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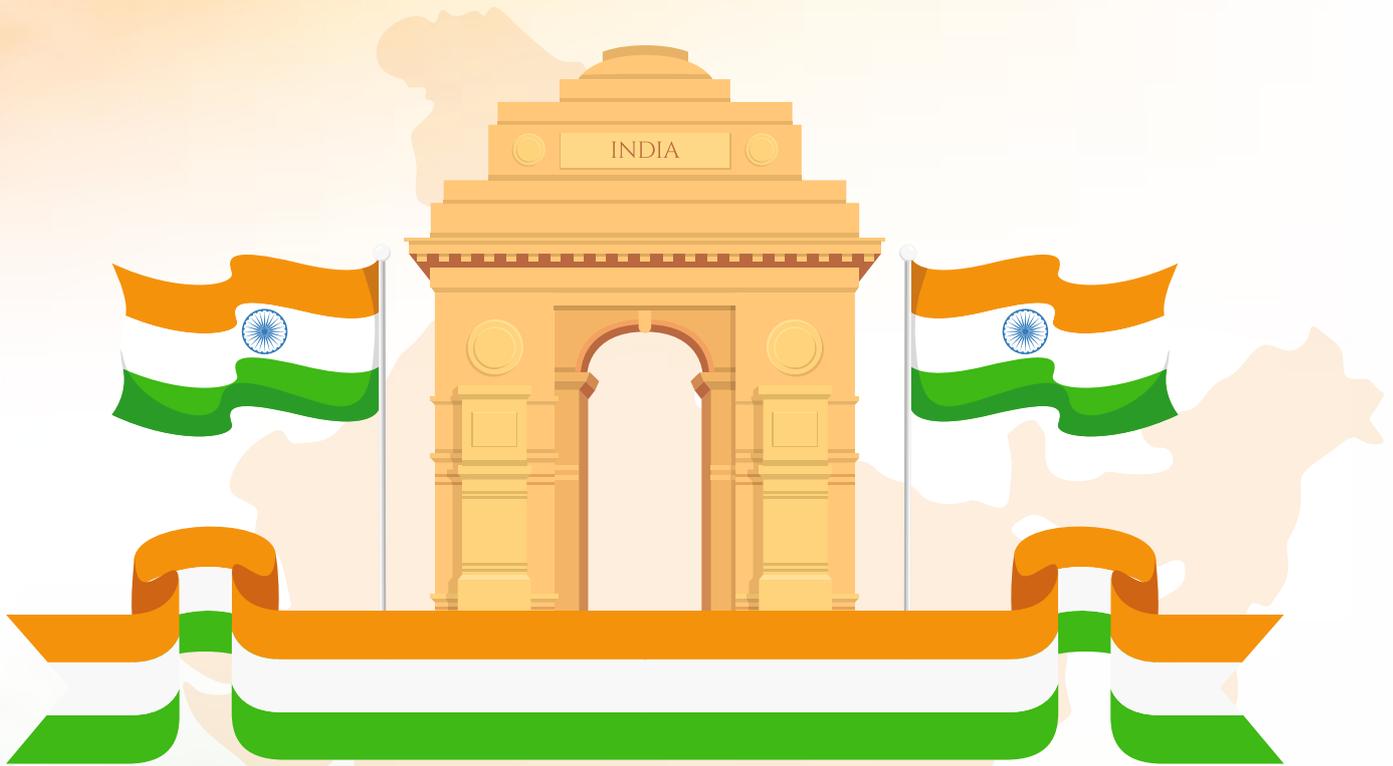
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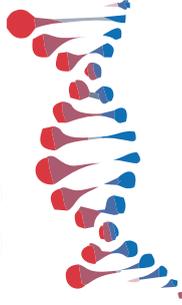
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THE BIOGENERICS MARKET BECKONS



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The Mind's Duality Balancing Chaos and Order



Veeresh V

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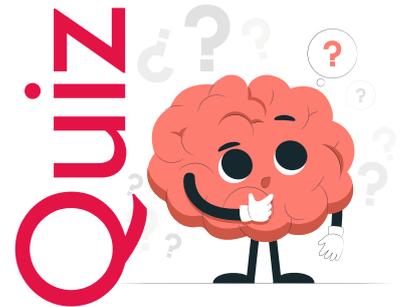


Dr. H G Shivakumar M Pharm PhD,
Joint Director, JSSAHER, Mysore:

the teacher's teacher



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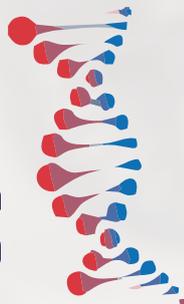
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The background

Biogenerics are complex molecule products similar to innovator biologics. For example, let us take the monoclonal antibody product: trastuzumab used to treat herceptin positive breast cancer patients. The innovator biologic is the brand HERCEPTIN (trastuzumab from Roche/Genentech). The patent for Herceptin expired in Europe during July 2014 and in USA, June 2019. The first trastuzumab biosimilar was approved by EMA (European Medicines Agency) in 2017 and four more were approved in 2018. In fact, by 2014, about 20 companies were working on biosimilar trastuzumab. The first biosimilar of trastuzumab was Ogivri in Dec 2017 - co-developed by Mylan (now part of Viatris) and Biocon from Bangalore. Thus, Biocon a pioneering company in many dimensions scored a unique business goal with the launch of generic trastuzumab for the world anticancer market.

Biological products manufactured after patent expiry are known as biogenerics. In Europe, biogenerics are called biosimilars and in Japan, biogenerics are called subsequent entry biologicals, while in USA, biogenerics are referred to as follow-on biologics.

The term biogenerics is normally used for products such as monoclonal antibodies, erythropoietin, insulin, G-CSF (granulocyte colony stimulating factor), interferons and human growth factor. Vaccines are usually not put in the basket of biogenerics (although they are biological products or biologics).

