



# **NARAYANA PHARMACY COLLEGE**

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ISO 9001:2015 Certified Institution

Chinthareddypalem, Nellore-524003, A.P. India.

Phone & Fax No :0861-2317966; Cell No :+91- 9392901053

Email: principal.npc@narayanagroup.com Visit us:www.narayanapharmacycollege.com

## **LIST OF VALUE ADDED PROGRAMS**

**ACADEMIC YEAR: 2020-2021**

S.NO	NAME OF THE COURSE	COURSE CODE	DURATION OF COURSE	NO OF PARTICIPANTS
1.	ETHICS IN CLINICAL RESERACH	NPC-ECR-VAC1	36	88
2.	PHARMACEUTICAL MARKETING	NPC-PM-VAC2	36	92
3.	PRESCRIPTION DISPENSING	NPC-PD-VAC3	36	43
4.	DEVELOPING SOFT SKILLS AND PERSONALITY	NPC-DSPD-VAC4	36	30

  
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**NPC/VAC 1 /2020-2021**

**Date: 01-12-2020**

## **CIRCULAR**

This is to inform all students that our college is conducting a value added Program on **“ETHICS IN CLINICAL RESERACH NPC-ECR-VAC”** from **07-12-2020 to 12-12-2020**. All the interested candidates give their names to the coordinator on or before **05-12-2020**. Hence, all the students are here by informed to attend the classes without fail.

**Venue** : Seminar hall, Narayana Pharmacy College


**Coordinator** : Mrs. Salma Shaik,  
Associate Professor  
Department of Pharmaceutical Chemistry

  
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Value Added Course on

# ETHICS IN CLINICAL RESEARCH

From : 7<sup>th</sup> to 12<sup>th</sup> December, 2020

## Resource Persons:

**G. RAJESWARI** Assistant Professor

**M. KRISHNAVENI** Assistant Professor



Last Date for Registration:

**05/12/2020**

## Scope of Ethics in Clinical Research:

1. Informed Consent: Ensuring participants are fully informed about the study, including risks, benefits, and their rights, before consenting to participate.
2. Participant Safety: Protecting participants from physical, psychological, and social harm during the course of the study.
3. Confidentiality: Safeguarding the privacy and confidentiality of participants' personal information and research data.

## Highlights:

Ethics in clinical research plays a crucial role in protecting participants, maintaining research integrity, and ensuring that research contributes to scientific knowledge while respecting the rights and well-being of individuals involved. It aims to uphold ethical principles and guidelines to foster trust, accountability, and responsible conduct in clinical research endeavors.

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**DATE: 14-12-2020**

## **REPORT ON ETHICS IN CLINICAL RESERACH**

1.	Name Of The Activity	ETHICS IN CLINICAL RESERACH		
2.	Date Of The Activity	7-12-2020 TO 12-12-2020		
3.	Organized By	Department Of pharmaceutical analysis		
4.	Place Of Activity	Narayana Pharmacy College -Seminar Hall		
5.	Resource PERSON	Mrs. G. RAJESWARI, Assistant Professor & Mrs. M. KRISHNAVENI, Assistant Professor.		
6.	Type Of Activity	Value added Program		
7.	Participation And Involved By	Involved By BPHARM-IV-1 SEM	Students 88	Total participation 88
8.	Suggested improvements	Students should a gain the knowledge		
9.	Enclosures	1.signature forms 2.brouchure 3.course schedules		

  
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### **EVENT OVERVIEW:**

Resource person **Mrs. G. RAJESWARI** explained the students about A one Value added program on “ethics in clinical research” was organized from 15-7-2021 to 20-7-2021 in Narayana Pharmacy College, Nellore. The program was conducted with an objective to inculcate ethical perspectives of conducting clinical trials. The course will lay the foundation of conducting clinical research in an ethical manner and the processes, documents and guidelines that help achieve that.

The program started with inauguration function welcoming all the eminent speakers, dignitaries and delegates and launch of the sessions. Following the inaugural ceremony, the sessions started with the introduction of basic concepts of Ethics & Clinical Research and its significance along with fundamental concepts to the delegates by the speakers. The afternoon session was equally insightful for the delegates to further learn about basics.

