



## Key Indicator 6.5: Internal Quality Assurance System

*METRIC NO. 6.5.2: Quality assurance initiatives of the institution*

### List of Collaborative quality initiatives with other institutions

SN	ACADEMIC YEAR	PAGE NO.
1	2021-2022	2-13
2	2020-2021	14-20
3	2019-2020	21-24
4	2018-2019	25-29
5	2017-2018	30-31

Document verified from Page No. 2 to 31



**ACADEMIC YEAR 2021-2022**

SN	Nature of the activity	Title of the collaborative activity	Name of the collaborating Institution	Link to the relevant document
1.	Paper Publication	<b>Ethnomedicinal and pharmacological potential of marine macroalgae for CNS disorders: An overview</b>  <i>Journal of Medicinal Herbs and Ethnomedicine</i> March 2022	Gurunanak College of Pharmacy, Nagpur	<a href="#">View Document</a>
2.	Paper Publication	<b>Novel Drug Delivery System of Phytopharmaceuticals: A Review</b>  <i>Current Traditional Medicine</i> , October 2021	Gurunanak College of Pharmacy, Nagpur,	<a href="#">View document</a>
3.	As Resource person and Trainer	<b>In One-week Hands-on Training Program on *'Application of Computational Technique in Drug Design &amp; Development'* from 18-23 Oct. 21.</b>	Gurunanak College of Pharmacy, Nagpur,	Page No. 3-4
4.	Organised Workshop	<b>On Good Clinical Practice</b> 18 November 2021	Alchemy Clinical research services	Page No. 5
5.	Organised Pharmacy Impact Lectureseries	<b>On topic -</b> 1. Indian Pharma Industry from a Global Perspective & Possibilities in Vidarbha Region. 2. Critical role of Pharma professional in society	With Vigyan Bharti	Page No. 6-10
6.	Workshop	<b>Personality Development, Life Domain Skill and Mock Interview.</b> On 24-26 March 2020	GTT foundation Pune	Page no. 11-13

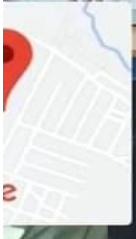
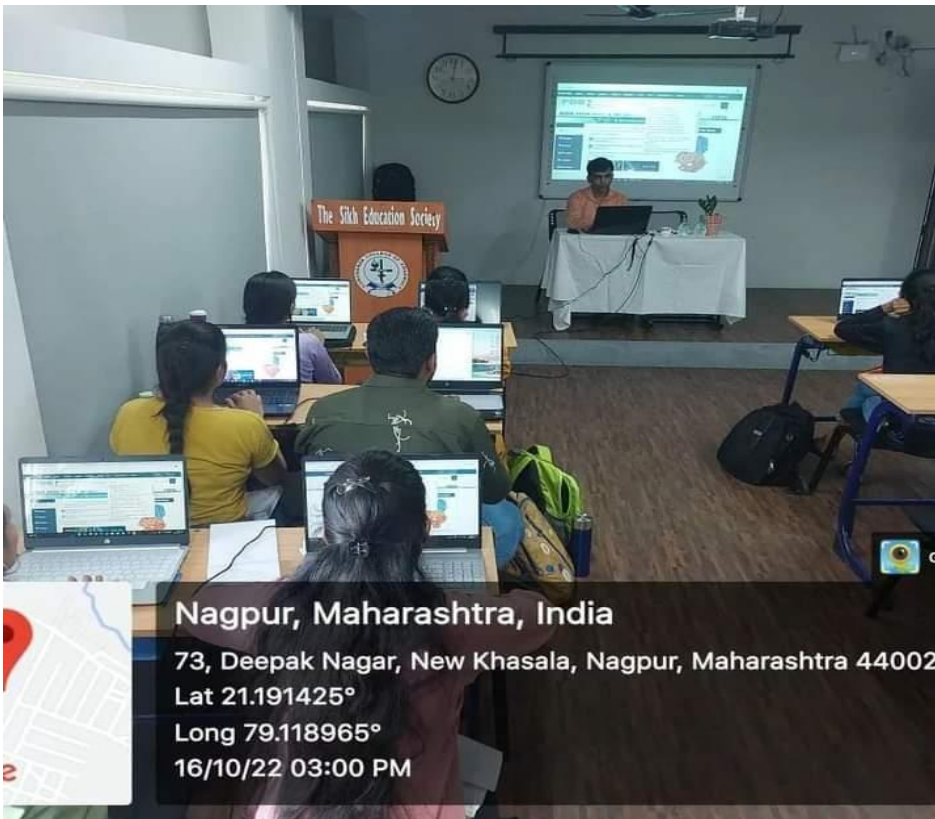


**Documents relevant to Hands-on Training Program on \*"Application of Computational Technique in Drug Design & Development"**





Nagpur, Maharashtra, India  
73, Deepak Nagar, New Khasala, Nagpur, Maharashtra



Nagpur, Maharashtra, India  
73, Deepak Nagar, New Khasala, Nagpur, Maharashtra 440026  
Lat 21.191425°  
Long 79.118965°  
16/10/22 03:00 PM



## Documents relevant to

### WORKSHOP ENTITLED "GOOD CLINICAL PRACTICE"

One day online workshop on 'Good Clinical Practice' on 18 November 2021 At Zoom meet, To know the regulatory aspects of good clinical practice, to understand terminology, guidelines, and various aspects of good clinical practice to be followed during clinical research. Resource Person: Dr. Abheejit Munshi, Ms. Shradhha Zarkar, Program was Organized by Pharmacology Department.