The draft National Pharmaceutical Policy 2023 has set a prime vision: 'Empowering Health for All: Pioneering Excellence in Pharmaceuticals'. The policy paper that can be accessed at <https://pharmaceuticals.gov.in/sites/default/files/31.10.23%20Draft%20National%20Pharmaceuticals%20Policy.pdf> has detailed the current status and challenges to Indian

pharmaceutical sector – and the draft policy is striving to be an enabler document to take India forward in pharmaceutical sector. On page 6 of this document there is a clear emphasis that in India, there is a 'relatively low pace of development of biologics, biosimilars, and other emerging products/trends'.

The way forward

Biosimilars of successful biologics is an important therapeutic segment where India can make powerful contributions. Policy interventions can make it possible. The best policy approach is to strengthen academia and industry connect through joint projects and CoEs (Centers of Excellence) that focus on technology and 'tinkering with biologics'. 'Biogenerics Tinkering labs' similar to the Atal Tinkering Centers will ensure professionals get closer to nuances of manufacturing biosimilar products.

There are also a set of products called biobetters. These are biogeneric products that have evolved so as to improve on the reference innovator product in terms of safety, efficacy, composition of excipients and other parameters.

The global biopharmaceutical market for 2022 is estimated to be 333.09 billion USD with growth of CAGR 12.50%. In area of vaccines, India has made rapid strides: about 60% of world's vaccine supply comes from India. Similarly, for the biologics used in treating AD, autoimmune diseases and other conditions, India has the talent pool and capital to enhance biologics global supply. The required knowledge and skills needs to become broad based and more players need to gain confidence in the biogeneric knowledge literacy. This can happen if academia, industry and other knowledge institutions, partner to make products, thereby increasing Indian market share in the world biogenerics market.

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The Mind's Duality

Balancing Chaos and Order

Introduction

Imagine your mind as the director of a cosmic show, guiding the orchestra of your experiences. In this grand performance, there's a fascinating twist, a dance between unpredictability (chaos) and careful planning (order). It's like a ballet of randomness and design. As we explore this, think of your mind as an artist, creating moments of spontaneity while weaving in threads of structure. This journey isn't about contradictions; it's a discovery of a harmonious performance where chaos and order work together, creating the extraordinary show that is your mind. It's a fascinating dance where every note resonates with the magic of both chaos and order, forming a performance that echoes through your conscious world.

As we explore this dance, let's add a touch of humour to the mind's capricious nature.

The brain is a wonderful organ. It starts working the moment you get up in the morning and does not stop until you get into the office. - Robert Frost

My mind is like an internet browser with too many tabs open, most of them are frozen, and I have no idea where the music is coming from. - Unknown

I've lost my mind, but luckily, I've marked the last place I saw it on my mental map. - Unknown

My mind not only wanders; sometimes it leaves completely to go on a solo trip. – Unknown

The Chaotic Prelude

At first glance, chaos in the mind may seem like an unruly disruptor, a mischievous sprite disturbing the tranquil waters of order. However, chaos isn't the villain; it's the spice that adds flavour to the

symphony. Think of a jazz improvisation, where unpredictability becomes the source of innovation.

Pros:

1. Creativity Unleashed: In chaos, the mind discovers uncharted territories, birthing creative ideas that defy convention. History celebrates the chaos-inspired brilliance of personalities like C V Raman, R K Narayan, Nikola Tesla, Steve Jobs, etc.

2. Adaptability: A mind accustomed to chaos becomes resilient, adapting effortlessly to the unpredictable rhythms of life. In chaos, we find the seeds of evolution and growth.

Cons:

1. Overwhelm and Confusion: The line between creative chaos and overwhelming confusion is thin. Without the reins of order, the mind risks being lost in the labyrinth of its own thoughts.

2. Stagnation of Orderly Tasks: The chaotic mind may struggle to adhere to structured routines, leading to procrastination and potential neglect of essential tasks.

The Harmonious Crescendo

Now, let's explore the role of order, a calming force that structures the chaos into a harmonious symphony. Imagine a meticulous composer shaping each note, creating a masterpiece that resonates with clarity. "The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. - Steve Jobs



The Mind's Duality

Balancing Chaos and Order

Pros:

1. **Efficiency and Productivity:** Order provides a roadmap for efficient task completion, ensuring that each note contributes to the overall harmony. It encourages a productive environment. For example, Elon Musk's meticulous planning propels SpaceX and Tesla to groundbreaking advancements in space exploration and electric vehicles.

2. **Stability and Predictability:** A mind rooted in order finds comfort in stability, navigating life's challenges with a sense of predictability. This stability becomes a foundation for success. For example, J.K. Rowling's disciplined writing routine ensures the timely completion of her literary masterpieces, demonstrating stability amid the imaginative world of Harry Potter.

Cons:

1. **Rigidity and Resistance to Change:** Excessive order can lead to rigidity, resisting the dynamic nature of life. Like a composer hesitant to deviate from the score, the mind may miss opportunities for growth. For example, a rigid corporate executive, clinging to established protocols, may resist change and innovation, hindering the company's adaptability and potential growth.

2. **Creativity Constrained:** A mind tethered to rigid order may struggle to embrace the spontaneity, stifling innovation. For example, an artist adhering to a fixed routine and medium may struggle to explore new techniques or embrace spontaneous inspiration, limiting the potential for groundbreaking artwork.

The examples not only showcase the effectiveness of order but also highlight how individuals in diverse fields can navigate chaos with a structured approach, illustrating the potential drawbacks of excessive order when it leads to rigidity and constrains creativity in different contexts.

