

# KARNATAKA REGISTERED PHARMACISTS ASSOCIATION®

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Edition 45

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MERRY  
*Christmas*



HAPPY NEW YEAR

2024

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



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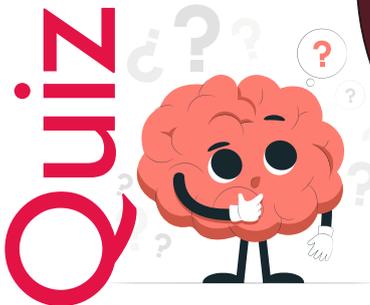


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PhD

RESEARCH  
INSIGHT

# Pharmacology & Pharmaceutical Marketing:

**Dr. Sunil S Chiplunkar**

M Pharm (Pharmacology) MBA (Marketing) PGDHRM PhD

VP – Business Development,

Group Pharmaceuticals, Bangalore,

Email: 1969sunilchiplunkar@gmail.com



Dr. Sunil S Chiplunkar, Mysuru, received his doctor of philosophy (doctorate) degree from Faculty of Pharmacy, JSS Academy of Higher Education (JSSAHER) Mysuru; JSS College of Pharmacy, Mysuru, during the convocation of 2023. Dr. Sunil S Chiplunkar's PhD thesis is '**Influence of pharmacological concepts on medical representative sales outcomes and corporate equity**'.

In this PhD research, important findings include how pharmacology training and pharmacology based collaterals for product promotion are vital to produce better sales, by a medical representative. **Further, the study elaborates on the importance of posology as being the very important detailing point during product promotion of pharmaceutical products.** Dr. Sunil Chiplunkar's research has provided a product promotional model with order of importance of key detailing points based on the type of pharmaceutical product: novel new (latest molecules), niche (that cater to narrow segments) and mass me-too products (example, pain killers).

This research by Dr. Sunil Chiplunkar helps make the medical representative more efficient and productive during product promotion especially because interface time between MRs and doctors is decreasing. Further, in contemporary society, doctors have access to internet for knowledge of pharmaceutical products. So the medical representative needs to present his talking points in such a way that there is relevance and acceptance by doctors. Dr. Sunil S Chiplunkar's research helps make the MR job relevant to doctors in present day times.

Medical Representative job is an important source of employment, and job creation is a vital need of India. Further, the MR job is a building block of the pharmaceutical marketing process. The MR's effectiveness and efficiency is key to the success of a pharmaceutical company's marketing process. In this regard, Dr. Sunil S Chiplunkar's research contributes relevant knowledge of how pharmacology concepts improves product promotion - and this enhances relevance and employability of MRs.

The PhD research done by Dr. Sunil S Chiplunkar establishes that pharmacology concepts in training of field personnel, detailing by field personnel and marketing collaterals is vital: better pharmacology detailing leads to improved sales outcomes, the involvement in field working also improves, there is a boost to corporate image if MRs are trained in pharmacology - such MRs can clear any product doubts, 90% of respondents felt that MRs with good pharmacology communication can increase sales by minimum 25% and of the 90% respondents, 35.20% respondents said sales can increase by whopping 75% if MR is good in pharmacology; thus, pharmacology trained MRs can make a better pitch

with comparative detailing, and this enhances their personal sense of self-worth, while producing better sales.

**Research insight for novel-new products promotion:** Posology, product positioning, ADRs, pharmacodynamics, clinical trial information, pharmacokinetics, composition, and circadian rhythm. This order of pharmacological talking points is to be followed in the promotional detailing and collaterals.

**Research insight for novel-new products training:** Importance of circadian rhythm, pharmacokinetics, clinical trial information, product positioning, composition, pharmacodynamics, posology, and ADRs. So, trainers may follow above sequence for envisioning training programs on product promotional messages.

**Research insight for niche products promotion:** This order Posology, ADRs, pharmacodynamics, clinical trial information and clinical updates, pharmacokinetics, product positioning, and circadian rhythm (chronopharmacology) is best for delivering promotional messages for niche products.

**Research insight for niche products training:** Circadian rhythm (chronopharmacology), pharmacology product positioning, pharmacokinetics, pharmacodynamics, composition, clinical trial information - clinical updates, posology, and ADRs. This is the sequence of importance for training on niche products, so give maximum priority to circadian rhythm and come progressively downwards to ADRs when delivering specialized training programs.

