

ACTIVITY REPORT

Name of Activity: Pharmatine - A Webinar on Global Impact of Corona Virus

Date / Period: Tuesday, 6th April 2020

No. of Participants: 98

Class: Institution's Innovation Council (B.Pharm, PharmD, M. Pharm)

Short Summary: The Institution's Innovation Council of Poona College of Pharmacy, Pune organized a forty-five minutes webinar on Zoom Cloud Live on April 7, 2020 from 7:00 P.M. to 7:45 P.M. The event was awarded the epithet 'Pharmatine', a PCP Pan Pharma Initiative, and was one of its kind to engage the students willing to learn with an expert in the trying times of lockdown.

The creative team of the council came up with official poster and invite on April 4 which were circulated throughout the PCP diaspora by the active members online and on digital media.

The registration portal to the event was opened on Monday for filling the forms and paying a minimal fee of Rs. 5, that would go to PM CARES Fund to help the Indian government in its quest to contain the spread of contagious Corona Virus. The cap on the number of participants was put at 100. Within few hours of the commencement of registrations, the seats were filled.

For a smooth and timely opening of the webinar, meeting ID and password were provided to the participants 15 minutes prior to the start of the online seminar. Students and teachers taking part in the seminar were asked to join the meeting latest by 6:55 P.M. After this, no one was allowed to join the webinar to maintain the decorum of the event.

At 7:00 P.M. sharp, Angelina Titus, organizing head of PCP-IIC and the host for the webinar, welcomed all the attendees and specially mentioned and thanked the Vice Principals of PCP, Dr. Atmaram Pawar and Dr. V. B. Pokharkar; Teacher President of IIC, Dr. Bothiraja Chellampillai; Teacher Vice President, Dr. Sharvil Patil and Teacher coordinator, Dr. Deepali Bhansode for their presence. She also introduced the expert speaker Ms. Namrata Mankar, pharmacist at SRPF Unit Hospital (Daund), and put light on her work experience. This was entailed by handing over the center-stage to Ms. Namrata Mankar, live speaker for Chapter 1 of Pharmatine.

Ms. Namrata Mankar took off her exclusive lecture by presenting herself and briefing on her past jobs in varied government institutions as a pharmacist. Her lecture was on 'Challenges faced by Pharmacists Working in Government Hospitals in Rural India'. She focused on three main areas:

- a. Levels in pharmacy departments and pharmacists in Government Hospitals
- b. Challenges faced by her while working in Government Hospitals in rural areas.
- c. Job opportunities for pharmacists in government sector.

She provided the information to the students about three levels of Hospitals and pharmacy therein, viz., Primary Healthcare Centre, District Health Society and Department of Medical Education and Research. Further, she explained the attendees about State Reserve Police Force Pharmacy and the number of pharmacists required per hospital according to the strata in which they fit. She also briefed on the Pharmacy under Maharashtra government and under Central Government and especially focused on 45 essential medicines that should always be in stock out of the 750 enlisted as per the orders of the government of Maharashtra. Sarvaganik Karya Vibhag, an initiative for Rural Maharashtra Healthcare system was discussed in detail by her in her lecture. E-Aushadhi, an offline software to manage the procurement, stocking and dispensing of medicines, was also brought into spotlight by her.

She further talked about the challenges that she and her colleagues faced while working in the government hospitals in rural areas. Three of the major challenges faced by them were –

- a. The long time taken to restock the essential medicines as the route taken is quite long starting from petitioning the District Level Pharmacist who then put petition to the DMER Pharmacist or an urban area government pharmacist if the stock is not available with him. This might take 10-15 days.
- b. Rural people coming to hospital especially for diclofenac ointment and cough syrups and creating a ruckus and picking up fights with pharmacist/s if the stock isn't available.
- c. Less number of pharmacists to deal with the workload of dispensing the medicines to OPD, IPD and casualty departments.

During the end of her lecture, she apprised the attendees of various job opportunities for B.Pharm, D.Pharm. and Pharm.D. students in government sectors. She starkly mentioned about Junior Analyst post in FDA, Drug Inspectors posts, posts in ISRO and BARC and Project Associate post in NIV, NIPER, NICS and Dr. Reddy's. She further briefed on research opportunities of M.Pharm. graduates in research, Railways, CGHS and ASIG.

She ended her lecture with a small questions and answers session with the attendees.