Paradoxical Reflection

"The mind is beautiful because of the paradox. It uses itself to understand itself," articulated by Adam Elenbass, delves into the intricacies of self-awareness. Visualize a painter engrossed in creating a self-portrait, where the tools of creation, the brush and canvas, are not only instruments but also integral components of the artwork. This analogy mirrors the mind's recursive nature. In contemplating itself, the mind engages in a profound dance of self-reflection, blurring the lines between the observer and the observed. Much like the painter and the canvas, the mind, in its paradoxical beauty, becomes both the creator and the creation, highlighting the extraordinary capacity for introspection and self-understanding.

Conclusion

In the grand symphony of existence, embracing the chaos and order within, remember that true beauty lies not in choosing one over the other but in orchestrating a masterpiece that embraces both. Let your life be a composition that resonates with the unpredictable beats of creativity and the structured notes of purpose. Recognize that the mind's duality is not a conflict to be resolved but a celebration to be embraced, a testament to the limitless possibilities woven into the fabric of the human experience.



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Dr. H G Shivakumar M Pharm PhD
Joint Director, JSSAHER, Mysore:

the teacher's teacher

In pharmaceutical marketing, there is a popular saying that the manager is known only by his team's performance: not by his individual competency in selling – however good he may be as a seller. A manager is considered successful only when he creates more number of competent managers from his reportees and contributes to the overall growth of his or her organization. Verily, it is such managers' who are the true assets of employer organizations since they ensure the company strengthens and expands.

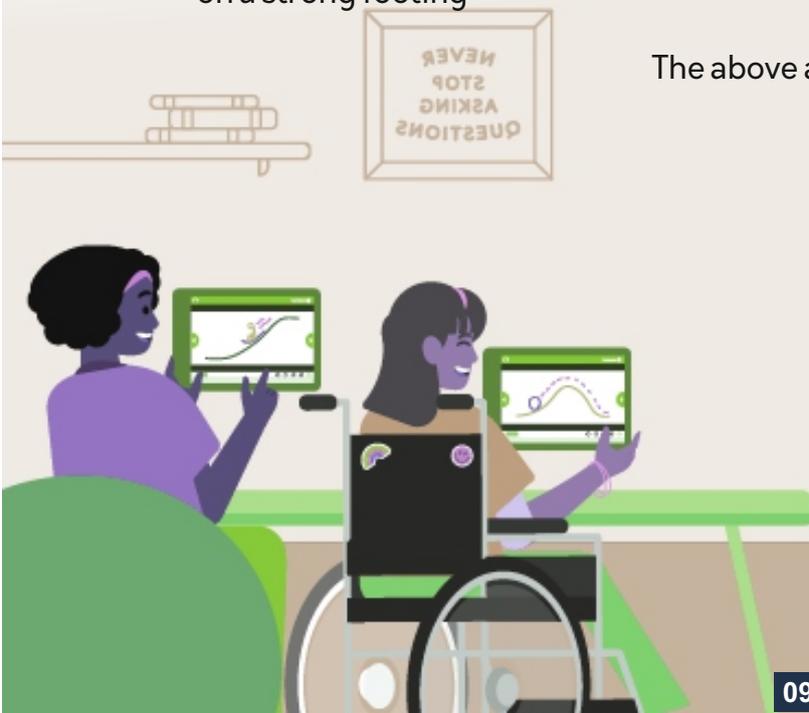
In the practice of teaching – which is a most noble profession, the teacher is known not just by his knowledge, communication skill and character, the teacher is also known by the growing status of his students.

If there is a successful pharmacist, it is common for his or her acquaintances to enquire about his or her alma mater pharmacy colleges – and details about his or her teachers.

And it is here that master teacher Dr. H G Shivakumar triumphs as a teacher and administrator:

- Dr. H G Shivakumar's students continue to bring laurels to pharmacy from their respective career contributions
- Dr. H G Shivakumar's role in building the bellwether institution of pharmacy: JSS College of Pharmacy, Mysore is commendable
- His recent successful stint as Principal, College of Pharmacy, JSSATE NOIDA put the college on a strong footing

The above are but some highlights of his contributions!



Resplendent academic achievements during his student days

Dr. H G Shivakumar, presently, Jt. Director, JSSAHER, Mysore has excelled in pharmacy during his student days. The feathers in his cap of student achievement include:

First rank Karnataka University in B.Pharm Examinations 1983 and the recipient of –

1. Karnataka University Gold Medal – 1983.
2. KLES College of Pharmacy Gold Medal – 1983.
3. IDMA G.P.Nair Award – 1983.
4. Govt. of Karnataka Youth Services Dept – Cash Award & Certificate – 1983.

After completing his studious student days, Dr. H G Shivakumar's learning journey continued – albeit, as a teacher and researcher at his karma bhoomi: JSS College of Pharmacy, Mysore.

Starting as a lecturer at JSSCP, Mysuru, rung-by-rung, Dr. H G Shivakumar rose up the ladder: Asst. Prof, Professor, Vice Principal and Principal, 2007 to 2015.

Dr. H G Shivakumar has always been focused on his career building like a true professional. Dr. H G Shivakumar has gone the extra mile and using all his internal energies, pursued his PhD at Manipal taking all the pains, during the 1990s.

Focused on creating new knowledge

And after his PhD, Dr. H G Shivakumar stayed true to the pursuit of creating knowledge. Dr. H G Shivakumar's research credentials are impressive:

Research Publications: 148 research articles with h-index- 32, i10 index-80, 4710 Citations, highest citation for an article-820 (Google Scholar).

Popular among students

Known for his impeccable dressing and gentlemanly mannerisms, right from his lecturer days, Dr. H G Shivakumar has been popular with the student community for his clarity in communication, tact in dealing with student problems, prescriptive tips to solve problems and his amazing memory – particularly dates and numbers. Dr. H G Shivakumar is a master in the art of relationship with students: knowing where to draw the line, thereby being professional, friendly – yet having the liberty to be assertive with his students, as per requirement.

Dr. H G Shivakumar's neat handwriting on the blackboard and his clear point-wise teaching made complex pharmaceutical chemistry easy to assimilate. Students were truly inspired and got ample confidence along with knowledge through his classes.



