybrid marketer relies on both digital and non-digital media to increase consumption of products and improve market penetration of his or her products.

## The hybrid (or phygital) medical representative

The hybrid pharmaceutical marketer is well versed with usage of digital tools in his physical marketing activities. Thus, during in-clinic product promotional activities, the hybrid pharmaceutical medical representative is proficient in using whatsapp to transfer a research study pdf instantly to the doctor during discussions, or can use his tablet PC to connect to a product website and provide instant insights on posology of a product in various indications: for instance, albendazole dosage is different in cystic hydatid disease, neurocysticercosis and regular deworming. Or the query from a doctor can be submitted to the product management team through the online route and perhaps get the clinical study clarity instantly through a return call. When creativity and new technology marry there is a great scope for the efficient and effective hi-touch and hi-tech hybrid marketing by the medical representative.

Pharmaceutical companies are messaging through eCMEs (continuing medical education) or eCDEs (continuing dental education) and webinars. E-conferences and on-demand therapy videos supported by brands are no more fantasy; they are being used even as we read this sentence by the internet savvy doctors. Patients too are googling and getting armed with information and insights to bolster their efforts to manage healthcare.

Pharmaceutical field personnel are on real time basis accessing the rack stock at distributor level and the sales from distributors to pharmacies. This is providing them insights on where and to whom product promotion needs to be done.

Doctors are not averse to searching for information and improving prescribing practice through e-journals and internet resources. And pharmaceutical e-marketers are helping doctors in this quest.

Ubiquitous digital trending is leading to something more powerful with the advent of internet of things (IoT), machine learning (ML) and artificial intelligence (AI) coming into play. It is a new digital world that is blending with the contemporary medical representative and leading to the phenomenon of hybrid medical representative and hybrid pharmaceutical marketing or phygital pharmaceutical marketing. And this is where apps like Practo and Tuvvie are playing a role in aiding the hybrid pharmaceutical marketing effort.



### Mr. Sunil S Chiplunkar

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Understanding

# YELLOW FEVER



Pallavi N S  
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Yellow fever is entirely different from other type of fever and caused by the yellow fever virus. It is an acute viral haemorrhagic disease caused and is spread by the bite of an infected mosquito. It infects humans, other Primates and several types of mosquitoes. In cities, it is spread primarily by the bite of *Aedes aegypti*, a mosquito found throughout the tropical and subtropical regions of the world. It is a RNA virus of the genus *Flavivirus*. During the early stages of the infection it is very difficult to identify this disease from other diseases.

With respect to the prevalence of yellow fever, this virus is endemic in tropical areas of Africa and Central and South America. In 2022, 12 countries (Cameroon, Kenya, Niger, Nigeria, Republic of the Congo, Sierra Leone and Uganda) in the WHO African Region have reported confirmed cases of yellow fever and four (Kenya, Niger, Sierra Leone and Uganda) countries are newly reporting confirmed cases. One country, Gabon, reported an isolated confirmed case in 2021, but no further cases were registered in 2022.

In terms of age group of people getting infected and suffering from yellow fever, the most affected age group amongst confirmed cases in 2021 was 10 years and below; meanwhile, the most affected group in 2022 is 20 to 30 years old. Overall, about 71% of confirmed cases are aged 30 years and below, and children aged 10 years and below are disproportionately affected.

According to current status of health newly suspected cases of yellow fever is reported from Sudan. In India, previously it was absent as the vector to cause yellow fever were not detected but now vector carried from people from Sudan migrated to India. Hence, the Indian Air Force and the Indians official residence in Sudan have been appointed to ensure that the proper process of evacuation gets followed as India so far has managed to rescue 1,191 of its citizens from strife-torn Sudan. Out of them, 117 of them are currently being quarantined as they were not vaccinated against yellow fever.

## Signs and symptoms

Once contracted, the yellow fever virus incubates in the body for 3 to 6 days. Many people do not experience symptoms, but when these do occur, the most common are fever, muscle pain with prominent backache, headache, loss of appetite, and nausea or vomiting. In most cases, symptoms disappear after 3 to 4 days.

A small percentage of patients, however, enter a second, more toxic phase within 24 hours of recovering from initial symptoms. High fever returns and several body systems are affected, usually the liver and the kidneys. In this phase people are likely to develop jaundice (yellowing of the skin and eyes, hence the name 'yellow fever'), dark urine and abdominal pain with vomiting. Bleeding can occur from the mouth, nose, eyes or stomach. Half of the patients who enter the toxic phase die within 7–10 days after the infection.