**PRIYADARSHINI J. L. COLLEGE OF PHARMACY, NAGPUR**  
In Association with  
**ALCHEMY CLINICAL RESEARCH SERVICES**  
Organizes  
**One Day Online Workshop On 'GOOD CLINICAL PRACTICES'**  
November 18, 2021  
2.00 pm - 4.00 pm  
Online Platform - Zoom Meet  
Eligibility - B.Pharm & Pharm D<sup>1</sup> & 1<sup>st</sup> Yr

**Shradhha Zarkar**  
Medical Writer - Mittal  
Global Clinical Trial Services  
Convener  
Dr. D. R. Chaple  
Principal

**Dr. Abheejit Munshi**  
Director - Clinical  
Operations & Academics  
Alchemy Clinical  
Research Services  
Coordinator  
Dr. Shilpa A. Deshpande  
HOD, Pharmacology





## Documents relevant to

### Pharmacy Impact Lecture series in Collaboration with Vigyan Bharti

First Lecture by Speaker: Shri. Manish Bhatkar, Founder Director and CEO Red Lotus PVT. LTD.  
On Topic: Indian Pharma Industry from a Global Perspective & Possibilities in Vidarbha Region.\*  
on Date: 25th Oct 2021 at Time: 2:30 pm

Vigyan Bharti Vidarbha Prant  
has organised  
PHARMACY IMPACT LECTURE SERIES  
**INDIAN PHARMA INDUSTRY FROM  
A GLOBAL PERSPECTIVE &  
POSSIBILITIES IN VIDARBHA  
REGION.**

On the occasion of Azadi ka  
Amrut Mohotsav and VIBHA  
Sthapana week

**OCTOBER 25, 2021  
2:30 PM  
VIA ZOOM**

Shri. Manish Bhatkar,  
Founder Director and CEO  
Red Lotus PVT. LTD.

In collaboration with,  
Department of Pharmaceutical Sciences, Rashtrasant  
Tukadoji Maharaj Nagpur University,  
and  
Priyadarshani J. L College of Pharmacy Nagpur



LOKMANYA TILAK JANKALYAN SHIKSHAN SANSTHA'S  
**PRIYADARSHINI J. L. COLLEGE OF PHARMACY**

(Formerly known as J. L. Chaturvedi College of Pharmacy)

Electronics Zone Building, MIDC, Hingna Road, Nagpur-440016 (M.S.) India

Tel. No.: +91-7104 - 299510

E-mail: principal@pjlc.edu.in, ilccpnp@gmail.com • Website: www.pjlc.edu.in

Accredited with Grade B++ by NAAC

Institute Code: DTE 4265 & RTMNU 265



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with a red background. The slide title is "Indian Pharma Industry from a Global Perspective & Possibilities in Vidarbha Region". Below the title, it says "CDMO Special Emphasis". At the bottom of the slide, there is a logo for "Bullisho Pharmtech Pvt. Ltd." and the date "25 October, 2021". The Zoom interface includes a top menu bar with options like Home, Insert, Design, Transitions, Animations, Slide Show, Review, View, Recording, and Help. A right-hand sidebar shows a video thumbnail of a participant named Manish Bhatkar. The bottom of the screen shows the Zoom control bar with icons for Mute, Stop Video, Participants, Share Screen, Raise Hand, Settings, and More.



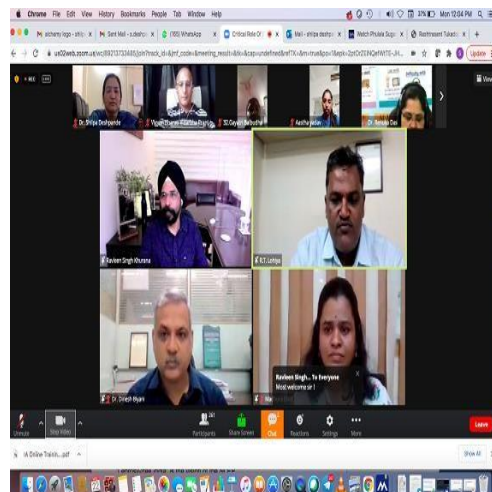
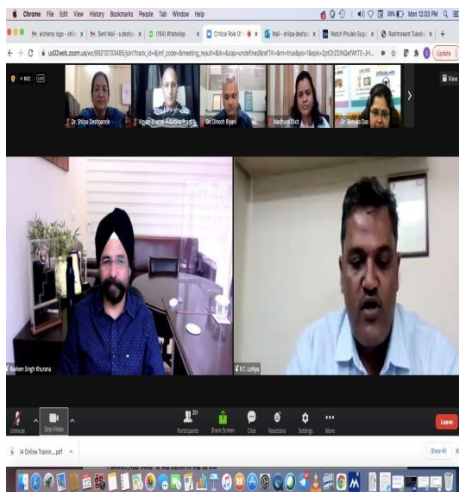
**Vigyan Bharti Vidarbha Prant**  
has organised  
**PHARMACY IMPACT LECTURE SERIES**  
**CRITICAL ROLE OF PHARMA  
PROFESSIONALS IN THE SOCIETY**

On the occasion of Swatantrata ka  
Amrut Mohotsav and VIBHA Sthapana  
week

**NOVEMBER 22, 2021  
11:00 PM  
VIA ZOOM**

Shri. Ravleen Singh Khurana  
CEO- Nitika Pharmaceuticals  
Specialties Pvt. Ltd.


