

(DETAILS OF ACTIVITY)

On 6th March 2025, the Department of Pharmacy, Sarala Birla University, in collaboration with the Pharmacy Council of India (PCI), celebrated National Pharmacy Education Day, titled **Pharma Anveshan 2025**, at the GD Birla Auditorium. The event commemorated the 123rd birth anniversary of **Prof. Mahadeva Lal Schroff**, the Father of Pharmacy Education in India, with the theme "**Pharmacy: Entrepreneurship and Innovation**". The entire program was a blend of cultural tradition, academic insight, professional inspiration, and national pride.

The celebration began with a **traditional Jharkhandi welcome dance**, performed by students, symbolizing cultural hospitality and reverence towards the guests. Following this, **Mrs. Anjali Mishra**, Assistant Professor, formally introduced the audience to the event, outlining its purpose and national significance. The inaugural ceremony included the **lighting of the holy lamp** by all dignitaries, a symbolic act representing the dispelling of ignorance and the illumination of knowledge. This was followed by the playing of the **Sarala Birla University Kulgeet**, setting a solemn and institutional tone for the day.

The **welcome dance performance** was beautifully executed by students **Ms Isha Rani, Kumari Aradhya Mehta, and Sneha Jaiswal**, adding an artistic touch to the event's academic ambience. Throughout the program, anchoring duties were effectively handled by **Mrs. Anjali Mishra**, who ensured a seamless flow of events and maintained audience engagement.

The **formal welcome address** was delivered by **Dr. Shubhrajit Mantry**, Professor and Dean in charge of the Department of Pharmacy. He elaborated on the importance of Prof. M. L. Schroff's legacy, the vision behind Pharma Anveshan, and how entrepreneurship and innovation are reshaping the future of pharmaceutical education. This was followed by a concise introduction of all guests and keynote speakers by **Ms Suruchi Gupta**, Assistant Professor, who provided a glimpse into the illustrious careers of the dignitaries present.

Prof. Vijay Kumar Singh, Registrar of SBU, then took the stage to share his insights on pharmacy as a noble and essential profession. He highlighted its role during the COVID-19 crisis and emphasized the importance of encouraging students toward research, particularly in the areas of **generic medicines and drug awareness**. His message was both informative and motivating.

This was followed by the **Director General's address** by **Prof. Gopal Pathak**, who reflected on the entrepreneurial opportunities in the pharma sector. He drew connections between ancient Indian medicine, citing texts like the **Sushruta Samhita and Charaka Samhita**, and modern pharmaceutical sciences. His address encouraged students to be visionary in their approach and embrace the global potential of Indian pharmacy.

The **Vice-Chancellor, Prof. C. K. Jeganathan**, addressed the audience with a powerful message on the values of education—**wisdom, wealth, and willpower**—and how these elements empower pharmacy professionals. He highlighted the relevance of innovation in current pharmacy practices and quoted, "*Zindagi jeene ke liye dawa chahiye*", underscoring the essential nature of pharmacists in healthcare.

In accordance with the PCI directive, two important **videos by the Pharmacy Council of India** were presented:

- **Video 1** showcased PCI's new headquarters, giving insight into its expanded infrastructure.
- **Video 2** detailed PCI's **new guidelines, achievements**, and national pharmacy education initiatives.

The event then progressed with a series of distinguished speeches by guests of honour and keynote speakers. **Mrs. Ritu Sahay**, Director of Drugs, Government of Jharkhand, shared her experiences from the regulatory side of the

pharmaceutical sector. She discussed government initiatives and recent policy developments and emphasized the rising importance of regulatory awareness among pharmacy graduates.

Dr. Venkatesan Jayaprakash, Professor at BIT Mesra, delivered a keynote speech on the differences between branded and generic drugs, and the necessity for strong academic-industry linkages. He encouraged students to involve themselves in real-world pharmaceutical challenges to bridge knowledge gaps.

Another guest of honour, **Dr. Rakeshwar Bandichhor**, Vice President of Dr. Reddy's Laboratories, Hyderabad, addressed how AI and machine learning are transforming the landscape of pharmaceutical research. He also explained how innovation and intellectual property management are key to the success of pharma startups and R&D.

Prof. (Dr.) Akash Ved, PCI Central Council Member, emphasized the critical role of Computer-Aided Drug Design (CADD) and Artificial Intelligence in pharmaceutical education. He spoke on the evolution of pharma education since Prof. Schroff's time and how modern technologies are pushing the boundaries of drug discovery and patient care.

A technical yet engaging keynote address was delivered by **Mr. Jai Ganesh A.S.**, General Manager at Saimirra Innopharm, Chennai. He focused on the legal, ethical, and compliance issues related to pharma marketing and business. His talk also touched on Intellectual Property Rights (IPR) and how students must be aware of global pharmaceutical laws.

Shri Dharmendra Singh, Executive Committee Member of PCI, spoke on the future trajectory of pharmacy education in India. He encouraged students to adopt a learner-entrepreneur mindset and make meaningful contributions to society through research, innovation, and responsible practice.

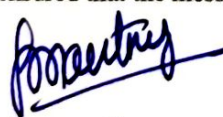
One of the key highlights of the event was the book inauguration ceremony. The book titled "Microscale Drug Delivery System", authored by Dr Shubhrajit Mantry, Mrs Anjali Mishra, and Ms Pallavi Rani was officially released. This publication marks a significant academic contribution from the faculty of the Department of Pharmacy, SBU.

To officially close the event, **Mrs. Nisha Kumari Singh** delivered a warm and heartfelt vote of thanks, expressing gratitude to all dignitaries, participants, faculty, staff, and students. She also acknowledged the Pharmacy Council of India for their support in making Pharma Anveshan 2025 a grand success.

The event concluded with a felicitation ceremony, where all keynote speakers and guests were honoured with mementoes and certificates. This was followed by the National Anthem, uniting all participants in a moment of national pride.

At the end of the ceremony, PCI participation certificates and booklets were distributed among attendees, recognizing their involvement in this significant event. A networking lunch was arranged, offering an opportunity for interaction and dialogue between students, faculty, and industry professionals.

The event received extensive media coverage by leading regional newspapers and news channels including Shubham Sandesh, Dainik Akhbar, Azad Sipahi, Dainik Hindustan, Prabhat Khabar, Vananchal, Jharkhand Observer, and Sona News TV. This ensured that the message of pharmaceutical innovation and education reached a wider audience.


Dr. Shubhrajit Mantry
(Name & Signature)

[DEAN/HOD/ CONVENOR OF ACTIVITY]

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