**Research insight for mass me-too products promotion:** Posology, ADRs, pharmacodynamics, pharmacokinetics, composition, product positioning, clinical trial updates, and circadian rhythm: this order of pharmacological talking points is best for delivering product promotional messages in the case of me-too mass products.

**Research insight for mass me-too products training:** Circadian rhythm (chronopharmacology), clinical trial information, product positioning, composition, pharmacodynamics, pharmacokinetics, ADRs, and posology. This is the sequence of importance for me-too mass products, so give maximum priority to circadian rhythm and come progressively downwards to posology when delivering specialized training programs.

There is a focus on ethical product promotion and avoid gifting or other such means in current market scenario. In this regard, above product promotional model provides a compass to marketing strategists and trainers, thereby making ethical marketing doable.

Thus, this PhD thesis work brings clearly: importance of pharmacology in pharmaceutical marketing, and gives the priority of product promotion talking points and training themes. Full details at: <https://www.ijper.org/article/2120>

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# Nerivio™

## Breaking New Grounds in Migraine Relief

Migraine poses a significant global health challenge, impacting approximately 30% of adults who experience 15 or more headache days per month. This condition affects 1.7% to 4% of the population, with a notable prevalence among women, constituting about 60% of the 213 million migraine sufferers in India alone. Addressing this health concern, Nerivio, a prescription-based non-invasive device, has been introduced by Dr. Reddy's Laboratories. This state-of-the-art wearable therapy device, approved by the United States Food and Drug Administration (USFDA), is designed for both the acute and prophylactic treatment of migraines in adults and adolescents aged 12 years and above.

Marking Dr. Reddy's entry into the realm of digital therapeutics (DTx), M.V. Ramana, Chief Executive Officer, Branded Markets (India and Emerging Markets), stated, "The roll-out of Nerivio marks our entry into digital therapeutics (DTx)." The device, worn on the upper arm, comes equipped with 18 treatment sessions, each lasting 45 minutes. It is recommended for use within 60 minutes of the onset of a headache for acute treatment or on alternate days for prophylactic purposes. Nerivio costs ₹16,000, but patients get it for ₹14,000, which includes a support program, making it about ₹777 for each session. The monthly cost depends on how often someone gets migraines.

The device can be worn on the upper arm. It needs to be used within 60 minutes of onset of headache for acute treatment of migraine or every alternate day for prevention of migraine. Utilizing the Remote Electrical Neuromodulation (REN) mechanism, the device activates conditioned pain modulation by stimulating nerve endings. This process triggers a natural pain-relieving mechanism in the brainstem, resulting in a global effect of pain inhibition that targets the primary source of migraine pain in the head. To enhance user experience, Nerivio is accompanied by the Nerivio app, available for free download on the Google Play Store and the Apple app store. This user-friendly app allows individuals to control the intensity levels of the device. As part of the patient support program, Dr. Reddy's offers M-Free, a comprehensive support system designed to streamline and enhance the journey of patients dealing with migraines, as outlined in a release.

Dr. Reddy's entry into the realm of digital therapeutics marked a significant leap with the launch of Nerivio, a ground breaking solution that combines pharmaceutical expertise with innovative technology. This strategic move underscores a commitment to advancing patient care through cutting-edge solutions, aligning with the evolving trends in the healthcare industry.



**Kiran Naidu D**  
4th B Pharm  
(7th Semester),  
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# IAS STAR

## A PHARMA DISTRIBUTOR'S DAUGHTER



Ms. Megha Jain IAS 2021 batch has made her parents and her hometown Navalgund proud! Ms. Megha Jain IAS is the daughter of Mrs. Saraswati and Mr. Manoj Jain. Megha's father a pharma distributor runs Paras Pharma (now Arihant Pharma), Main Bazar, Navalgund.

As a child, Megha Jain has been studious and sincere: studied till 4th standard in Kannada medium (Rotary Kannada Medium School). She completed her SSLC from Lions English Medium School, Nargund, 20 km away traveling by govt. bus, and stood first at the Taluk level with a score of 93.44% in the SSLC exam.