Following the lecture, Dr. Atmaram Pawar, Vice Principal of PCP, summed up the lecture in his words and appreciated the efforts of student members and President of IIC PCP to have pulled off the first event of PCP during lockdown gracefully. He especially congratulated Ryan Varghese, Student Incharge of the event for the success of the event. Dr. Bothiraja, Teacher Vice President of IIC PCP, gave vote of thanks and acknowledging all the attendees and the guest speaker to have graced the event. The Student President of IIC PCP, Ankit Pramanik ended the webinar with his 'stay safe and at home' remark to the attendees.

Chapter 2 of Pharmtine included the full exclusive video by Jeremy Ghez, Professor of Economics and International Affairs at HEC Paris, on ‘Will Corona Virus lead to Economic Decoupling and Deglobalization?’ which was sent on E-mail of the participants along with the Acknowledgement letters for attending the seminar.

The renowned speaker and educationalist, in the video, primarily discussed the consequences of the coronavirus. He also gave his insight on two types of believers - first type believers who believe that once the crisis is over, authorities will need to do all what they can in order to help economic actors get back on their feet as the world opens back up. The second type of believers who believe that “business as usual” won’t be an option and that the business environment as well as companies will need to undergo deep transformations. In this session, he also identified some of the lessons learned and what the outbreak means for the global environment going forward.

With the video shared with the attendees, Pharmatine - A Webinar on Global Impact of Corona Virus, came to an end. The students showed immense interest and inquisitiveness throughout the webinar.

Name of Activity: प्रज्ञाविषम - A Webinar on Interview Skills and Internships

Date / Period: 31st May 2020

No. of Participants: 100

Class: The Institution's Innovation Council (B.Pharm, PharmD, M.Pharm)

Short Summary: The Institution's Innovation Council of Poona College of Pharmacy, Pune organized an hour-long webinar on Zoom Cloud Live on May 31, 2020 from 12:00 P.M. to 1:15 P.M. The event was awarded the epithet 'प्रज्ञाविषम.' With 'hiring trend after lockdown' as the objective of this online seminar, it was one of its kind where the attendees were briefed on essentials during placement drives and were told about the areas of job opportunities and services after lockdown..

The creative team of the council came up with official poster and invite on May 19 which were circulated throughout the PCP diaspora and beyond by the active members online and on digital media.

The registration portal to the event was opened on the same day as of the release of poster, for filling the forms and paying a fee of Rs. 35. Early birds, the ones who would register till 21st May, were given a discounted price of INR 30. The cap on the number of participants was put at 100. Within few hours of the commencement of registrations, the seats were filled.

Event itinerary and guidelines for participants were shared on the WhatsApp group of the attendees and organizers a day before the event to ensure a disciplined environment during the event. For a smooth and timely opening of the webinar, meeting ID and password were provided to the participants 60 min. prior to the start of the online seminar. Students and teachers taking part in the seminar were asked to join the meeting latest by 11:55 A.M. After this, no one could join the webinar to maintain the decorum of the event.

At 12:00 P.M. sharp, Angelina Titus, organizing head of PCP-IIC and the host for the webinar, opened the event with a wonderfully inspiring quote, 'Experience is not what happens to a man, it is what a man does with what happens to him.' She then welcomed all the attendees and specially mentioned and thanked the Vice Principals of PCP, Dr. Atmaram Pawar and Dr. V. B. Pokharkar; Teacher President of IIC, Dr. Bothiraja Chellampillai; Teacher Vice President, Dr. Sharvil Patil and Teacher coordinator, Dr. Deepali Bhansode for their presence. She also introduced the keynote speaker Mr. Akshay Agarwal, Founder, Psychology Solutions and a go-to motivational speaker for corporate and educational markets. She also told the e-gathering about his education in Law as a graduate, and in Psychology as a post-graduate. This was entailed by handing over the center-stage to Mr. Akshay Agarwal, live trainer for the event, asking him to illuminate the e-conclave.

Mr. Akshay Agarwal began his session by asking the attendees about their expectations from the session. After getting satisfied by the answers, he asked all to count the black things around them

and report the numbers in the chat box. Everyone complied, only to be asked to close their eyes and recall all the white colored things they saw around and innumerate them. His motive of this activity was to make the participants realize that during the tough times, people stop seeing the silver lining and focus only on the dark clouds. This, he said, can be compared to the distressed lockdown and ignored opportunities.