Dr. H G Shivakumar has proved to be an institution builder thanks to his administrative acumen and ability to take counsel from the senior management including Dr. B Suresh, current Pro-Chancellor, JSSAHER, Mysore. Taking inspiration from Dr. B Suresh's institution building practices at JSSCP, Ooty, Dr. H G Shivakumar strove hard to lay the foundation for a progressive JSSCP, Mysore. Dr. H G Shivakumar taking note of the JSSCP, Ooty model under Dr. B Suresh, provided impetus to the growth of JSSCP, Mysore.

Dr. H G Shivakumar used a three pronged approach to institution building at JSSCP, Mysore:

- 1) Dr. H G Shivakumar was instrumental in guiding and inspiring the young faculty to take to M Pharm and PhD. Thereby, Dr. H G Shivakumar ensured a team of high quality faculty dedicated to high teaching standards at JSSCP, Mysore. Today, this same faculty has grown up the ranks, to hold pole positions in JSSAHER, Mysore, thanks to the sagacious leadership of Dr. B Suresh, Pro Chancellor and former VC, JSSAHER, who has recognized the merit and dedication of this faculty.

The merited faculty home-grown at JSSCP, Mysore by Dr. H G Shivakumar, include Dr. Pramod Kumar, Principal, JSSCP, Mysore, Dr. Sudheendra Bhat, Controller of Examinations, JSSAHER, Dr. D V Gowda, former Prof. and HOD, Dept. of Pharmaceutics at JSSCP, Mysore and Dr. Vishal Gupta, Dean, Academics, JSSAHER, Mysore.

Overall, Dr. H G Shivakumar has guided 74 M Pharm students and 16 PhD research scholars who are contributing and enjoying good status in the pharmacy profession, in India and abroad.

The PhD scholars doing well in their respective career tracks include Dr. Khalid Ahmed Khan, DDC, Drugs Control Department, GoK, Dr. Sunil S Chiplunkar, VP Business Development, Group Pharmaceuticals, Dr. Archana Mudgal, former registrar cum secretary PCI, Delhi and many others.

Hence, it is not an exaggeration to say Dr. H G Shivakumar is a teacher's teacher!

- 2) Dr. H G Shivakumar focused on capacity building at JSSCP, Mysore. This was done by starting M Pharm courses in various subjects, including the then novel discipline - the very popular M Pharm Regulatory Sciences @ JSSCP, Mysore having a state-of-art departmental infrastructure.

Dr. H G Shivakumar had the knack of creating valuable infrastructure by ensuring every paisa gave the best results. Not only was the JSSCP building spruced up and upgraded, a unique concept was ensuring a large, safe & comfortable hostel facility for girls and boys in the college campus, having ample amenities.

This capacity building of faculty and infrastructure catapulted the growth of JSSCP, Mysore.



- 3) Dr. H G Shivakumar used his out-of-box thinking to improve offerings from JSSCP, Mysore. As the co-ordinator of industry academia interaction, training programs for new joiners of Strides Arcolab to update theoretical knowledge and give practical exposure was instituted by the college, under his tenure as Principal. As a part of this innovative initiative, faculty of JSSCP, Mysore, on weekends, would leave to conduct classes at the Bangalore Strides Arcolab company campus, mind you, there was no expressway for easy road travel during those days. This out-of-box thinking helped JSSCP, Mysore come out a winner.

Today, JSSCP, Mysore is a part of Biocon Academy too - thanks to the industry connect approach. And this industry linkage continues through various collaborative projects.

The loyal scholar, traditionalist and administrator

Dr. H G Shivakumar's hallmark character is loyalty and devotion to the mother institution JSS Mahavidyapeetha, a lineage he has come to respect from his childhood. Dr. H G Shivakumar is an ardent devotee of Suttur Math and abides by its hallowed traditions.

Dr. H G Shivakumar has served with humility at positions in JSSAHER (JSS Academy of Higher Education and Research), Mysore: Deputy Controller of Examinations and Deputy Director (Research). When the requirement came up that Dr. H G Shivakumar is required to serve as Principal, College of Pharmacy, JSSATE, Noida, he rose up to the situation. His contributions at Noida have been very positive & reviving; this was reflected in the iconic and very warm spontaneous send-off given to him by the pharmacy students of Noida campus.



Dr. H G Shivakumar's favourite line on management: have the ability to see the end - right at the start! This unique management approach is Dr. H G Shivakumar's hallmark style!

Awards, positions and recognitions galore

Many recognitions have come by the way of Dr. H G Shivakumar, these include:

Principal of the Year 2015 Award by Association of Pharmaceutical Teachers of India, Karnataka State Branch; the prestigious IPA Fellowship 2009; nominated by UGC, as member of Pharmacy Council of India, New Delhi; Dean, BoM member and Academic Council member of JSSAHER and many more.



Dr. H G Shivakumar at London as part of PCI delegation





**Dr. H G Shivakumar:
personification of the word
ENCOURAGEMENT**



**Dr. H G Shivakumar along with the
JSSCP Mysore alumni at London during
his UK visit as part of PCI delegation**

If any word captures the input that Dr. H G Shivakumar provides to his peers, students and others, it is ENCOURAGEMENT. The moral & material support, and facilitation that Dr. H G S gives, inspires his students. In fact, it is due to Dr. H G Shivakumar's encouragement - and support from Dr. T Pramod Kumar that KRPA (Karnataka Registered Pharmacists Association) took birth in the JSSCP, Mysore campus as an initiative of Dr. Kaushik Devaraju, then a PhD research scholar under Dr. T Pramod Kumar.