The consecutive sessions were interesting for the delegates to procure a thorough knowledge of Ethical guidelines in India, Core Principles, Different Ethical Committees and e learning Platform-Clin Skill. It was a great opportunity for the participants to interact with the speakers and resolve their doubts and gain further information of eLearning Platform. The sessions were successfully concluded with a valedictory ceremony followed by certificate distribution to all the participants.

All in all, it was an informative week.

  
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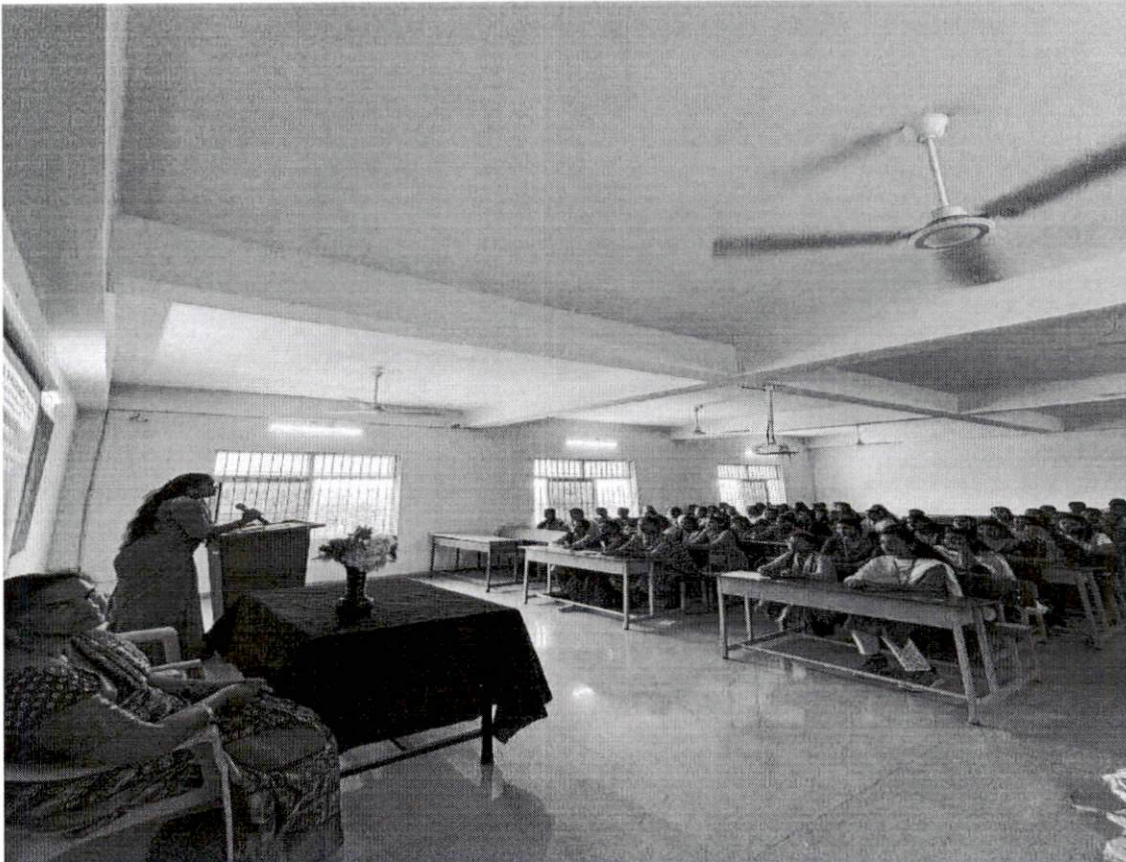
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**RESOURCE PERSON Mrs. G. RAJESWARI WITH VICE PRINCIPAL,  
PARTICIPATING IN THE PROGRAM WITH STUDENTS**

  
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**NPC/VAC 2/2020-2021**

**Date: 10-05-2021**

## **CIRCULAR**

This is to inform all the students that our college will be conducting a value added Program on “**PHARMACEUTICAL MARKETING**” from **17-05-2021 to 22-05-2021**. All the interested candidates give their names to the coordinator on or before **12-05-2021**. Hence, all the students are hereby informed to attend the classes without fail.