Moving further, he talked about the job opportunities that will pertain in the work sector after the lockdown is lifted. He told that there will be a job-deficit for a certain period and that many people have lost their jobs owing to the pandemic and therefore the competition will be tougher. Even though, he continued, the people who lost their jobs had work experience to their advantage, they were ousted because they weren't capable enough to survive their jobs, and hence, the competition will be purely on merit basis, be it in corporate sector, entrepreneurship arena or in other means of doing business.

He categorically mentioned Mr. Gadkari's interview by a National TV host, where the Minister under Central Government talked openly about India's pledge to attract most International brands to the country and giving them red carpet treatment. Mr. Agarwal said that if this would happen, India will enjoy better pay scale and work culture and the crisis that have risen might subdue in near future.

He focused on two main areas:

- a. How to stand out in the crowd of interviewees?!
- b. Cheat-codes for the journey from being a candidate to be an employee.

Decoding the requirement of cheat-codes, he said, that these would help the applicants to get undue advantage and to survive in the corporate competition.

He further divided the complete job application and interview drive into three main parts –

- a. Profile Writing
- b. Group Discussion
- c. Personal Interview

As far as profile writing is concerned, he said, cover letter acts as a game changer in the journey of approaching a company and hence, must be crisp, brief, and grammatically correct. It should be compiled within 500 words and must comprise the basic introduction of the candidate, reasons to seek the job and choose the company applying into for the job. Subject should not be casual. A catchy subject is preferred, he told.

Talking on group discussion, he apprised the attendees of the importance of GD in monitoring the attitude of the applicants and discerning if the applicant is civilized enough to fit in the company. Idea presentation, communication skills, aura, and confidence, are all secondary things that the interviewing panel decipher from group discussions. He told the participants that concluding the GD brings an advantage to the end of the concluder as conclusion that he presents establishes him as a good listener and analyzer.

During the end of his session, he enlightened the attendees as to on personal interview, emphasizing on the behavioral aspect of it, rather than technical. He said that a one on one behavioral interview is basically a compatibility test, which also tests how honest and real an applicant is. He advised the students to be calm, poised, organized and their original self when they sit in an interview.

He ended his lecture with a questions and answers session with the attendees, stretching for about ten minutes

Following the lecture, Dr. Bothiraja, Teacher Vice President of IIC PCP, summed up the lecture in his words and appreciated the efforts of student members and President of IIC PCP to have pulled off the first event of Ist quarter of IIC 2020-21 gracefully and successfully. Ryan Varghese, Vice President, IIC-PCP, gave vote of thanks and acknowledging all the attendees and the guest speaker to have graced the event. The Student President of IIC PCP, Ankit Pramanik announced the winners of the event, namely, Manali, Akshay and Shreya, and awarded them with free entry passes for the next event that would be organized by the team. Angelina concluded the event at 1:15 P.M. sharp with a thanks and a 'stay safe and sound' note.

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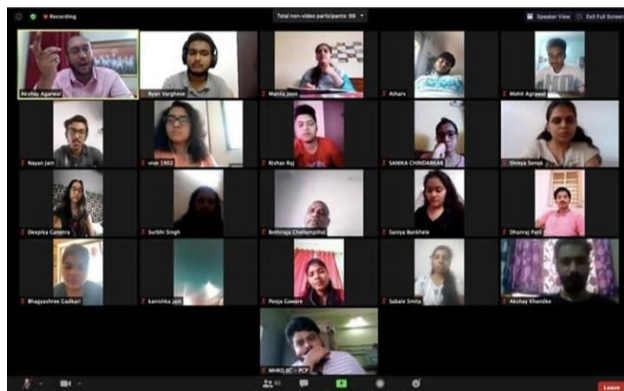
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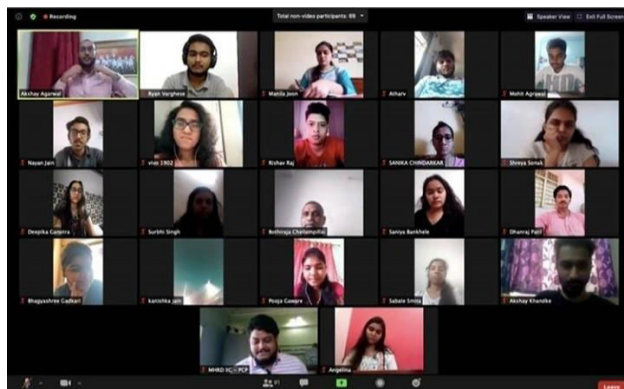
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Activity Photos:



Bharati Vidyapeeth Deemed to be University
POONA COLLEGE OF PHARMACY, PUNE



ACTIVITY REPORT

Name of Activity: Bizzpro: tweak your bizz session ‘Webinar on Fundamentals of Marketing and Brand Management’

Date/Period: July 19, 2020

No. of Participants: 80

Class: Institution’s Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: The current pandemic has kept us all in the confines of our homes, nevertheless Institution’s Innovation Council of Poona College of Pharmacy has been active with a continuing education with Bizzpro: tweak your bizz session. A two-day exclusive sessions with an eminent panel of speakers.