Hosted by  
**Smt. Kishoritai Bhojar College of Pharmacy, Kamptee**  
In collaboration with,  
Department of Pharmaceutical Sciences, RTMNU, Nagpur,  
Anurag College of Pharmacy, Warthi, Bhandara,  
and  
Priyadarshani J. L. College of Pharmacy Nagpur.










## Third Lecture by Rahul Phate

 Vigyan Bharti Vidarbha Prant  
has organised




**PHARMACY IMPACT LECTURE SERIES**  
**CAREER OPPORTUNITIES FOR**  
**PHARMACY STUDENTS IN BEAUTY**  
**AND WELLNESS INDUSTRY**

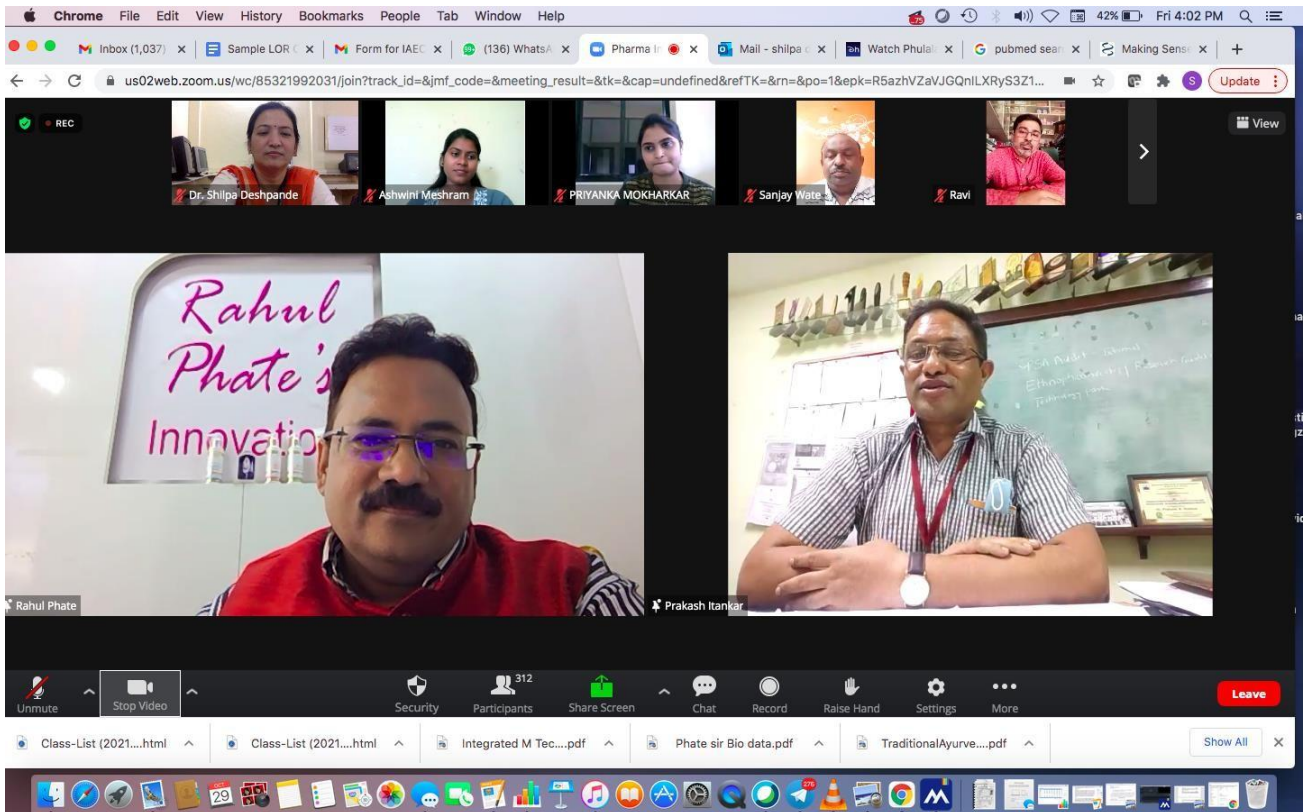
On the occasion of Azadi ka  
Amrut Mohotsav and VIBHA  
Sthapana week

**OCTOBER 29, 2021**  
**2:30 PM**  
**VIA ZOOM**

  
**Shri. Rahul Phate**  
Managing Director, Rahul Phate's  
Speciality Products and Mrunalini  
Ayurveda Private Limited

In collaboration with,  
**Anurag College of Pharmacy, Warthi, Bhandara**  
Department of Pharmaceutical Sciences, RTMNU,  
and  
Priyadarshani J. L College of Pharmacy Nagpur





## Program schedule and Banner/ Notice for circulation

**Institute Innovation Council cell**  
GTT Foundation Pune & Priyadarshini J. L. College of Pharmacy  
organize 3 days Workshop on  
**"Personality Development, Life Domain Skill, Mock Interviews"**  
On 24<sup>th</sup> to 26<sup>th</sup> March 2020, 10-5pm

Speakers:

- Mr. Avinash Machewar  
Divisional Lead
- Mr. Pravin Pawar  
Project Manager
- Mr. Rakesh Palhke  
Life Skill Trainer