## Diagnosis

Yellow fever is difficult to diagnose, especially during the early stages. A more severe case can be confused with severe malaria, leptospirosis, viral hepatitis (especially fulminant forms), other haemorrhagic fevers, infection with other flaviviruses (such as dengue haemorrhagic fever), and poisoning. Polymerase chain reaction (PCR) testing of blood and urine can sometimes detect the virus in early stages of the disease. In later stages, testing to identify antibodies is needed and it can be achieved through ELISA and plaque reduction neutralization test.

## Treatment

Good and early supportive treatment in hospitals improves survival rates. There is currently no specific anti-viral drug for yellow fever but specific care to treat associated conditions such as dehydration, liver and kidney failure, and fever improves outcomes. In addition, associated bacterial infections can be treated with antibiotics.

travellers going to yellow fever endemic areas. In high-risk areas where vaccination coverage is low, prompt recognition and control of outbreaks using mass immunization is critical. It is important to vaccinate most (80% or more) of the population at risk to prevent transmission in a region with a yellow fever outbreak.

There have been rare reports of serious side-effects from the yellow fever vaccine. The rates for these severe 'adverse events following immunization' (AEFI), when the vaccine provokes an attack on the liver, the kidneys or on the nervous system are between 0 and 0.21 cases per 10 000 doses in regions where yellow fever is endemic, and from 0.09 to 0.4 cases per 10 000 doses in populations not exposed to the virus. The risk of AEFI is higher for people over 60 years of age and anyone with severe immunodeficiency due to symptomatic HIV or other causes, or who have a thymus disorder. People over 60 years of age should be given the vaccine after a careful risk-benefit assessment.

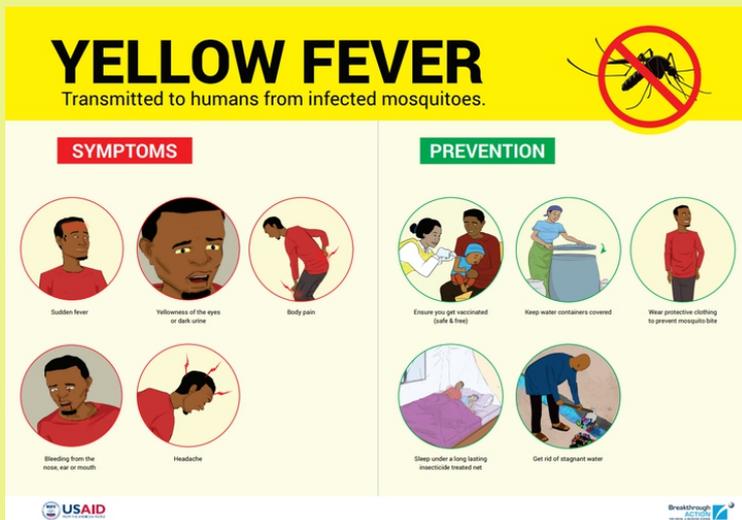
People who are usually excluded from vaccination include:

- infants aged less than 9 months;
- pregnant women – except during a yellow fever outbreak when the risk of infection is high;
- people with severe allergies to egg protein; and
- people with severe immunodeficiency due to symptomatic HIV or other causes, or who have a thymus disorder.

In accordance with the International Health Regulations (IHR), countries have the right to require travellers to provide a certificate of yellow fever vaccination. If there are medical grounds for not getting vaccinated, this must be certified by the appropriate authorities. The IHR are a legally binding framework to stop the spread of infectious diseases and other health threats. Requiring the certificate of vaccination from travellers is at the discretion of each State Party, and it is not currently required by all countries.

The next important way to control yellow fever prevalence and morbidity is through vector control. The risk of yellow fever transmission in urban areas can be reduced by eliminating potential mosquito breeding sites, including by applying larvicides to water storage containers and other places where standing water collects or stagnant water.

Personal preventive measures such as proper clothing that minimizes skin exposure to mosquito bite and repellents are recommended to avoid mosquito bites. The use of insecticide-treated bed nets is limited by the fact that Aedes mosquitos bite during the daytime.