**Venue** : Seminar hall, Narayana Pharmacy College

**Coordinator** : Mrs. Salma Shaik,  
Associate Professor  
Department of Pharmaceutical Chemistry

  
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Value Added Course on

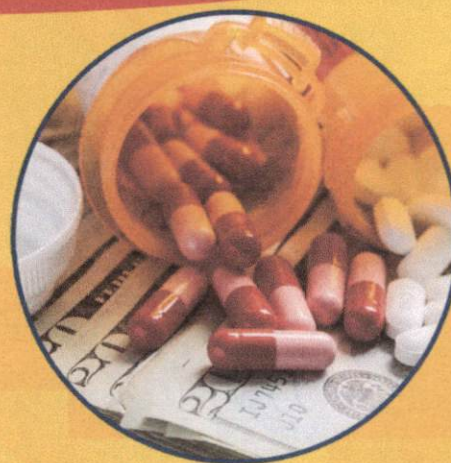
# PHARMACEUTICAL MARKETING

Date:

17-5-2021 to 22-5-21

Last Date for Registration:

15/05/2021



### Scope of Pharmaceutical Marketing:

1. Product Promotion: Includes advertising and promotional activities to raise awareness and increase demand for pharmaceutical products.
2. Sales Force Effectiveness: Strategies to optimize the performance of sales representatives in promoting products to healthcare professionals (HCPs).
3. Digital Marketing: Utilization of digital channels such as websites, social media, email marketing, and mobile apps to reach healthcare professionals and patients.

### Highlights:

Effectively promote pharmaceutical products while adhering to ethical and regulatory standards. By educating healthcare professionals and patients, enhancing brand loyalty, and driving sales, pharmaceutical marketing plays a crucial role in the healthcare industry's ecosystem.

Resource Person:

**Dr. K. Saravanan** Associate Professor

**A.AVINASH** Assistant Professor

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**DATE: 24-5-2021**

## **REPORT ON PHARMACEUTICAL MARKETING**

1.	Name Of The Activity	PHARMACEUTICAL MARKETING		
2.	Date Of The Activity	17-5-2021 TO 22-5-21		
3.	Organized By	Department of pharmaceutical chemistry		
4.	Place Of Activity	Narayana Pharmacy College -Seminar Hall		
5.	Resource PERSON	Dr .K. SHRAVANAN Associate Professor & A. AVINASH Assistant Professor		
6.	Type Of Activity	Value Added Program		
7.	Participation And Involved By	Involved By BPHARM- II-II SEM	Students 92	Total participation 92
8.	Content Discussed	1. Introduction to pharmaceutical marketing 2. Challenges of Public Health 3. Evaluation Approaches 4. Consumer Advertising 5. Understanding Marketing with Case Studies		
9.	Suggested improvements	Students should a gain the knowledge		
10	Enclosures	1.signature forms 2.brouchure 3.course schedules		

  
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### **EVENT OVERVIEW:**

A one week value added program on “Pharmaceutical Marketing” was organized from **17-5-2021 TO 22-5-21** by inviting Mr. **Dr .K. SHRAVANAN** as a Resource Person in Narayana Pharmacy College, Nellore. 92 students from **BPHARM- II-II SEM** had actively participated in the program and have gained a thorough knowledge on marketing a Pharmaceutical Product. They have also learned about what are the Challenges faced in Pharmaceutical Marketing, How to overcome these challenges was clearly explained with relevant Case Studies.

The program started with inauguration function welcoming all the eminent speakers, dignitaries and delegates and launch of the sessions. Following the inaugural ceremony.