After schooling, Ms. Megha Jain completed her PUC from P C Jabin College, Hubli standing first in her class; then studied Computer Science Engineering from BVB College of Engineering, Hubli. After her engineering degree, she worked at TESCO, Bangalore - and later focused on UPSC preparation. On her fifth attempt, Ms. Megha Jain cleared the UPSC selection process and gained the proud status of IAS.

Ms. Megha Jain expresses her gratitude to her parents for support and motivation. Ms. Megha Jain is posted as SDM in Tripura.

**KRPA warmly congratulates Mrs. Saraswati and Mr. Manoj Jain, Proprietor, Arihant Pharma (earlier Paras Pharma) on their daughter's IAS success, which serves as an inspiration to all in the pharmacist community.**



**Dr. Sunil S Chiplunkar**

M Pharm (Pharmacology) MBA (Marketing) PGDHRM PhD

VP - Business Development,

Group Pharmaceuticals, Bangalore,

Email: 1969sunilchiplunkar@gmail.com



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ತಪ್ಪು - ಸರಿಯ

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ತಪ್ಪು-ಸರಿ ಯ ನಡುವಿನ ಯುದ್ಧ  
ತಲೆಯನ್ನು ಮಾಡಿತು ಅಶುದ್ಧ  
ನಾಲಗೆ ಹೇಳಲು ಬಯಸಿತು ಸತ್ಯ  
ಮಾತು ಹೊರಬಿತ್ತು ಅಸತ್ಯ

ತೆಗೆದುಕೊಳ್ಳಲು ಸರಿಯಾದ ನಿರ್ಧಾರ

ಸಮಯ ಬೇಕು ಅಪಾರ

ಯೋಚಿಸದೆ ತೆಕೊಂಡ ನಿರ್ಣಯ

ಕೊಡಲಿದೆ ನಮಗೆ ಅಪಾಯ

ಹಲವಾರು ಬಾರಿ ನಾವು ಸಿಕ್ಕಿ ಬೀಳುತ್ತೇವೆ

ಸರಿ ಮತ್ತು ತಪ್ಪಿನ ಜಾಲಿನಲ್ಲಿ

ಹೊರ ಬರಲು ಹೋರಾಡುತ್ತೇವೆ

ವರ್ತುಲದ ವೃತ್ತದ ಸುತ್ತಿನಲ್ಲಿ

ನಿರ್ಣಯದ ಹಂತಕ್ಕೆ ತಲುಪಲು

ಸಮಯ ಮೀರಿತ್ತು ಹಾಕಲು

ಸರಿ ಸಮಯಕ್ಕೆ ತೆಗೆದುಕೊಳ್ಳದ ಸರಿಯಾದ ಹೆಜ್ಜೆ ಕೂಡ

ಪಸರಿಸುತ್ತೆ ನಮ್ಮ ಜೀವನದಲ್ಲಿ ತಪ್ಪಿನ ಕಪ್ಪು ಮೋಡ

ಕೆಲವೊಮ್ಮೆ ತಪ್ಪು -ಸರಿಯಾ ಜಗಳದಲ್ಲಿ

ನಿರ್ಣಯ ಬಿಡಬೇಕು ದೇವರಲ್ಲಿ

ಯಾವುದೇ ಫಲಿತಾಂಶ ಬರಲಿ

ಅದನ್ನ ಗ್ರಹಿಸಿ ದೇವರು ಕೊಟ್ಟ ಪ್ರಸಾದವೆಂದು ಅವರನ್ನು ಹೊಗಳಿ



ಡಾ. ರೇಣಾ ಕೆ ಶೆಟ್ಟಿ  
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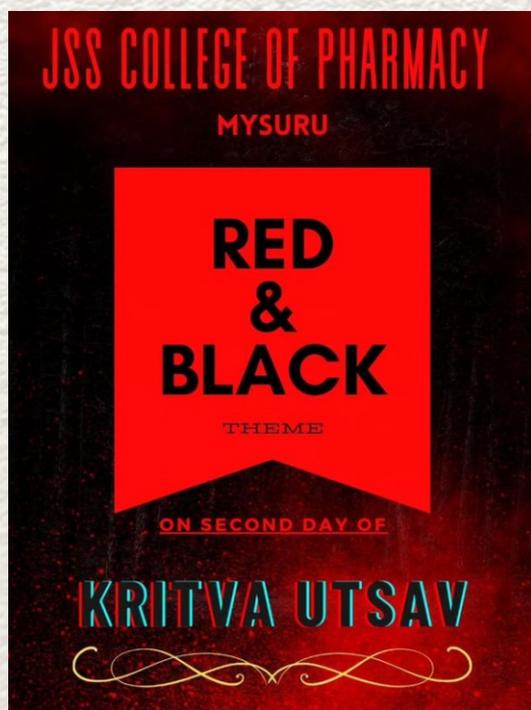
## JSS COLLEGE OF PHARMACY