Dr. H G Shivakumar embodies the most popular saying of Lord Basaveshwara: Kayakave kailasa (Work is worship). Dr. H G Shivakumar has devotedly performed his professional, social and family duties, thus his wife Mrs. Vijaya S Kumar and their son Mr. Kaushal bask in a comforting glow and happiness. Dr. H G Shivakumar has a positive outlook and this helps solve problems in a jiffy. Dr. H G Shivakumar's administrative acumen, scholarship, clear teaching style, and pleasing demeanor has provided his students growth and life in their careers.



The authors thank Dr. H G S for his heartwarming service as a teacher and astute yet kind administrator, we pray for his and family's continued happiness.

Authors: Dr. Sunil S Chiplunkar VP Business Development, Group Pharmaceuticals, Bangalore and Dr. Kaushik Devaraju, Director, VeenaRaj Technologies, Mysore

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ರೂಪಕ

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ಕಣ್ಣಲ್ಲಿ ಅನೇಕ ಆಕಾಂಕ್ಷೆಯ ಚಿತ್ರ ಮುಡಿದು
ತೋರುತಿತ್ತು ದೇಶಕ್ಕಾಗಿ ಏನನ್ನು ಮಾಡಲು ಸಿದ್ಧ
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ಆದ ದೂರ ಪ್ರದೇಶದಿಂದ ತನ್ನಂತೆ ಬಂದ ದೇಶಭಕ್ತರ ಹತ್ತಿರ
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ಅಕಸ್ಮಾತ್ ಎಲ್ಲಿಂದಲೂ ಯಮರಾಜ ಬಂದ
ಕಣ್ಣಿನ ಸ್ವಪ್ನ ನೆರವೇರುವ ಮುಂಚಿನೇ ಇವರನ್ನೆಲ್ಲ ಕೊಂದ
ಸ್ಮಶಾನ ಮೌನ

ಜನರ ಮನಸಿನಲ್ಲಿ ಹುಟ್ಟಿತು ಬೀಜ ದ್ವೇಷದ

ಹರಡಿತು ಎಲ್ಲೆಡೆ ಜ್ವಾಲಾ ಕೋಪದ ಪ್ರಶ್ನೆ ಹಲವಾರು
ದೇಶದ ಸುರಕ್ಷಿತಕ್ಕೆ ಹೋರಾಡುವ

ಸೈನಿಕರ ಸುರಕ್ಷಾ ಕವಚದಲ್ಲಿ ಇತ್ತೇ 'ರಂಧ್ರ ?

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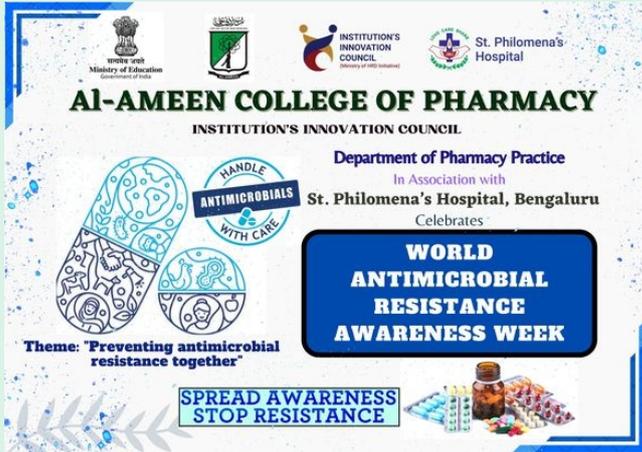


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Al-Ameen College of Pharmacy



The Department of Pharmacy Practice of Al-Ameen College of Pharmacy, Bangalore celebrated World Antimicrobial Awareness Week (WAAW) from 18-24 November every year. The theme for WAAW 2023 is "Preventing antimicrobial resistance together". Antimicrobial Resistance (AMR) is a threat to humans, animals, plants and the environment. It affects us all. Our Pharm-D, Pharm-D (PB) & M.Pharm (Pharmacy Practice) students visited to all the Community Pharmacists near Austin Town, Created awareness on AMR & distributed the pamphlets with the slogan "No ACTION today, No CURE tomorrow". The Educational Video is also played at the OPD section of St. Philomenas Hospital to educate patients on harmful effects of self Medication.



The NSS Unit and Institution Innovation Council of Al-Ameen College of Pharmacy, Bangalore Observed the "National Pollution Control Day" on 2nd Dec-2023 with the Theme: Sustainable Development for a Clean and Healthy Planet





Al-Ameen College of Pharmacy



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The NSS Unit and Institution Innovation Council of Al-Ameen College of Pharmacy, Bangalore Observed the "National Pollution Control Day" on 2nd Dec-2023 with the Theme: Sustainable Development for a Clean and Healthy Planet

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REVA University hosts the IIC Regional Meet 2023, fostering innovation, collaboration, and excellence across Southern India.



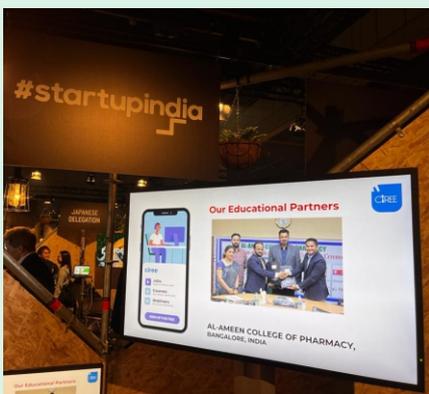
AI-AMEEN COLLEGE OF PHARMACY
Hosur Road, Bangalore

INSTITUTION'S INNOVATION COUNCIL
Total number of IIC members - 35
Total number of Innovation Ambassadors - 09

ACTIVITIES CONDUCTED

SCHEMES/RESEARCH

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NITTE COLLEGE OF PHARMACEUTICAL SCIENCES



"UNITING FOR CHANGE: WORLD AIDS DAY 2023"

The National Service Scheme of Nitte College of Pharmaceutical Sciences, Bengaluru marked World AIDS Day by hosting a range of activities focused on spreading awareness about HIV/AIDS. Underpinning our endeavors was the central theme of 'Let Communities Lead,' amplifying our commitment to empowering communities in addressing the multifaceted challenges posed by HIV/AIDS. The day commenced with a symbolic Ribbon Campaign, actively involving our respected Principal, Dr. V Kusum Devi and committed teaching staff. NSS volunteers further reinforced the message by orchestrating a poignant skit centered around the theme: "Embracing AIDS patients with fairness, rejecting discrimination, and extending a hand in solidarity."