Mr. A. Avinash started the session with the introduction of Pharmaceutical Marketing and its significance along with its fundamental concepts. The afternoon session was equally insightful for the delegates as they further understood the different challenges faced in Public Health Sector and discussed about the various Challenges faced in Pharmaceutical Marketing of different finished Products. How to overcome these challenges was clearly explained with relevant Case Studies.

The sessions were successfully concluded with a valedictory ceremony followed by certificate distribution to all the participants.

  
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**RESOURCE PERSON Mr. Dr .K. SHRAVANAN WITH**

**STUDENTS ON 17-5-2021**

  
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**NPC/VAC 3/2020-2021**

**Date: 01-04-2021**

## **CIRCULAR**

This is to inform all the students that our college is conducting a value added Program on “**PRESCRIPTION DISPENSING**” from **06-04-2021 to 11-04-2021**. Hence, all the students are here by informed to attend the classes without fail.

**Venue** : Seminar hall, Narayana Pharmacy College

**Coordinator** : Mrs. Salma Shaik,  
Associate Professor  
Department of Pharmaceutical Chemistry

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Chinthareddypalem, Nellore

Value Added Course on

# PRESCRIPTION DISPENSING



**RESOURCE PERSON:**

**K.V. SWATHI KRISHNA** Associate Professor

**Dr. S. SUJATA** Professor

Date: 06-4-2021 TO 11-4-2021

### Scope of Prescription Dispensing:

1. Medication Fulfillment: Involves accurately filling prescriptions based on healthcare provider orders.
2. Patient Counseling: Providing information to patients about their prescribed medications, including usage instructions, potential side effects, and interactions.
3. Medication Safety: Ensuring the accuracy and appropriateness of dispensed medications to minimize risks and maximize therapeutic benefits.

### Highlights:

Ensuring patients receive prescribed medications safely, accurately, and with appropriate guidance. By focusing on patient safety, medication adherence, quality care, efficiency, and regulatory compliance, prescription dispensing contributes to overall patient health outcomes and satisfaction within the health-care system.

Last Date For Registration:

**05-04-2021**

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**DATE: 13-4-2021**

## **REPORT ON PRESCRIPTION DISPENSING**

1.	Name Of The Activity	PRESCRIPTION DISPENSING		
2.	Date Of The Activity	6-4-2021 TO 11-4-2021		
3.	Organized By	Department of pharmaceutical chemistry		
4.	Place Of Activity	Narayana Pharmacy College -Seminar Hall		
5.	Resource Person	Mrs. K. V. SWATHI KRISHNA Assistant Professor & DR. S. SUJATA, Associate Professor.		
6.	Type Of Activity	Value Added Program		
7.	Participation And Involved By	Involved By BPHARM 1-I SEM A SECTION	Students 43	Total participation 43
8.	Content Discussed	1. Introduction to Prescription 2. Parts of prescription 3. Prescription Formatting 4. Current Prescription Formatting 5. handling of prescription		
9.	Suggested improvements	Students should a gain the knowledge		
10.	Enclosures	1.signature forms 2.brouchure 3.course schedules		

  
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### **EVENT OVERVIEW:**

The Students of **BPHARM 1-I SEM A SECTION** have attended a value added program on “Prescription Dispensing” which was organized from **6-4-2021 TO 11-4-2021** by Narayana Pharmacy College, Nellore. 43 students attended this program **Mrs. K. V. SWATHI KRISHNA & Dr. S. SUJATA** were the Resource Persons.

The course was designed and planned to meet the students expectation to transfer classroom instructions into practical practice into their jobs. The essentials and basics of Prescription Dispensing helps the students to gain a practical way of dispensing drugs to patients. It also helps them to understand the general problems faced in dispensing of drugs and how to overcome them.

The program started with inauguration function welcoming all the eminent speakers, dignitaries and delegates and launch of the sessions. Following the inaugural ceremony.

K.V. Swathi Krishna session was an introduction to Prescription, how to write a prescription and its significance along with its fundamental concepts. The afternoon session was equally insightful for the delegates as they further understood the Current Prescription Formatting.