Sri Shivarathreeshwaranagar, Mysuru-570 015



Indian Pharmaceutical Association (IPA) Mysuru branch is celebrating 62<sup>nd</sup> National Pharmacy Week celebrations from 03<sup>rd</sup> - 09<sup>th</sup> November, 2023 in association with JSS College of Pharmacy, JSS AHER, Mysuru. The theme for this year is "Join

Pharmacists to ensure patient safety". Through this celebration awareness is created among the public, other healthcare providers and the authorities, about the NPW theme and the invaluable contributions that the pharmacists make to the healthcare system. On the eve of National Pharmacy Week, 03<sup>rd</sup> November 2023, the inaugural function of 62<sup>nd</sup> National Pharmacy Week Celebrations was organized at 10.00AM at Sri Rajendra Auditorium, JSS College of Pharmacy, Mysuru. The function was inaugurated by Dr. G Selvaraj, Former Director of Drugs Controller, Tamilnadu and in his inaugural address he mentioned the role of pharmacist in building sound health of the society.



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## Al-Ameen College of Pharmacy

The IIC of Al-Ameen College of Pharmacy, Bangalore celebrated "National Entrepreneurship Day" with the 'theme: Entrepreneurs contributions in nations Growth' on 9th Nov-2023. The Chief Guest and speaker was Mr. Vijay Kumar Ranka, Founder & Director, Focelite, Bengaluru.

During his Motivational talk, Mr. Ranka encouraged and engaged students, invited them to present their views for choosing pharma profession. The kind of discussion and boldness of students has made the National Entrepreneurship Day celebrations more meaningful and purposeful.

We are highly indebted to Mr. Vijay for his constant support to Al-Ameen and our students.



The IIC of Al-Ameen College of Pharmacy celebrated "National Education Day" on 11th Nov-2023 to Commemorate the Birth Anniversary of Bharat Ratna Maulana Abul Kalam Azad (India's First Education Minister).



Al-Ameen Educational Society  
**AL-AMEEN COLLEGE OF PHARMACY**  
 Head Office: 16th Cross, 16th Main, 16th Stage, Bengaluru - 560 027

Management & Staff Cordially invites you to Welcome our all Newly admitted Students of 2023-24 Batch for

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**Mr. SHUJATH ULLA KHAN**  
 Director, Sales & Marketing  
 Tangleton Laboratories Pvt.Ltd, Bengaluru

**GUEST OF HONOUR**  
**Dr. SHAFIYA FAYAZ** Pharm D., MS (UK)  
 Healthcare Partner  
 Greenline Pharmacy, Bangalore, UK

**HOSTED BY**  
**Mr. UMAR ISMAIL KHAN**  
 Chairman, Al-Ameen Educational Society, Bengaluru

Date: 17-11-2023 Time: 10:00 AM  
 Venue: New Seminar Hall, Al-Ameen Campus, Hosur Road, Bengaluru - 560 027  
 Principal, Staff & Students





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## CONTACT

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## "NATIONAL PHARMACY WEEK -VITAL PILLARS OF CARE: PHARMACIES STRENGTHENING HEALTH SYSTEMS GLOBALLY"

The Institution's Innovation Council of Nitte College of Pharmaceutical Sciences, Bengaluru organized a guest talk on Entrepreneurship and innovation as career opportunity. The session featured Dr. Nitu Ghosh, Professor & Director, School of management Studies, REVA University, Bangalore. The talk provided invaluable insights into leveraging pharmacy expertise in pioneering ventures and fostering innovation. Dr. Nitu Ghosh elaborated on real-world applications, igniting enthusiasm among attendees to explore entrepreneurial paths within the pharmaceutical realm.