## Prevention

Various steps and measures to prevent and protect from yellow fever includes vaccination and vector control. Vaccination: Vaccination is the most important means of preventing yellow fever. The yellow fever vaccine is safe, affordable and a single dose provides life-long protection against yellow fever disease. Vaccine for subcutaneous use, is prepared by culturing the 17D-204 strain of yellow fever virus in living avian leukosis virus-free (ALV-free) chicken embryos. The vaccine contains sorbitol and gelatin as a stabilizer, is lyophilized, and is hermetically sealed under nitrogen. A booster dose of yellow fever vaccine is not needed.

Several vaccination strategies are used to prevent yellow fever disease and transmission which includes routine infant immunization, mass vaccination campaigns designed to increase coverage in countries at risk and vaccination of

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## USEFUL PHARMA WEBSITES FOR PHARMACY STUDENTS

1. Drug control : [www.drugscontrol.org](http://www.drugscontrol.org)
2. Indian drug database : <https://data.gov.in/>
3. A to Z drug information : [www.pdr.net](http://www.pdr.net)  
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5. National Library of medicine : [www.medlineplus.gov](http://www.medlineplus.gov)
6. Open directory : [www.mims.com/india](http://www.mims.com/india)
7. Health / Disease information : [www.webmd.com](http://www.webmd.com)
8. Pharma related information : [www.pharmaceuticals.gov.in](http://www.pharmaceuticals.gov.in)
9. Pharma career jobs for you : Excellent scope to earn in lakhs in leading pharmaceutical companies like - Sun Pharma / Abbot / Cipla Mankind / Zydus / Lupin / Alkem / Torrent / Macleods / Intas / Emcure GlaxoSmithKline / Pfizer / Sanofi / Novartis / Aristo / Aurobindo etc.,  
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[www.Pharmajobs.com](http://www.Pharmajobs.com)
10. Research paper topics: Thesis writing : [www.researchgate.net](http://www.researchgate.net)  
[www.ncbi.nlm.nih.gov/pubmed](http://www.ncbi.nlm.nih.gov/pubmed)

These are very useful websites for preparing product compendiums and training manuals of all diseases, treatment and prevention as well as all drugs information at a glance like a ready reckoner and dictionary of drugs and diseases.



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ಒಂದಲ್ಲ ನೂರು ವಿಚಾರಗಳ ಸುರಿಮಳೆ ಸುರಿಯಿತು  
ಅದೇ ಕ್ಷಣದಲ್ಲಿ, ಭವಿಷ್ಯ ಗೊತ್ತಿದ್ರೆ ಆಗುವ ಅನಾವೃತ  
ಎಣಿಸಿಯೇ ಹೃದಯ ಕಂಪಿಸಿತು ಉಸಿರು ನಿಂತಿತು  
ಒಳ್ಳೆಯದೇ ಯದೆ ಆಯಿತು ಈ ಪುಟಗಳು ಖಾಲಿಯಾಗಿತ್ತು  
ಇಲ್ಲವಾದರೆ ನಾಳೆಯ ಚಿಂತೆ ಇವತ್ತೇ ಮನಸಲ್ಲಿ ಉದ್ಭವಿಸುತ್ತಿತ್ತು  
ಇಂದಿನ ಸುಖವನ್ನು ಅನುಭವಿಸಲಾರದಾಗಿತ್ತು  
ಬರಲಿರುವ ಖುಷಿಗಳ ಮೌಲ್ಯ ಇರಲಿಲ್ಲವಾಗಿತ್ತು  
ಈ ಪುಸ್ತಕದ ಲೇಕಕನಿಗೆ ಭವಿಷ್ಯ ಬರೆದಿಟ್ಟಿರಲಿಲ್ಲದಕ್ಕೆ  
ನನ್ನ ಹೃದಯದಿಂದ ಧನ್ಯವಾದಗಳು ಹೊರಬಿತ್ತು



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Telmisartan 40 mg / 80 mg +  
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Telmisartan 40 mg + Hydrochlorothiazide 12.5 mg  
+ Amlodipine 5 mg Tablets