For Faculty, Students, Click the Registration Link:  
<https://docs.google.com/forms/d/1RR7SEWPPWsn2Mt52S8GfT5x9l94h5XtsoYDbnB08OEQ/edit?usp=sharing>

Convener Dr. Dinesh. R. Chaple Principal, Priyadarshini J. L. College of Pharmacy, Hingna Nagpur  
Co-ordinator Dr. Vijay. D. Gulkari, Mr. Sapan Shah, Training and Placement in-charge PJLCP Nagpur

GTT Foundation Pune & Priyadarshini J. L. College of Pharmacy Nagpur,  
Under Institute Innovation council cell, organize 3 days Workshop on  
**"Personality Development, Life Domain Skill, Mock Interviews"**  
On 24<sup>th</sup> to 26<sup>th</sup> March 2020, 10-5pm

Speakers :

- Mr. Pravin Pawar Project Manager
- Mr. Avinash Machewar Divisional Lead
- Mr. Rakesh Palhke Life skill Trainer

For Faculty, Students, Click the Registration Link: <https://docs.google.com/forms/d/1RR7SEWPPWsn2Mt52S8GfT5x9l94h5XtsoYDbnB08OEQ/edit?usp=sharing>

Convener Dr. Dinesh. R. Chaple Principal, Priyadarshini J. L. College of Pharmacy, Hingna Nagpur  
Co-ordinator Dr. Vijay. D. Gulkari, Mr. Sapan Shah, Training and Placement in-charge PJLCP Nagpur



## Photographs





LOKMANYA TILAK JANKALYAN SHIKSHAN SANSTHA'S  
**Priyadarshini J. L. College of Pharmacy**  
(Formerly called: J. L. Chaturvedi College of Pharmacy)  
Electronics Zone Building, MIDC, Hingna Road, Nagpur-440016 (M.S.)  
Tel & Fax No. +91-7104-299510, E-mail: jpcp\_npg@rediffmail.com Website: www.pjcp.edu.in  
NAAC Accredited with B++ Grade

**Program Report**

**Name of the Program Conducted:** Workshop on the topic entitled "Personality Development, Life Domain Skill, Mock Interviews" by GTT Foundation.

**Date:** 24/03/2022 to 26/03/2022

**Venue:** Seminar Hall, Priyadarshini J.L. College of pharmacy, Nagpur.

**Relevance to PO's:** To enrich the student with their communication skills and interpersonal skills in order to function in professional and social settings effectively.

**Objective:**

- 1) To develop leadership skills in the students;
- 2) To appraise students about the importance of communication skills, critical thinking skills, and collaborative skills;
- 3) To enable students to learn to reflect to situations at the individual level, institutional level, industry level, national level and international level.


**Beneficiary:** Students, faculty, institute.

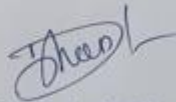
**Program Organizing Committee:** Guest lecture committee

**Expected Outcome:**  
Students able to prepare their resume in an appropriate template without grammatical and other errors and using proper syntax Participate in a simulated interview. Able to actively participate in a simulated interview.

**Attachment needed:**

- 1) Abstracts of Program
- 2) Notice/Flyer for circulation
- 3) Photographs
- 4) Attendance record
- 5) Other documents

En.   
Dr. V. D. G. Gupta  
Associates Prof. / Asstt. Prof.  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.

  
Dr. D. R. Chapple  
Principal  
PRINCIPAL  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.



**ACADEMIC YEAR 2020-2021**

SN	Nature of the activity	Title of the collaborative activity	Name of the collaborating Institution with contact details	Link to the relevant document
1.	Paper Publication	Reseveratrol: A pleiotropic phytoconstituents, <i>IJPS</i> , 2020,	Datta Meghe Institute Of Medical Sciences (Deemed University), Wardha	<a href="#">View document</a>
2.	Paper Publication	Evolutionary role of epigenetics in ischemic stroke, <i>J. of Complementary Med., Research</i> , 2020,	Datta Meghe Institute Of Medical Sciences (Deemed University) Wardha	<a href="#">View document</a>
3.	Paper Publication	Exploring the active constituents of Oroxyllum indicum in intervention of novel coronavirus (COVID- 19) based on molecular docking method Network Modeling Analysis in Health <i>Informatics and Bioinformatics</i> February 2021	Gurunanak College of Pharmacy, Nagpur,	<a href="#">View document</a>
4.	Paper Publication	Prospecting for Cressa cretica to treat COVID-19 via in silico molecular docking models of the SARS- CoV-2 <i>Journal of Biomolecular Structure and Dynamics</i> Jan 2021	Gurunanak College of Pharmacy, Nagpur,	<a href="#">View document</a>