A one-hour webinar on 19th of July was paneled by a Branding Sales and Operational enthusiast Speaker Mr. Devan Bhalla who is currently a Brand Manager at Amar Ujala, DGM. He was earlier associated with brands and organizations like McKinsey & Co, InterMART InterMESH, UN's Worlds Humanitarian Summit etc. The speaker was introduced by IIC member, Angelina Titus.

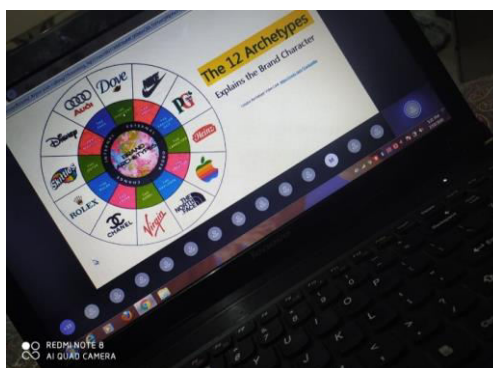
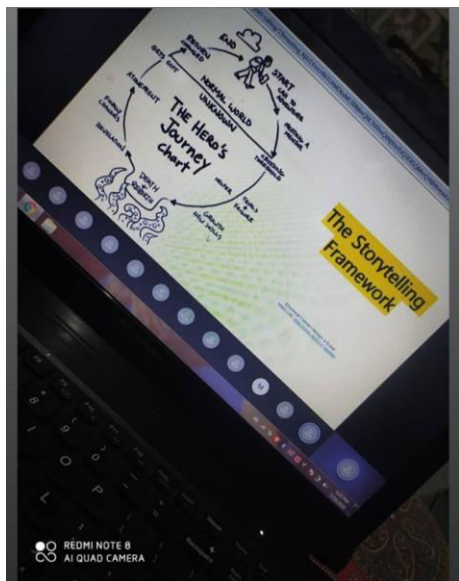
The webinar was an interactive session with an active audience. Various questions were attended in continuation and as well as to the end of the webinar. The session focused on Fundamentals of Marketing and Brand Management. Inception of brand and its positioning through creative storytelling. It is said, Tactics without strategy is a noise before defeat. Likewise, Branding plays a crucial role in Marketing. A well-planned strategy with a focused agenda is the key. It’s important to understand the anatomy of what makes up a brand. Strategically creating a depth of brand expression and creating hacks on Research Ability and Creative techniques of Brand Management.

The session drew a framework of the basics of Branding. Explaining the qualities that attracts a consumer and drives them to utilize and experience a particular brand. Creating a solid base on an Input-Blackbox-Output Formula. The Input of extensive groundwork on a Name, Logo, Term, Symbol, and Design is crucial. Input is an identity marker. Blackbox which further creates a world of experience and in-depth storytelling to bond with a consumer. Lastly, the Output runs parallel to Marketing and its launching of identity, positioning and forming a differentiator with competitors.

Branding is an essence of Marketing. It’s an assurance made to the consumer to deliver a tangible value. Mr. Devan Bhalla, was fluent in explaining formulas, agendas and strategies in approaching a groundbreaking technique of Branding. He further focused on teaching how to create and present a resume and the benefits of using social media platforms in enhancing a brand.

The Institute’s Innovation Council with the guidance of the Vice Principal Atmaram Pawar, MIC President Dr.C Bothiraja, IIC President Dr. Sharvil Patil and IIC Vice President Dr.Deepali Bensode; was able to make this Session a success. The IIC is thankful for their support and all the audience whose active attendance made the webinar fun and informative. The session ended with a vote of thanks by our member.