Dr.S.Sujatha discussed about the Dispensing Procedure, Various Factors which Influence the dispensing behavior, Efficient Management of dispensing, Precautions and Quality checks.

Both the Speakers Emphasized on the Important Role of A Pharmacist in the Prescription Dispensing .The sessions were successfully concluded with a valedictory ceremony followed by certificate distribution to all the participants.

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**RESOURCE PERSON PARTICIPATING IN THE PROGRAM**

**WITH STUDENTS ON 15-3-2021**

  
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NPC/VAC 4/2020-2021

Date: 11-03-2021

## CIRCULAR

This is to inform all the students that our college is conducting A value added Program on “DEVELOPING SOFT SKILLS AND PERSONALTY” from 15-03-2021 to 20-03-2021. All the interested candidates give their names to the coordinator on or before 14-03-2021. Hence, all the students are here by informed to attend the classes without fail.

**Venue** : Seminar hall, Narayana Pharmacy College

**Coordinator** : Mrs. Salma Shaik,  
Associate Professor  
Department of Pharmaceutical Chemistry

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**Value Added Course on**

# **DEVELOPING SOFT SKILLS AND PERSONALITY**

From

**15-3-2021 TO 20-3-2021**

**Resource Person:**

**M. PARAM SHIVAM** Assistant Professor

**CL. SINDHURA** Assistant Professor



## **Scope of Developing Soft Skills and Personality:**

1. Interpersonal Skills: Enhancing communication, teamwork, empathy, and conflict resolution abilities.
2. Leadership Skills: Developing qualities such as decision-making, delegation, and motivational skills.
3. Emotional Intelligence: Improving self-awareness, self-regulation, empathy, and social skills.
4. Adaptability: Cultivating flexibility, resilience, and openness to change.
5. Personal Branding: Developing a positive personal image, credibility, and reputation.

## **Highlights:**

Developing soft skills and personality traits contributes to both professional success and personal well-being. By focusing on enhancing interpersonal skills, emotional intelligence, adaptability, and leadership capabilities, individuals can achieve improved communication, collaboration, productivity, and overall satisfaction in their careers and lives.

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**Last Date for Registration:**  
**30-12-2024**



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**DATE: 24-3-2021**

## **REPORT ON DEVELOPING SOFT SKILLS AND PERSONALTY**

1.	Name Of The Activity	DEVELOPING SOFT SKILLS AND PERSONALITY		
2.	Date Of The Activity	15-3-2021 TO 20-3-2021		
3.	Organized By	Department of pharmaceutical chemistry		
4.	Place Of Activity	Narayana Pharmacy College -Seminar Hall		
5.	Resource PERSON	Mrs. M. PARAM SHIVAM, Assistant Professor & C.L SINDHURA,Assistant Professor.		
6.	Type Of Activity	Value Added Program		
7.	Participation And Involved By	Involved By PHARM D I	Students 30	Total participation 30
8.	Content Discussed	1. Enhanced Communication 2. Improved Relationships 3. Increased Productivity 4. Career Advancement		
9.	Suggested improvements	Students should a gain the knowledge		
10	Enclosures	1.signature forms 2.brouchure 3.course schedules		

  
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## **EVENT OVERVIEW:**

A one week value added program on “**DEVELOPING SOFT SKILLS AND PERSONALITY**” was organized from **15-3-2021 TO 20-3-2021** by inviting **Mr. M. Param Shivam** as a Resource Person in Narayana Pharmacy College, Nellore. To improve job performance and career advancement opportunities by fostering effective interpersonal and leadership skills. To enhance self-awareness, confidence, and emotional resilience for overall well-being and fulfillment. To promote effective teamwork, communication and conflict resolution within organizations. To adapt to changing environments, roles and responsibilities more effectively. To cultivate leadership qualities and capabilities essential for leading teams and driving organizational success. At the end of the valedictory program, certificates were distributed to the participants by the principal Dr. K. Harinadha baba and the vice principal Dr.S.Sujatha



**RESOURCE PERSON PARTICIPATING IN THE PROGRAM**

**WITH STUDENTS ON 15-3-2021**

  
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