The IIC unit of NCOPS curated a motivating session led by Dr. Hemanth, a resourceful motivational speaker. The session aimed to fuel student innovation, delving into the transformation of creative ideas into commercially viable products. Dr. Hemanth's insights proved invaluable, leaving an indelible impact on attendees. Students departed the session infused with inspiration, geared towards innovative thinking paradigms, poised to channel their creativity towards tangible, marketable innovations. The event successfully instilled a fresh mindset, fostering an environment ripe for groundbreaking ideas and reinforcing the power of innovation in the academic sphere.



The IIC unit of NCOPS orchestrated a comprehensive Health Checkup Camp as a focal point of the National Pharmacy Week festivities. In collaboration with Cytecare Hospital, Aveksha Hospital, and Vasana Eye Care, the camp provided a diverse array of screenings, encompassing dental assessments, vital sign evaluations, eye examinations, random blood sugar tests, blood grouping analyses, ECG assessments, and more. This concerted effort catered to around 1000 participants, extending vital healthcare services to the community and reinforcing the essence of proactive health management during this celebratory occasion.



The IIC unit of NCOPS orchestrated an enriching session led by Mr. Vivek Mishra, the Founder and CEO of Fibroheal, designed to ignite student innovation. His invaluable guidance centered on the transformation of abstract ideas into marketable products, imparting students with practical strategies and inspiring them to adopt innovative approaches. Mr. Mishra's insights left an enduring impact, equipping attendees with the tools and mindset necessary to navigate the path from creativity to commercial success. The event served as a catalyst, fostering an environment where budding innovators felt empowered and ready to embark on their entrepreneurial journeys.





**Dharwad District  
Chemists and Druggists Association (R), Hubli**

*Golden Jubilee  
Celebration*

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**Golden Jubilee Celebration**  
Sunday, 10th December 2023  
RNS Grand Ball Room, Hotel Naveen, Unkal, Hubballi  
9.30 am

—❖— Chief Guests ❖—  
**Shri B. T. Khanapure**  
Drugs Controller, For the State of Karnataka  
**Shri Amaresh Tumbagi**  
Additional Drugs Controller, For the State of Karnataka

—❖— Hon. Guests ❖—  
**Shri C. Jayaram**, President, KPRDO  
**Shri Rajshekar Malli**, Deputy Drugs Controller  
**Shri Basavaraj Asangi**, Deputy Drugs Controller  
**Shri N.V. Raghuram**, Assistant Drugs Controller, Hubli  
**Shri Neelakanta Rathod**, Assistant Drugs Controller, Hubli  
**Shri Dayanand Kadavevar**, Drugs Inspector

—❖— CEP & Interactive Session ❖—  
**Dr. Sunil Chiplunkar**  
Vice-President, Group Pharma, Bangalore

—❖— Presided by ❖—  
**Shri Ravindra C. Bhusnur**, President

---

—❖— Office Bearers ❖—

<p><b>Shri Virupaxappa Kapparshekar</b> Hon. Secretary</p> <p><b>Shri Vinod Yelamali</b> Treasurer</p>	<p><b>Shri Anand Shanbhag</b> Vice-President</p> <p><b>Shri Bhaskar Sholapurkar</b> Joint Secretary</p>
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All are cordially invited

The Golden Jubilee celebrations of the Dharwar District Chemists and Druggists Association sets a new benchmark for pharmacists!

The grand event begins! VIPs Mr. B T Khanapure, Drugs Controller, Dr. Amaresh Tumbagi, Additional Drugs Controller, Mr. Rajshekar Malli DDC, Mr. N V Raghuram ADC, Mr. Neelakant Rathod ADC, Mr. C Jayaram President KPRDO, Mr. Ravindra Bhusnur President, Mr. V V Kapparshekar and Dr. Sunil S Chiplunkar on stage!!





A warm welcome note by dapper Mr. Ravindra Bhusnur, President, and praiseworthy talks given by Mr. Bhagoji Khanapure DC & Dr. Amaresh Thumbagi; followed by Mr. Malli DDC and Mr. C Jayaram, President, KPRDO.