## TELAID-<sup>®</sup>M 50

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### DIABETIC PORTFOLIO





## JSS COLLEGE OF PHARMACY

Sri Shivarathreshwaranagar, Mysuru-570 015

JSS College of Pharmacy in Mysuru, as part of their Golden Jubilee Year, organized a one-day "National Conference on Artificial Intelligence in Drug Discovery and Development" on April 28th, 2023. The program was held at Sri Rajendra Auditorium and inaugurated by Dr. B Manjunatha, Registrar of JSS Academy of Higher Education & Research (JSSAHER) in Mysuru. The importance of Artificial Intelligence in Drug Discovery and Development was discussed by Dr. Prasant M Vishwanath, Dean (Research), JSSAHER. Dr. B M Gurupadayya delivered the welcome address. The conference had four speakers, including Dr. Raghu Rangaswamy, Vice President of Schrodinger, and Dr. Achintya Das, Head of Computational & Data Sciences at Syngene International Ltd., Bangalore. About 110 delegates from various colleges attended, and 32 participants presented their research paper in various streams of Pharmacy as E-posters. These were evaluated by the scientific committee. Dr. Chandan R S, Organizing Secretary of the conference, delivered the vote of thanks at the function.



Sangita Mishra Received Gold Medal for Academic Excellence in Biocon JSS AHER Certificate Program in Global Regulatory Affairs from Dr. Kiran Mazumdar-Shaw, Executive Chairperson Biocon Limited and Biocon Biologics.

She is currently pursuing PhD in Pharmaceutical Regulatory Affairs in JSS College of Pharmacy, Mysuru focusing on Global Rare Disease Policies and Orphan Drug Regulations under the guidance of Dr. MP Venkatesh, Associate Professor, Dept of Pharmaceutics, JSS College of Pharmacy, Mysuru.



## Al-Ameen College of Pharmacy

Industry Visit to Recipharm Pvt. Ltd, Bangalore  
Students of B.Pharm (7th Sem one batch) as part of Practice school, M.Pharm (3rd Sem) Pharmaceutics & Faculty members of Dept. of Pharmaceutics visited the Pharmaceutical Industry Recipharm Pvt. Ltd, Bangalore on 01/04/2023.

The purpose of this industrial visit was to enhance the practical Knowledge of students giving them real time industrial exposure to grasp on Pharmaceutical Industrial concepts & culture. During the visit, students received complete & continuous guidance from Mr. Jagdeesh Emuri & Tirumala Avudari. Students were introduced to different areas of stores, Solid Dosage forms manufacturing, packaging, ETP plant. They were also exposed to QA & QC Departments that gave them insight on the different equipments used for the analysis. All the students got the real practical knowledge & Experience during the industrial visit.



PLACEMENT Cell & IIC of Al-Ameen College of Pharmacy, Bangalore in Association with OpEx Accelerator pvt Ltd, Mumbai conducted two days Pharma Industry Readiness workshop on **CAMPUS TO CORPORATE** for Final Year B.Pharm, M.Pharm, Pharm-D, Pharm-D (PB) & D.Pharm students on 5th & 6th April-2023. Resource persons Mr. Sachin Kumbhoje & Mr. Veewajeet Kashid touched the pulse of the students to make them ready in various domains & prepare in achieving for the next level of Successful professional life. The two days workshop was packed with training



Hearty Congratulations to Ms. Hameula Beryl, 1st Pharm-D student for **WINNING** the 3rd Prize in Solo Dance Competition @ ADITYA Habba. She received a memento, Certificate and Cash Prize of Rs.5,000.



Sree Siddaganga College of Pharmacy

## World Health Day Celebration

A 75<sup>th</sup> **World Health Day** celebration has been organized by Department of Pharmacy Practice with the theme of '**Health for all**' in Sree Siddaganga College of Pharmacy, Tumakuru. Various events were conducted to create the awareness among students on 10-04-2023 at 11:30 am to 4:30 pm. The details are as follows,

Event 1: Poster presentation on Communicable Diseases and sanitation

Event 2: Elocution Competition: Obesity - A Major Health Problem

Event 3: Symposium Program on Strategies for Mental Health



# CAMPUS BUZZ





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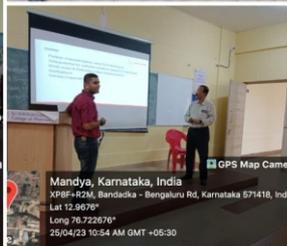
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**25 APRIL 2023**  
**10.00 AM**