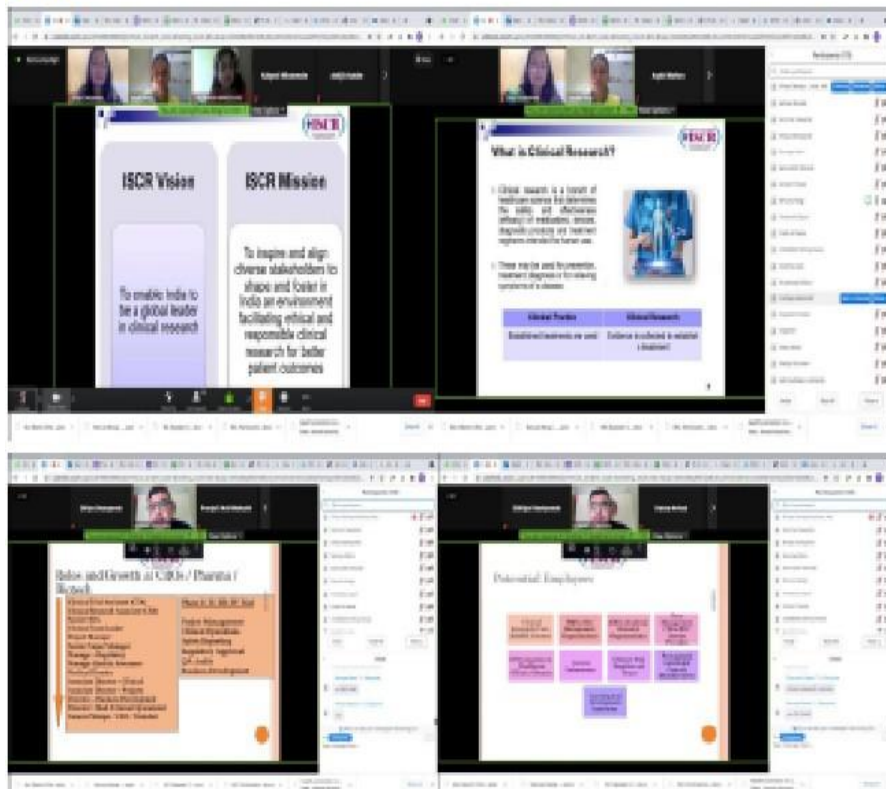
5.	<b>Paper Publication</b>	<b>Identification of Potential Flavonoid Inhibitors of the SARS-CoV-2 Main Protease 6YNQ: A Molecular Docking Study. <i>Digital Chinese Medicine</i> December 2020</b>	<b>Gurunanak College of Pharmacy, Nagpur,</b>	<a href="#">View document</a>
6.	<b>Paper Publication</b>	<b>Challenges and Progress in Vaccine Development for COVID-19 Coronavirus (SARS-CoV-2): A Review</b>  <i>The Open COVID Journal, January 2021</i>	<b>Gurunanak College of Pharmacy, Nagpur,</b>	<a href="#">View document</a>
7.	<b>Organised Workshop</b>	<b>On “Careers in Clinical Research”</b>  29th May 2021	<b>Indian Society for Clinical Research</b>	<b>Page No. 13-15</b>
8.	<b>Organised ONLINE Workshop</b>	<b>On HPTLC: Method Validation and Pharma Application</b>	<b>Anchrom Enterprises India Private Ltd. , Mumbai</b>	<b>Page No. 16-17</b>



## Documents relevant to

### WORKSHOP ON "CAREERS IN CLINICAL RESEARCH" IN COLLABORATION WITH INDIAN SOCIETY OF CLINICAL RESEARCH (ICSR) on 29th May 2021

Priyadarshini J. L. College of Pharmacy had organized an online workshop on "Careers in clinical research" in collaboration with the Indian society of clinical research (ICSR) through a zoom meeting on 29th May 2021. Mrs. Renuka Niogi, CPL Manager, Sanofi, and ICSR Western chapter and Mr. Shekhar Dawkhari, Senior Director, Enterprise Client Solutions, Covance, and ICSR Training Council were the guest speakers on the occasion, wherein they enlightened the participants regarding the conduct and regulations of clinical trials and various career opportunities in Clinical Research. The program was attended by about 200 participants and was conducted by Dr. Mrs. S.A. Deshpande, Dr. Mrs. S.V. Mangrulkar, and Mr. Prashant Amale.







## Workshop on “Careers in Clinical Research”

Organised by  
Indian Society for Clinical Research  
In Collaboration with  
Priyadarshini J.L College of Pharmacy, Nagpur

Date - 29<sup>th</sup> May 2021  
Timing - 11:00pm - 1:00pm

**Objective:** Provide brief overview of Clinical Research, explain roles & responsibilities of key players and share insights on careers in clinical research

**Audience:** B. Pharm and M. Pharm students

**Facilitators:**

- Renuka Neogi - CPL Manager, Sanofi and ISCR Western Chapter Chair
- Mr. Shekhar Dawkhar - Senior Director, Enterprise Client Solutions, Covance and ISCR Training Council Chair

**Workshop Agenda:**

Time	Topic	Facilitator
11:00 am - 11:10 am	Introduction and setting up the context	Dr. Dinesh R. Chaple, Convenor <i>Priyadarshini J.L College Of Pharmacy, Nagpur</i>
11:10 am - 11: 20 am	About Indian Society for Clinical Research (ISCR)	Renuka Neogi <i>ISCR Western Chapter Chair</i>
11: 20 am - 12: 00 pm	Understand basics of Clinical Research	
12:00 pm - 12:45 pm	Career Opportunities in Clinical Research	Shekhar Dawkhar <i>ISCR Training Council Chair</i>
12:45 pm - 12:55 pm	Q &A	All
12:55 pm - 13:00 pm	Closing remarks	Dr. Shilpa A. Deshpande <i>Chief Coordinator, Priyadarshini J.L College Of Pharmacy, Nagpur</i>



us02web.zoom.us/jc/81468539900?join?track\_id=&jmf\_code=&meeting\_result=&tk=&cap=03AGdBq26GnQt6L83JxAhDU04rt2novabMDTjmhpn007ra5e36uX...