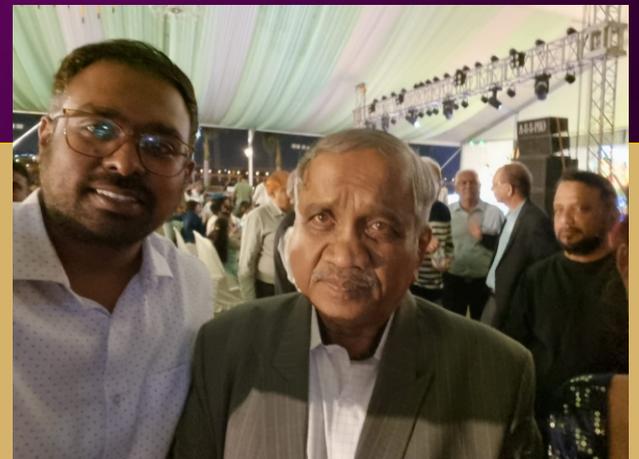
Dr. Sunil S Chiplunkar M Pharm PhD MBA PGDHRM as the Continuing Education Program (CEP) trainer delivered a most riveting business skills program with a quiz; the session tailor-made for retail and hospital pharmacists. Dr. Sunil Chiplunkar is the Advisory Member, KRPA and VP Business Development, Group Pharmaceuticals, Bangalore



A RECORD 120 SENIOR CHEMISTS WHO HAVE COMPLETED 25 YEARS OF SERVICE WERE FELICITATED AND 35 OFFICERS WHO HAVE SERVED IN OUR DISTRICT WERE FELICITATED.



The organisers honoured achiever children of pharmacists ... this included IAS daughter of Mrs and Mr Manoj Jain, Paras Pharma, Navalgund ... also exciting to see \*gold medalist, sports and other achiever children of pharmacists



THE PROGRAMME CONTINUED WITH VARIOUS ENTERTAINMENT ITEMS VIZ TRACK SINGING, DANCES , STANDUP COMEDY , DJ AND ENDED WITH A SUMPTOUS DINNER .

Dr. Kaushik Devaraju, President, KRPA in full glow with Dr. Vijay Sankeshwar!

## Medical representatives propel pharma industry's growth momentum: Dr Sunil Chiplunkar

*Nandita Vijayasimha, Bengaluru*, Friday, November 24, 2023, 08:00 Hrs [IST]

Medical representatives serve as a bridge between pharmaceutical companies and healthcare professionals. They accelerate pace of growth with information about new medications, treatment options, and the latest medical advancements, helping doctors stay updated on the latest developments in the field, said Dr. Sunil S Chiplunkar, vice president, business development, Group Pharmaceuticals.

Building and maintaining relationships with healthcare professionals is crucial for pharmaceutical companies. It is here medical reps play a vital role in establishing and nurturing these relationships, which can influence prescription decisions, he added.

Dr Chiplunkar, who has 33 years of work experience in pharma, recently received his PhD from the JSS College of Pharmacy, JSS Academy of Higher Education (JSSAHER) Mysuru for his thesis: 'Influence of pharmacological concepts on medical representative sales outcomes and corporate equity.' This focused on the responsibility of medical reps to impart product education across doctors, pharmacists and hospitals.

His research focused on how pharmacology training and pharmacology based collaterals for product promotion are vital to produce better sales, by a medical representative. "Medical reps often gather valuable feedback from healthcare professionals about the efficacy of the medicines which helps to gauge the product acceptance. This information is useful for pharmaceutical companies product development and devising marketing strategies," Dr Chiplunkar told Pharmabiz.

Even as the role of medical representative is to drive sales for pharmaceutical companies, their efforts directly impact a company's revenue by guiding prescription habits and increasing the market share. They play a key role in ensuring doctors, pharmacists, and hospitals stay informed on the latest advances in medicines and drug delivery devices which could be novel and viable therapy options, he said.

The study is of relevance due to emphasis on professional code of conduct for doctors and pharmaceutical companies. There are guidelines on the freebies and other sponsorships to doctors or medical bodies. Hence, pharmaceutical companies need to rely on traditional ethical marketing approaches and the study provides insights on the pharmacology points to emphasize on during MR detailing and in the content of marketing collaterals, said Dr Chiplunkar.

Even data of ongoing and concluded clinical trials are discussed to prove the potential of emerging treatment options. The medical reps have an important role to educate the healthcare fraternity about the proper use of medications and patients adherence to treatment regimens which is critical for the overall effectiveness of medical interventions, said Dr Chiplunkar.