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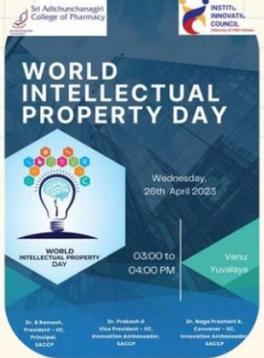


## World Intellectual Property Day - 26th April 2023



**Sri Adichunchanagiri College of Pharmacy**





Wednesday, 26th April 2023  
03:00 to 04:00 PM  
Venue: Yuvakalya











**Zonal Championship**  
In association with Makeintern & E-Cell IIT Kharagpur & Sri Adichunchanagiri College of Pharmacy

**Details**

Topic: Advance Program in Pharmacovigilance  
Charges: 1150 + 18% GST  
Date: 10<sup>th</sup> & 11<sup>th</sup> Feb 2023  
Student Coordinators: Shalini Sharda (063688062), Shreya Agastwal (074861088)

**Benefits:**

- Get industry recognized certificate - Makeintern & E-Cell IIT Kharagpur.
- Learningside Certification.
- Internship assistance for participants.
- Theory & practical hands on session.
- 3 Merit students will join the final session IIT campus.
- Winners will get the 30,000/- prize money.

**Details**

1<sup>st</sup> Round of Training Session by Industry Expert  
With Sri Adichunchanagiri College of Pharmacy  
Finals @IIT Campus





**E-Cell 2k22-23**  
E-Cell (IIT Kharagpur Event)  
In association with www.makeintern.com

### Certificate of Appreciation

Presented To  
**Dr. B. Ramesh**  
(Principal)

In appreciation of his enduring commitment to providing excellent guidance to his team in organizing Advance Program in Pharmacovigilance Training program held on 10<sup>th</sup> & 11<sup>th</sup> April 2023, organized by Sri Adichunchanagiri College of Pharmacy in collaboration with Makeintern & E-Cell IIT Kharagpur.







**E-Cell 2k22-23**  
E-Cell (IIT Kharagpur Event)  
In association with www.makeintern.com

### Certificate of Excellence

Presented To  
**Sri Adichunchanagiri College of Pharmacy**

We appreciate your outstanding contribution in recognition of being Training Center for 2 Days of Training Program on Advance Program in Pharmacovigilance held on 10<sup>th</sup> & 11<sup>th</sup> April 2023, organized by Makeintern Zonal Championship and E-Cell IIT Kharagpur.





NITTE COLLEGE OF PHARMACEUTICAL SCIENCES

# NITTE COLLEGE OF PHARMACEUTICAL SCIENCES

Institution's Innovation Council of Nitte College of Pharmaceutical Sciences, Bengaluru organized an E-Poster Competition on the topic "**Business Plan**".



The Institution's Innovation Council of NCOPS, Bengaluru organized a talk on the topic, "Boot Camp on Business Model Canvas".



NITTE COLLEGE OF PHARMACEUTICAL SCIENCES, BENGALURU

Organizes Webinar on

TOPIC: COMMUNITY CONNECT

Decoding Pharmacy Practice

10 AM | 21 APRIL



Dr. Mahadev. Bhatt

Retired clinical & community pharmacist, California, USA



Mr. Kaushal Shah

CEO & Founder eVitalRx



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# Quiz

1. Which of the following processes describes the movement of a drug from the site of administration into the bloodstream?
  - a. Distribution
  - b. Metabolism
  - c. Absorption
  - d. Excretion
2. The time required for the plasma concentration of a drug to decrease by half after administration is known as:
  - a. Clearance
  - b. Volume of distribution
  - c. Half-life
  - d. Bioavailability
3. Which of the following factors can influence drug absorption?
  - a. pH of the gastrointestinal tract
  - b. Molecular weight of the drug
  - c. Solubility of the drug
  - d. All of the above
4. Which of the following routes of administration bypasses the first-pass metabolism?
  - a. Oral
  - b. Intravenous
  - c. Intramuscular
  - d. Subcutaneous
5. Which of the following is NOT a phase of drug metabolism?
  - a. Oxidation
  - b. Reduction
  - c. Hydrolysis
  - d. Secretion