"EMBARKING ON NEW HORIZONS: MARKING OUR COLLEGE GRADUATION MILESTONE"

Nitte College of Pharmaceutical Sciences, Bengaluru resonated with emotions as it bid adieu to its graduating B Pharm batch of 2019 in a heartfelt graduation event. The event commenced with an inspiring speech by Principal, Dr. V Kusum Devi encouraging graduates to pursue their passions, embrace challenges, and make a positive impact on the world. Faculty members stepped onto the stage to extend their heartfelt congratulations to the graduating class and celebrate the remarkable achievement of a 100% placement. The solemn Pharmacy Oath marked a pivotal moment during the graduation ceremony, uniting everyone in a shared commitment to ethical practice and service. As the oath was recited, graduates and attendees stood in unison, demonstrating their dedication to upholding the values and responsibilities inherent in the pharmacy profession. Later, it was marked by a vibrant cultural program, showcasing the diverse talents, musical renditions, dance performances, and skits. All these performances adorned the occasion, evoking a mix of laughter and nostalgia among attendees.





DAYANANDA SAGAR
COLLEGE OF PHARMACY

Nobel Prize Lecture Series- 2 2023

The College of Pharmaceutical Sciences (COPS) at Dayananda Sagar University (DSU), Bengaluru, Karnataka, India, organized the Nobel Prize Lecture Series-2023. It was held on December 8, 2023, December 15, 2023, and December 21, 2023. The various topics in field of medical, physics, chemistry, literature, economics, and peace were covered in these interactive lectures.

Highlights from Nobel Prize lecture series - 2 2023, Week -1 held on December 8

The event was commenced with a warm welcome address by Seema S Rathore. Dr Geetha KM, Professor and HOD, Department of Pharmacology COPS, introduced guest of first session featured talks on mRNA vaccine by Dr. N. Madhusudana Rao, CEO, AIC-CCMB, Retd. Scientist G at CCMB and Physics. Dr Vanaja K, Professor, Department of Pharmaceutics introduced guest of second session featured a talk on attosecond physics by Dr. Gopal Dixit, Associate Professor, Delhi University, India, who also shared his research expertise in the field.

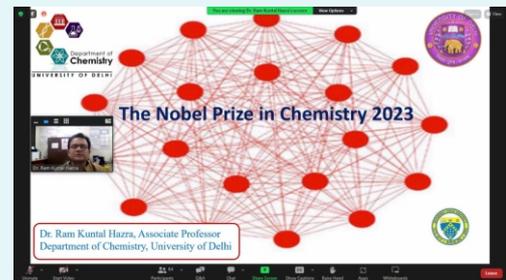
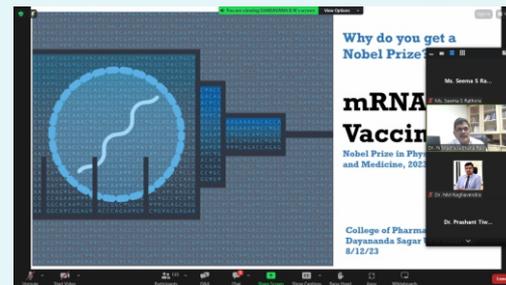
Highlights from Nobel Prize lecture series-2 2023, Week-2 held on December 15

The event was commenced with a warm welcome address by Pravallika. Dr Prashant Tiwari, Associate Professor Department of Pharmacology gave a brief introduction about the guest of our first session featured talks on the idea of quantum dots by Dr. Ram Kuntal Hazara, Associate Professor Delhi University, India. Dr Sonal dubey Associate Professor Department of Pharmaceutical Chemistry introduced the guest of second session featured a talk on the hope and compassion-filled topics of hardness and obstacles in life by Mr. Mihir Kanti Choudhury, Deputy Registrar Metropolitan University, Bangladesh.

Highlights from Nobel Prize lecture series-2 2023, Week-3 held on December 21

The event was commenced with a warm welcome address by Pallavi K. R. Dr. N.M. Raghavendra, the organizing chairman and Principal of COPS introduced the guest of first session Prof. Aswatha Ramaiah, Ramaiah Head Unique Consultant, India. Dr Sunil Kumar, Associate Professor Department of Pharmacology introduced the guest of second session Dr. Michael Strange, Associate Professor, Department of Global Political Studies, Sweden both did a fantastic job of enthralling the audience with their sophisticated views. It's rather impressive how well-versed Dr. Strange is in artificial intelligence.

At the end of each session there was Q and A session through which participants used to ask questions and the queries were answered by guests.



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“International Symposium on Enhancing Patient Care- Explore the advanced clinical pharmacy services bridging India and USA”

The Department of Pharmacy Practice, College of Pharmaceutical Sciences at Dayananda Sagar University, in collaboration with Avenida innovations, conducted an international symposium on exploring the advancements in clinical pharmacy activities bridging the knowledge between India and USA on 29th and 30th December 2023. Renowned speakers from India and USA addressed the students of COPS emphasizing the significance of Clinical pharmacy activities in enhancing patient care. Pharm D students of USA exchanged skills and knowledge with interns of COPS.