Further, the task of a medical representative is an important source of employment and job creation. Here my research contributes relevant knowledge of how pharmacology concepts improves product promotion and this enhances relevance and employability of medical representatives, he said.

Also in this technology era, even as any information can be accessed, the interactions for doctors with medical reps facilitates faster use of new medication. Their job also ensures streamlines distribution of medicines to across the country, stated Dr Chiplunkar.

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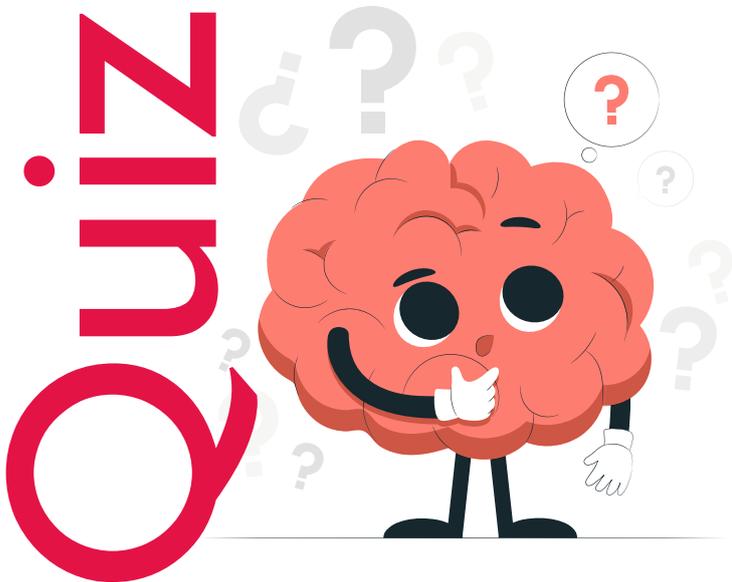
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### DIABETIC PORTFOLIO





## 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 10th January 2024 to this E Mail ID- krpaindia@gmail.com
5. A confirmation mail will be sent to you on receiving your e-mail.

**1. Which pharmaceutical company recently launched a breakthrough drug for diabetes management in the Indian market?**

- a) Sun Pharmaceuticals
- b) Cipla Limited
- c) Dr. Reddy's Laboratories
- d) Biocon Limited

**2. The newly launched drug "Zyteron" in India is primarily used for treating:**

- a) Hypertension
- b) Depression
- c) Rheumatoid arthritis
- d) Type 2 diabetes

**3. Which pharmaceutical company is renowned for the development of the COVID-19 vaccine, Covaxin?**

- a) Pfizer
- b) Johnson & Johnson
- c) Moderna
- d) Bharat Biotech

**4. Which condition is characterized by inflammation of the joints and surrounding tissues?**

- a) Osteoporosis
- b) Arthritis
- c) Asthma
- d) Scoliosis

**5. Which mood stabilizer is frequently prescribed to manage bipolar disorder and prevent manic episodes?**

- a) Lithium
- b) Ativan (lorazepam)
- c) Abilify (aripiprazole)
- d) Effexor (venlafaxine)

**6. Which antibiotic is frequently used to treat urinary tract infections (UTIs) & is part of the fluoroquinolone class?**

- a) Azithromycin
- b) Cephalexin
- c) Levofloxacin
- d) Clindamycin

**7. Which generic medication is frequently prescribed for managing Wilson's disease, a rare inherited disorder affecting copper metabolism?**

- a) Penicillamine
- b) Bevacizumab
- c) Lurasidone
- d) Darbepoetin alfa

**8. Which disease is characterized by the destruction of insulin-producing cells in the pancreas?**

- a) Type 2 diabetes mellitus
- b) Cystic fibrosis
- c) Rheumatoid arthritis
- d) Type 1 diabetes mellitus

**9. Which element is a noble gas and does not typically form compounds with other elements under normal conditions?**

- a) Helium
- b) Oxygen
- c) Nitrogen
- d) Carbon

**10. Which antibiotic is often prescribed for respiratory tract infections, such as bronchitis or pneumonia, and belongs to the penicillin class?**