Participants (127)

- Shilpa Deshpande(Host, Me)
- Kanchan Sawarkar
- Shilpa Deshpande
- Saumya Katre
- Samruddhi Khonde
- Renuka Neogi
- Himanshu Gauri
- Pratik M Naole
- Harshita suke
- Shubhangi M Raut

Chat

very well presented and Very informative session t  
thank u all speakers

Vidhya anil mali To Everyone

thank you so much mam and sir really it is very info  
rmatve session and interested

Who can see your messages? Recording On

To: Everyone

Type message here ...

### Competencies and Skill Sets

- Interpersonal Skills – People Management
- Communication Skills –  
Written, Verbal, Presentation
- Time Management
- Leadership & Teamwork
- Diplomacy & Conflict Management
- Business Acumen
- Decision Making & Crisis Management
- Planning Skills
- Financial Management

5/29/2021

Unmute Stop Video Security Participants 127 Share Screen Chat Pause/Stop Recording More End

us02web.zoom.us/jc/81468539900?join?track\_id=&jmf\_code=&meeting\_result=&tk=&cap=03AGdBq26GnQt6L83JxAhDU04rt2novabMDTjmhpn007ra5e36uX...

Participants (97)

- Shilpa Deshpande... (Host, Me) Unmute Rename More
- Kanchan Sawarkar
- Shilpa Deshpande
- Saumya Katre
- Samruddhi Khonde
- Renuka Neogi
- Himanshu Gauri
- Pratik M Naole
- Harshita suke
- Shubhangi M Raut

Chat

Shubhangi M.Raut To Everyone 1:16:53 PM

thank you mam and sir

krisha mirani To Everyone 1:16:56 PM

maam where can we contact you if we have any qu  
estions or queries

Who can see your messages? Recording On

To: Everyone

Type message here ...

Bio-Sketch\_She...pptx Renuka Neogi...pptx WC\_Speaker C...docx WC\_Participatio...docx Health promotion in s...  
Failed - Network disconnec...



## Documents relevant to

### WEBINAR ON THE TOPIC ENTITLED "HPTLC: METHOD VALIDATION AND PHARMA APPLICATIONS" ON 22nd July 2020

Priyadarshini J. L. College of Pharmacy, Hingna Nagpur and in association with Anchrom Enterprises India Private Ltd, Mumbai organizes online Webinar on Title- "HPTLC: Method Validation and Pharma Applications" On 22<sup>nd</sup> July 2020, 11-1 pm. Mr. Vishwajit Kale was the resource person for the webinar. Dr. Vijay D. Gulkari, Associate Professor and Head of Department was a panelist for the workshop. E-Certificates were issued to all registered participants who attend the entire session. Total online participants present for the event were 169 from different regions.

**ANCHROM**  
Webinar on  
**"HPTLC: Method Validation and Pharma Applications"**  
On 22<sup>nd</sup> July 2020, 11-1pm

Webinar Speakers

  
Mr. Vishwajit Kale



Mr. Vishwajit Kale has worked as a faculty member (for UG and PG students) in Heteroanalytical Sciences department of Ramnarayan Hindu College, Matunga, Mumbai from 2015-2017. Then he worked as In-charge of Chemical Technology (CCT) Manager, Mumbai as Project Research Fellow for industrial project on "Formulation of controlled and novel drug delivery systems" sponsored by Parnish Pharmaceuticals LLC, USA in between Sept. 2017 to Aug. 2018. Since Oct. 2018, he is working at Anchrom Enterprises India Pvt. Ltd as an "Application Specialist".

For Faculty, Students, Industrial Person  
Click the Link Registration Link:  
[https://zoom.us/join/zoom/register/WN\\_CP5ChEM0000rU116\\_4sLRQ](https://zoom.us/join/zoom/register/WN_CP5ChEM0000rU116_4sLRQ)  
e-Certificates will be issued to all registered participants who attend the entire session.

Panelist : Dr. Vijay D. Gulkari, Associate Professor and Head of Department  
Anchrom Enterprises India Private Ltd, Mumbai and Priyadarshini J. L. College of Pharmacy, Hingna Nagpur



**Report on Webinar "HPTLC: Method Validation and Pharma Applications"**

**Name of program Organized:** Webinar on "HPTLC: Method Validation and Pharma Applications"

**Date:** 22 July 2020

**Venue:** Through ZOOM meeting

**Relevance to PO's:** To understand HPTLC techniques for various validation method developments and its application in pharmaceuticals.

**Objective:** To understand HPTLC analytical techniques in analytical method development and validation.

**Resource Person:** Mr. Vishawajit Kale (Application Specialist, ANCHROM Enterprises India Pvt. Ltd Mumbai, Maharashtra, India)

**Beneficiary:** PG Students, Faculty, Institute

**Program Organizing Committee:** Pharmacognosy Department

**Expected Outcome:** Total online participants present for the event were 169 from different regions. The seminar encouraged the participants to apply the HPTLC techniques for various validation method developments and its application in pharmaceuticals.

**Attachment Need:**

1. Seminar Boucher
2. Registration details
3. Photographers taken during the seminars

**Teacher In-Charge**

**Dr. V. D. Gulkari**

Associates Prof. / Asstt. Prof.  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.