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## 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 **25th May 2023** to this E Mail ID- [krpaindia@gmail.com](mailto:krpaindia@gmail.com)
5. A confirmation mail will be sent to you on receiving your e-mail.
6. Which of the following is an example of a drug that can cause irreversible toxicity to the inner ear?
  - a. Furosemide
  - b. Aspirin
  - c. Amoxicillin
  - d. Ciprofloxacin
7. Which of the following drugs can cause muscle damage (rhabdomyolysis) at high doses?
  - a. Paracetamol
  - b. Ibuprofen
  - c. Statins
  - d. Benzodiazepines
8. Which of the following is an example of a drug that can cause QT interval prolongation, leading to potentially life-threatening arrhythmias?
  - a. Aspirin
  - b. Penicillin
  - c. Chlorpromazine
  - d. Metformin
9. Which of the following is an example of a drug that can cause hyperkalemia (high blood potassium) in patients with renal impairment?
  - a. Spironolactone
  - b. Furosemide
  - c. Heparin
  - d. Warfarin
10. Which of the following is an example of a drug that can cause peripheral neuropathy (nerve damage) with long-term use?
  - a. Amoxicillin
  - b. Metformin
  - c. Digoxin
  - d. Aspirin



# INSPIRATIONAL PHARMACIST Vinita Gupta

## CEO, Lupin Pharmaceuticals

Vinita Gupta stands as a role model to look up to, being one of the most prominent women leaders in the Pharma industry. Vinita Gupta is an Indian-American businesswoman and the CEO of Lupin Pharmaceuticals, a global pharmaceutical company headquartered in Mumbai, India, which is placed seventh largest generic drug-maker in the world by sales, and the third largest pharma company in India. She was born on March 14, 1973, in India, and she belongs to the prominent Gupta family that founded Lupin in 1968. Vinita Gupta is the daughter of Desh Bandhu Gupta, the founder of Lupin Pharmaceuticals.

Vinita obtained her Bachelor of Science degree in Pharmacy from the Institute of Chemical Technology (formerly known as the University Department of Chemical Technology) in Mumbai, India. She later pursued an MBA from the Kellogg School of Management at Northwestern University in the United States. After completing her education, She joined the family business, Lupin Pharmaceuticals, in 1997. She started her career in Lupin's U.S. operations, where she gained valuable experience and played a key role in expanding the company's footprint in the United States.

Vinita Gupta demonstrated exceptional leadership skills and a deep understanding of the pharmaceutical industry during her early years at Lupin. In recognition of her capabilities, she was appointed as the CEO of Lupin Pharmaceuticals in September 2013. Under her leadership, Lupin Pharmaceuticals has achieved significant growth and expanded its global presence. She has been instrumental in driving the company's strategic initiatives, including enhancing research and development capabilities, strengthening the product pipeline, and expanding into new markets.

During her tenure as CEO, Vinita has focused on expanding Lupin's presence in key markets, including the United States, Europe, Japan, and other emerging markets. She has also emphasized research and development to drive innovation within the company. She has championed investments in research facilities, technology, and talent to develop and launch new drugs across various therapeutic areas. She has fostered a culture of transparency, integrity, and patient-centricity within the company.

Her efforts have helped Lupin establish partnerships with marquee global names like Merck KGaA, the oldest pharma company in the world. Lupin has a strategic alliance with the Darmstadt, Germany-based Merck to jointly develop and market drugs. Lupin ended FY16 with a turnover of Rs 13,700 crore, with a compounded annual growth rate (CAGR) of 24 percent over the last decade since FY2006. The drug-maker's net profit in the same period rose by 29 percent annually to Rs 2,300 crore; the operating profit margin improved from 19 percent to 29 percent; and market value ballooned from Rs 4,100 crore to Rs 66,700 crores.

Vinita Gupta's achievements and contributions to the pharmaceutical industry have been widely recognized. She has received several accolades and awards for her leadership and business acumen. In 2019, she was named as one of Fortune's "Most Powerful Women in Business" in India.

Vinita Gupta's journey from joining Lupin Pharmaceuticals to becoming its CEO exemplifies her dedication, expertise, and leadership. Under her guidance, Lupin has grown into a global pharmaceutical powerhouse with a strong presence in multiple markets. Vinita Gupta continues to drive the company's growth, innovation, and commitment to improving healthcare worldwide.



**Manisha.K**

4th B Pharm(8th Semester)  
JSS COLLEGE OF PHARMACY  
MYSURU

# DISCLAIMER

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