The event aimed to explore the major advancements in clinical pharmacy services in both the countries and encouraged open discussions. The sessions by Dr. Ashwini Dhar, Dr. Vijay Yeldandi, Dr. Chandra Sekar, Dr. Satheesh and Dr. Karthik Rakam on AI in healthcare, One health One Planet, Full Bright scholarship and US pharmacist registration Clinical pharmacy activities respectively enhanced the students' mindset towards current trends in Clinical Pharmacy. This collaborative effort signifies the university's dedication towards enhancing patient care and advancing the Clinical pharmacy services in Indian settings.



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OUR COLLABORATION



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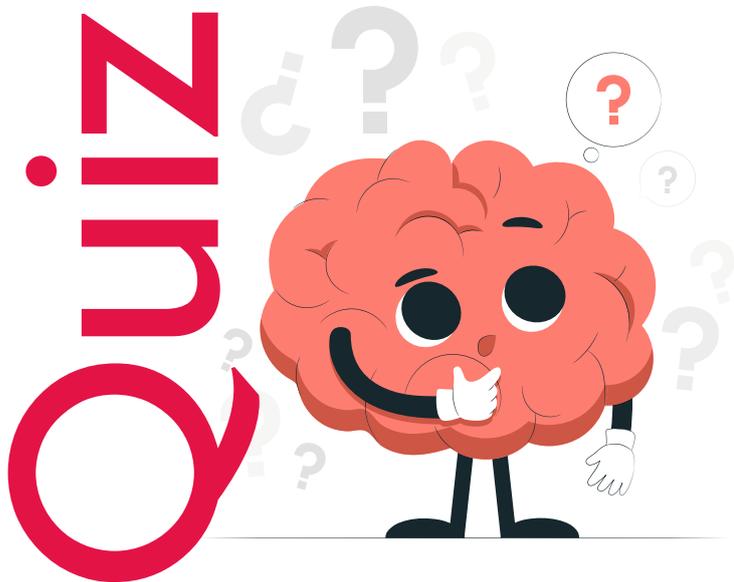
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DIABETIC PORTFOLIO





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 **05th February 2023** to this E Mail ID- krpaindia@gmail.com
5. A confirmation mail will be sent to you on receiving your e-mail.

1. What is the mechanism of action of beta-blockers in cardiovascular pharmacology?

- a) Vasodilation
- b) Sympathetic stimulation
- c) Angiotensin-converting enzyme inhibition
- d) Blockade of beta-adrenergic receptors

2. Which of the following drugs is primarily metabolized by the liver?

- a) Warfarin
- b) Theophylline
- c) Insulin
- d) Nitroglycerin

3. Which neurotransmitter is primarily targeted by selective serotonin reuptake inhibitors (SSRIs)?

- a) Dopamine
- b) Serotonin
- c) Acetylcholine
- d) Norepinephrine

4. What is the purpose of enteric coating in tablet formulation?

- a) Enhance taste
- b) Facilitate swallowing
- c) Delay drug release
- d) Improve stability

5. What is the most common side effect of amoxicillin, a commonly used antibiotic?

- a) Cardiac arrhythmias
- b) Kidney failure
- c) Diarrhoea
- d) Liver damage

6. What is the purpose of maintenance therapy in management of any disease?

- a) To cure the disease
- b) To prevent disease recurrence
- c) To provide symptomatic relief
- d) To diagnose the disease

7. What is the mechanism of action of proton pump inhibitors (PPIs) in the treatment of gastro-oesophageal reflux disease (GERD)?

- a) Inhibition of gastric acid secretion
- b) Enhancement of gastric motility
- c) Antispasmodic effect on the oesophagus
- d) Strengthening of the lower oesophageal sphincter

8. Which receptor type is targeted by benzodiazepines in the central nervous system?

- a) Opioid receptors
- b) GABA receptors
- c) Serotonin receptors
- d) Dopamine receptors

9. What is the purpose of a preservative in pharmaceutical formulations?

- a) Enhance colour
- b) Extend shelf life
- c) Improve taste
- d) Increase viscosity

10. Which of the following is an example of a non-steroidal anti-inflammatory drug (NSAID)?

- a) Acetaminophen
- b) Ibuprofen
- c) Omeprazole
- d) Loratadine



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INSPIRATIONAL PHARMACIST

DR . PREMNATH SHENOY

Dr. Premnath Shenoy is a highly accomplished professional in the field of pharmaceuticals with a wealth of experience spanning over 25 years. He holds an M. Pharm degree in Pharmaceutics from Bangalore University and a Ph.D. from the University of Mysore. Additionally, he has a PGDM in Business Administration and Management from the University of Bombay, showcasing his diverse educational background.

Dr. Shenoy's career has been marked by various prestigious positions and successful consulting engagements. Currently, he is serving as a Pharmaceutical Consulting Consultant in Bengaluru, India, a role he has held since April 2019. In this capacity, he provides valuable insights and expertise in the areas of GMP Audit, Training, Documentation Review, and Safety Health and Environment.

Before his current position, Dr. Shenoy served as the Regulatory Director at AstraZeneca, a global pharmaceutical company. He held this role for an impressive 21 years, from 1994 to April 2015. During his tenure, he played a crucial role in ensuring regulatory compliance and adherence to quality standards in the company's operations. Additionally, he served as the Head of Quality Assurance and Technical Services from 2002 to 2006, further highlighting his leadership capabilities.

Dr. Shenoy's contributions to AstraZeneca extend beyond regulatory affairs. He held the position of Director of Regulatory Affairs and Patient Safety for AstraZeneca India from 2006 to 2015, demonstrating his commitment to patient safety and overall organizational excellence. He also served as the Head of QA & Technical Services at AstraZeneca pharma India Limited from May 1994 to January 2006.

Throughout his career, Dr. Shenoy's expertise and strategic contributions have made a significant impact on the pharmaceutical industry. His extensive experience in regulatory affairs, quality assurance, and technical services have made him a trusted professional in his field. Dr. Shenoy's educational background, along with his vast experience, make him a highly qualified and respected individual in the pharmaceutical industry. With over 30 years of industry experience, he has held leadership roles in areas such as pharmaceutical research, regulatory affairs, and quality assurance. Throughout his career, Dr. Shenoy has worked for small, mid-sized, and large pharmaceutical organizations, gaining valuable insights and knowledge in various aspects of the industry.