**Dr. D. R. Chaple**  
PRINCIPAL  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.



**ACADEMIC YEAR 2019-2020**

SN	Nature of the activity	Title of the collaborative activity	Name of the collaborating Institution with contact details	Link to the relevant document
1.	Paper Publication	Reseveratrol: A pleiotropic phytoconstituents, IJPS, 2020,	Datta Meghe Institute Of Medical Sciences (Deemed University)	<a href="#">View document</a>
2.	Paper Publication	Evolutionary role of epigenetics in ischemic stroke, J. of Complementary Med., Research,2020,	Datta Meghe Institute Of Medical Sciences (Deemed University)	<a href="#">View document</a>
3.	Paper Publication	Comparison of Efficacy of Topical Curcumin Gel with Triamcinolone-hyaluronidase Gel Individually and in Combination in the Treatment of Oral Submucous Fibrosis The Journal of Contemporary Dental Practice, January 2020.	Gurunanak College of Pharmacy, Nagpur,	<a href="#">View Document</a>
4.	6 Days Online Joint certification Module	Topic- New Product Development Management : Concept to Market from 21 <sup>st</sup> June 2020 to 3 <sup>rd</sup> July 2020	Gurunanak College of Pharmacy, Nagpur,	Page no. 22-24



## Documents relevant to

Joint Certification Module On  
**New Product Development Management:  
From Concept to Market**  
Conducted by-  
**Mr. Akshay Jha**  
(05 yrs Pharmaceutical Industry Experience in Product Development Management)

**Module Convenor**  
Dr. A.M. Itadwar

**Module Lead**  
Dr. Vinita Kale

Dr. Mitali Bodhankar

**Module Co-Leads**  
Dr. Sheelpriya Walde  
Dr. Vaishali Kilor  
Mr. Tirupati Rasala  
Mrs Shailju Guranani  
Dr. Sushil Bule  
Mr. Irshad Ahmad  
Mr. Shishupal Bodhankar  
Mr. Sachin Dudhe

**Organised by**  
Priyadarshini JL College of Pharmacy, Nagpur  
HI TECH College of Pharmacy, Chandrapur  
Shree Sainath College of Pharmacy, Nagpur  
Bajiraoji Karenjekar College of Pharmacy, Sakoli  
Maharashtra Institute of Pharmacy, Brahmapuri  
AND  
**THE TALKING POINT**

**Hosted by**  
Gurumanak College of Pharmacy, Nagpur  
Khasra No. 81/1, Mauza Nari, Near Dixit Nagar Behind C. P. Foundary, Kamptee Road  
Nagpur - 440 026; Website : [www.gnco.edu.in](http://www.gnco.edu.in); E-mail : [gncp2004@yahoo.com](mailto:gncp2004@yahoo.com)





**Who should attend?**  
Final Year B. Pharm and M. Pharm

**Registration to Module**  
Only Minimum charge for Certificate

**Mode of Conduc**  
Online Zoom Meeting App

#### Objectives of the Module

Pharmacy colleges always tried to abreast students to the latest industry knowledge and standards. Keeping this in mind, a module on **New Product Development Management: From Concept to Market** has been designed as a value added programs in the course structure. The Objectives of the module are –

- The learner will expand the knowledge beyond structured syllabus on subject matter.
- The relevant certifications shall increase their employability.

#### Learning Outcomes

At the end of the module students will be able to:-

- Appreciate the importance of new product development to an industry
- Be able to organize or contribute to an idea generation session.
- Tools and techniques that are involved in the design and development of new products.

#### Schedule

Date	Time	Topic
21 <sup>st</sup> June 2020	6 PM Evening	<i>The Pharmaceutical Marketing Environment</i>
23 <sup>rd</sup> June 2020	6 PM Evening	<i>Understanding the concept of brand in pharmaceuticals</i>
26 <sup>th</sup> June 2020	6 PM Evening	<i>Market Segmentation and Brand Positioning</i>
29 <sup>th</sup> June 2020	6 PM Evening	<i>Product Life Cycle and Portfolio Management</i>
1 <sup>st</sup> July 2020	6 PM Evening	<i>Brand Plans. How to make Effective Brand Plan</i>
3 <sup>rd</sup> July 2020	6 PM Evening	<i>Various Literatures used for Brand Promotion</i>



# THE PHARMACEUTICAL MARKETING

BRAND MANAGEMENT  
AND ITS BASIC



S

A








**ACADEMIC YEAR 2018-2019**

SN	Nature of the activity	Title of the collaborative activity	Name of the collaborating Institution with contact details	Link to the relevant document
1.	<b>Paper Publication</b>	<b>Reseveratrol: A pleiotropic phytoconstituents, IJPS, 2020,</b>	Datta Meghe Institute Of Medical Sciences (Deemed University)	<a href="#">View document</a>
2.	<b>Paper Publication</b>	<b>Evolutionary role of epigenetics in ischemic stroke, J. of Complementary Med., Research,2020,</b>	Datta Meghe Institute Of Medical Sciences (Deemed University)	<a href="#">View document</a>
3.	<b>Organised Hands on Training</b>	<b>HPTLC based on Phytopharmaceuticals and Natural Product Analysis</b>	Anchrom Enterprises India Private Ltd. , Mumbai	Page no.26-29



## Documents relevant to HPTLC DEMINAR WITH ANCHROM



LOKMANYA TILAK JANKALYAN SHIKSHAN SANSTHA'S  
**PRIYADARSHINI J. L. COLLEGE OF PHARMACY**  
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(Approved By AICTE & DTE, New Delhi; Affiliated to R.T.M. Nagpur University Nagpur)

**Program Report**

Name of the program conducted: Deminar entitled "HANDS ON TRAINING FOR HPTLC BASED ON PHYTO-PHARMCEUTICALS AND NATURAL PRODUCTS ANALYSIS"

Date: 09<sup>th</sup> – 11<sup>th</sup> August 2018

Venue: Priyadarshini J L College of Pharmacy, Hingna Rd, Nagpur

**Relevance to PO's:**

HPTLC is a liquid chromatography technique used for qualitative, quantitative, finger print analysis as well as micro-preparative isolations.