- a) Ciprofloxacin
- b) Amoxicillin
- c) Doxycycline
- d) Erythromycin



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# INSPIRATIONAL PHARMACIST

**Prof. Dr. V. Alagarsamy**

Mr. V. Alagarsamy, born into a humble farming family with his father named Shri. P.R. Veerachamy and mother named Shrimathi. V. Kamuthai, was raised in the small village of Pannaikadu in Kodaikanal taluk. He completed his education up to the 12th grade at a Government School in the same village, where he excelled and secured the first position in both the 10th and 12th grades. During an interview, Dr. Alagarsamy reflected on his humble beginnings, highlighting that despite being born into a financially disadvantaged family, he received education in esteemed academic institutions. This educational background played a crucial role in propelling him to the prestigious position of a top scientist in the field of Pharmacy. Consequently, he expresses his gratitude and dedicates this remarkable achievement to his parents and teachers who played instrumental roles in shaping him into the successful individual he is today.

Prof. Dr. V. Alagarsamy is a renowned academician and internationally recognised scientist. He had been named among top 2% scientists in the world in the field of Pharmacy with a worldwide subject rank of 1561 by The Stanford University, USA. He is the only one ranked in both Telangana and Andhra Pradesh in the subject of Pharmacology & Pharmacy. He had patented one of the new drug molecules and having 1 patent on new product development. Based on his contributions, recently he had been honoured with Fellow of Royal Society of Chemistry (FRSC), London, UK.

He had graduated from D.Pharm to Ph.D. from well recognised premier institutions viz. D.Pharm., from Coimbatore Medical College, B.Pharm., from Madurai Medical College, M.Pharm., from LM College of Pharmacy (Gujarat University), Ahmedabad and Ph.D. from The MS University of Baroda. Qualified GATE with 95.1 percentile with the all-India rank is 52. He taught Medicinal Chemistry, Pharmaceutical Organic Chemistry, Chemistry of Natural Products and performing research work in synthetic medicinal chemistry on novel heterocyclic bio-active compounds for more than two decades.

His main research is to develop quinazoline derived drugs and made a substantial contribution in the design and synthesis of heterocyclic compounds. The lead compound of his research on the anti-HIV has shown 196% protection against HIV-2 and 126% protection against HIV-1. This compound is under patent process. His research works are collaborated with various research laboratories/organizations like National Cancer Institute, USA; Rega Institute for Medical Research, Belgium and Sudbury Regional Hospital, Ontario, Canada. His research activities are supported

by the funding agencies like CSIR, DST and DSIR.

His research activities are evidenced by his publications in national and international journals and presentations in conferences which crossed two hundreds. Many of his publications are well recognized and cited by the researchers all over the world

To disseminate the knowledge, he had delivered lectures in the conferences and organized state level, national level and international level conferences, webinars and workshops. His books on the title of Text Book of Medicinal Chemistry (Elsevier), Pharmaceutical Chemistry of Natural Products (Elsevier), Pharmaceutical Inorganic Chemistry, Pharmaceutical Organic Chemistry, Pharmacognosy & Phytochemistry, Pharmaceutical Biochemistry, Textbook of Computer Aided Drug Design and Practical Pharmaceutical Inorganic Chemistry" are well appreciated in the academic community nationally and received international recognition too.

Prof. Dr. V. Alagarsamy is a recipient of various awards and honours. He has received Best Research Paper Awards in national and international conferences. He has also been conferred with Best Researcher Award and Best Principal Award. His research achievements were appreciated by the management of MNR Educational Trust by designating as Director of MNR Foundation for Research and Innovations. He is a recipient of young scientist project from the Department of Science and Technology, New Delhi. He became a Co-editor of the international journal "Anti-infective Agents", published by Bentham Science Publishers.

He had served as a member of All India Board of Pharmaceutical Education AICTE, New Delhi and a member of board of studies in Osmania University. He had been recognised as a doctoral committee member and recognized research guide for PhD scholars in various universities and successfully 10 students were awarded PhD under his guidance. He is also serving as a CPCSEA's nominee in Ethical committee of Dr Reddy's Laboratories, Hyderabad and as a scientist in Ethical committee of LV Prasad Research Institute; Aragen (GVK) Life Sciences, Hyderabad.

With immense gratitude we would like to thank Dr. V. Alagarsamy sir for inspiring thousands of students and for his constant contribution towards the field of pharmaceutical chemistry.

**Bhaskar C**  
4th B Pharm (7th Sem)  
JSS College Of Pharmacy Mysuru



# DISCLAIMER

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