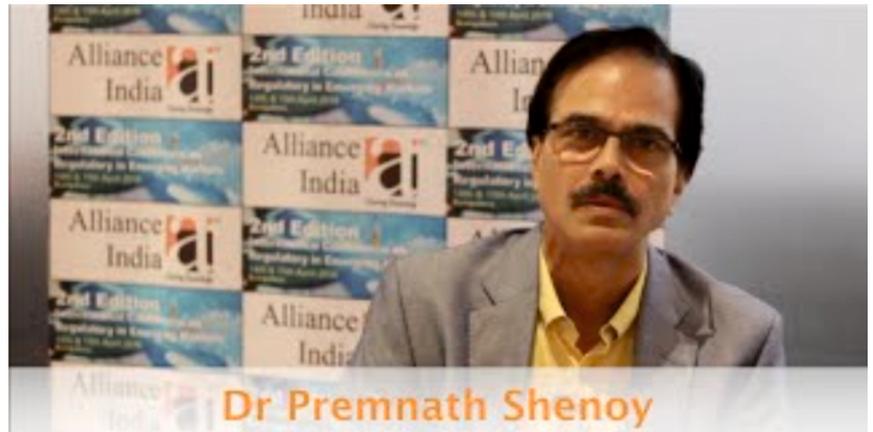
One of Dr. Shenoy's key areas of expertise is in quality assurance and compliance. With an extensive background in drug product and drug substance manufacturing, he has a deep understanding of the regulatory requirements and standards that govern the industry. He has also played a significant role in laboratory management and has conducted compliance audits to ensure adherence to quality standards. This expertise has made him a sought-after consultant in the pharmaceutical industry.

In addition to his role as a consultant, Dr. Shenoy is an experienced trainer and has developed and implemented customized developmental and remedial programs. He has trained professionals on topics such as GMP (Good Manufacturing Practices), risk assessment, quality management systems, and regulatory affairs. His ability to effectively convey complex concepts and principles has made him a respected figure in the industry.

Dr. Shenoy's contributions to the field of pharmaceuticals extend beyond his industry experience and consultancy work. He is an avid writer and has published over 30 research papers and 100 technical articles. He has also delivered lectures at industry meetings not only in India but also in international locations such as Singapore, Hamburg, London, and Zurich. His publications and presentations demonstrate his deep knowledge and expertise in various aspects of the pharmaceutical industry.

Dr. Shenoy's contributions have been widely recognized by professional organizations and associations. He has received recognition from prominent bodies such as IPA/IPC/EDQM for his contributions in the field of quality assurance. In addition, he was honoured with the Outstanding Pharmaceutical Analyst Award by the Indian Drug Manufacturers Association in 2015. These accolades reflect Dr. Shenoy's commitment to excellence and his significant impact on the pharmaceutical industry.

Beyond his professional achievements, Dr. Shenoy is actively involved in various professional associations and organizations. He has served as the President of the Indian Pharmaceutical Association Karnataka branch since 2018, demonstrating his leadership and commitment to advancing the industry. He is also a Senior Associate with Lachman Consultants in New York, further highlighting his international connections and network.



Dr. Premnath Shenoy's extensive industry experience, publications, training expertise, and recognition by prestigious organizations showcase his significant contributions and expertise in the field of pharmaceuticals. His commitment to quality assurance, regulatory affairs, and professional development make him a highly respected figure in the industry. As the Chief Technical Officer at DSSPL and through his involvement in various professional activities, Dr. Shenoy has made a positive impact on the pharmaceutical industry.

Dr. Premnath Shenoy is not only a highly accomplished professional in the field of pharmaceuticals but is also a prolific author. With his vast expertise and knowledge, he has authored several books that have become invaluable resources in the pharmaceutical industry. One of his notable works is the 'Handbook of Pharmaceutical Quality Assurance.' This book serves as a comprehensive guide for professionals in ensuring the quality and safety of pharmaceutical products.

In addition to his invaluable handbook, Dr. Shenoy has also written a book titled 'Dream Strategize Accomplish: A Step By Step Approach For A Successful Pharmaceutical Career.' This book serves as a career guide for aspiring pharmacists, providing them with practical advice and strategies to achieve success in their professional journey. It serves as a roadmap for young professionals, helping them navigate through the complex world of pharmaceuticals and realize their dreams.

Another notable work by Dr. Shenoy is 'Herbs N Health.' This book delves into the world of herbal medicine and alternative therapies, shedding light on the benefits and uses of various herbs for maintaining health and wellness. It serves as a valuable resource for both professionals and individuals seeking natural and holistic approaches to healthcare.

Dr. Premnath Shenoy's contributions to the field of pharmaceuticals have been widely recognized, and he was honoured with the prestigious 'Eminent Scientist Award' in 2023. This award serves as a testament to his exceptional contributions to the field and his dedication to advancing the pharmaceutical industry. Dr. Shenoy's research, expertise, and passion for his work have made a significant impact on the industry, and he continues to be a sought-after authority in the field.

Dr. Shenoy's achievements and expertise make him a role model for young pharmacists looking to make a mark in the pharmaceutical industry. His dedication to quality assurance, career guidance, and exploration of alternative therapies serves as an inspiration for aspiring professionals. Young pharmacists can learn valuable lessons from Dr. Shenoy's books, which provide insights, strategies, and knowledge that can help shape successful careers. Dr. Shenoy's remarkable journey and recognition as an eminent scientist make him an exemplary figure in the field of pharmaceuticals, and his contributions continue to inspire and empower the next generation of pharmacists.

DISCLAIMER

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

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