**Objectives:**

- 1) To make the participants aware about the various applications of HPTLC.
- 2) To introduce to the participants the concepts of isolation of various crude drugs.

**Beneficiary:** Students, Faculty, Institute

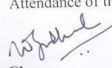
**Program Organizing Committee:** Pharmacognosy Department PJLCP

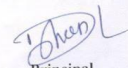
**Expected Outcomes:**

The three day Deminar will consist of lectures and hands on practical session in the area of Analysis of phyto-pharmaceutical and Natural products. The participants will be exposed to the latest trends in this area, including computational and experimental tools for identification and analysis of herbal fingerprinting analysis.

**Attachment needed:**

- 1) Abstract of the Deminar
- 2) Notice of Deminar
- 3) Deminar Flyer
- 4) Photographs of the event
- 5) Attendance of the program

  
In-Charge  
Associate Prof. / Asstt. Prof.  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.

  
Principal  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.



#### ABSTRACT OF THE DEMINAR

##### HANDS ON TRAINING FOR HPTLC BASED ON PHYTO-PHARMCEUTICALS AND NATURAL PRODUCTS ANALYSIS

A Deminar entitled "HANDS ON TRAINING FOR HPTLC BASED ON PHYTO-PHARMCEUTICALS AND NATURAL PRODUCTS ANALYSIS" by the Pharmacognosy department of Priyadarshini J.L. College of Pharmacy from 9<sup>th</sup> to 11<sup>th</sup> August 2018. The inaugural program began by giving a warm welcome to the Resource Person and an Introductory speech by Dr. D.R. Chaple, Principal, PJLCP, about the Application of HPTLC with respect to crude drug. Dr Prashant Puranik, Prof., Department of Pharmaceutical Sciences, RTMNU, Nagpur was the Chief-guest and Mr Shahrukh Bharucha, Sr. Manager Anchrom Enterprises, Mumbai was the Guest of Honour for the inaugural program. The inaugural function was followed by a plenary session by Mr Shahrukh Bharucha on the topic "Modern HPTLC Techniques for Natural Resources with USP Regulations" in which he outlined the fundamental principles of HPTLC, emphasizing its role in separating complex mixtures based on differential migration through a thin layer with widely utilized technique in the field of analytical chemistry, offering numerous advantages of adsorbent material. In the course of 3 days, Deminar was conducted in total 6 batches comprising of participants from Industry, Pharmacy Colleges in and around Nagpur, Maharashtra as well as outside Maharashtra. In all 284 delegates have been benefitted by the Deminar. Demonstrations were given by the technical team of Anchrom Enterprises, Mumbai comprising of Mr. Atul Dhamankar Sales Executive and Mr. Pratik Sinalkar Application chemist. The proceedings of the inaugural and Valedictory function were conducted by Dr Mrs. S.A Deshpande and Dr Mrs S.S Bakhle respectively while vote of thanks was delivered by Dr V.D Gulkari. The Deminar was conducted under the guidance of Dr D.R Chaple, Principal, PJLCP.

  
In-Charge

Associates Prof. / Asstt. Prof.  
Priyadarshini J. L. College of  
Pharmacy, Nagpur.

  
Principal  
PRIYADARSHINI J. L. College of  
Pharmacy, Nagpur.







**ACADEMIC YEAR 2017-2018**

SN	Nature of the activity	Title of the collaborative activity	Name of the collaborating Institution with contact details	Link to the relevant document
1.	Two Days Training workshop	Computers in drug design	<b>Gurunanak College of Pharmacy, Nagpur,</b>	Page no. - 31



## Computers in Drug Design

### Two Days Training Workshop

3<sup>rd</sup> and 4<sup>th</sup> March, 2018

Computational techniques are the integral part of the new drug discovery process. This training workshop will impart the practical training on some of the widely used computer based techniques in drug designing. It will cover topics like, QSAR, Pharmacophore mapping, Virtual screening and Molecular Docking. Highly recommended for postgraduate students, research scholars and faculty members.

**Resource Person**  
Prof. Anwar Shaikh,  
Allana College of Pharmacy,  
Pune.

**Registration Fee:**  
500 INR

**Deadline:**  
25<sup>th</sup> February, 2018

**Organizing Committee members:**  
Dr. N.P. Sapkal,  
Gurunank College of Pharmacy, Nagpur  
Dr. P.B. Khedekar,  
Department of Pharmaceutical Sciences,  
RTM Nagpur University  
**Dr. A.J. Asnani**  
Priyadarshini J. L. College of Pharmacy, Nagpur

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Organized By  
**Gurunank College of Pharmacy**  
Established in 2004  
Kamptec Road, Nari, Nagpur (M.S.) – 440026  
Accredited by NAAC with 'B' grade