Activity Photos :



ACTIVITY REPORT

Name of Activity: Swaryantra: VOICE AGAINST VICES

Date / Period: 8th June- 13th June 2020

No. of Participants: 110

Class: Institute Innovation Council-Poona College of Pharmacy

Short Summary:

Institute Innovation Council-Poona College of Pharmacy kicked started the month of June with the roll of drums. To engage our bored student and simultaneously leave a positive impact on the society, we the proud members of IIC came together for a week filled with exhilarating competition, viz. SWARYANTRA: VOICE AGAINST VICES. SWARYANTRA is platform we created through which we asked student to raise their voice against social injustices via plenty of art from extending from poetry to sketching. We reached for students across India creating a PAN-INDIA event first time in our college. The response was astonishing, an astounding number of students showed up for events. While they might be sitting in home under quarantine however their talent knew no bounds, waiting to be showcased through our wide array of events such as essay, poetry, storytelling, micro tale, drawing and poster, photography thus we made sure no one is left behind. Our team worked day and night to make this 6-days event rich and frictionless as possible. We buckled our self and worked on promotion day and night. We promoted the event through all the platform ranging from personal calls, twitter, Instagram. We made sure no stone is left unturned and all student should a get a fair shot in showcasing their talent. We created poster and also tried a relatively new approach for promotion via memes. We contacted and brought some of finest judges whose knowledge is at par in their respective field. We have also selected topics that are daunting the modern society, which are Anti-tobacco, Human trafficking , Male's mental health, Child abuse, Health and hygiene and cyber crime.

We also came up with intriguing titles to highlight the problems more profoundly

1. Anti- tobacco- fumes façade
2. Human trafficking- penny for a soul
3. Males mental health- Tears under beard
4. Child abuse- merchandising masumiyat
5. Cyber-crime- technological tort
6. Health and hygiene- defence against disease

The event was fun filled and all entries were no short of absolute brilliance. The event also served its purpose remarkably, to create awareness among the youth of our nation.

The first competition conducted by Institute Innovation Council- Poona College of Pharmacy under its event Svayantr on June 8th, 2020 was essay, article, blog. A phenomenal response was shown by student across all over India. Plenty of students participated int this event to showcase their writing skills. Students had wide array of topics such as anti-tobacco, human trafficking, cybercrime, health and hygiene, male's mental health and child abuse to choose from. Students had to write essays/ blogs/ article and submit them to judge via goggle forms to be evaluated further by them.

A remarkable number of essay/ Article/ blog were presented. All of them were no short of absolute brilliance. They portrayed the topics that were provided by us very efficiently. Each submission was eye opening and created a surreal truth of all these daunting social injustices that are happening right at this moment. It showed us how writing can leave a deep an impact on person mind. It withholds the saying that pen is mightier than sword in its full glory. Judges had a great time browsing through those articles and were very happy with the submission. Students touched many aspects of these topics in their essay/article/ blog like how it is difficult for men to show their emotion or how abuse can renegade a child rationale and conscience completely etc. Over all the response that we see did justice towards our event. Thanks to never tiring efforts of members of IIC, all the hurdles were dealt with. There was no problem in either registration of participants or submission of their work. All in all the event was a huge success and we acquired great deal of information from it.

The second competition conducted by Institute Innovation Council- Poona College of Pharmacy under its event Swaryantra on June 8th, 2020 was poster. A phenomenal response was shown by student across all over India. Plenty of students participated int this event to showcase their artistic skills. Students had wide array of topics such as anti-tobacco, human trafficking, cybercrime, health and hygiene, male's mental health and child abuse to choose from. Students had to write poster and submit them to judge via goggle forms to be evaluated further by them. The competition was like an extravagance for the students.

A remarkable number of posters were presented. All of them were no short of absolute brilliance. They portrayed the topics that were provided by us very efficiently. Each submission was eye opening and created a surreal truth of all these daunting social injustices that are happening right at this moment. It showed us how art can leave a deep an impact on person mind. It withholds the saying that a picture says a thousand words in its full glory. Judges had a great time browsing

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The Institution Innovation Cell of Poona College of Pharmacy organized a most interesting and amazing event Swaryantra ,which had a number of events. Through these the participants not only dealt away with the lockdown in a positive way but also provided a platform to showcase their creativity and talent. The Photography Event took place on the 10 th of June. It witnessed amazing talent by young minds. The theme for the photographs were : Anti – tobacco, Child abuse, Misandry, Health and hygiene, Cyber crime and Human trafficking . Brilliant photography skill was shown by the participants in all the themes. The participants were suppose to capture photos on any of the above themes and then submit it in the day of event through submission forms.

Great response was received nationwide. Through this event voices through photographs were raised against the social issues going around be it child abuse, misandry or human trafficking. These were not mere photographs but also a protest against the wrong doings, against the horrific habits, it also helped spreading awareness about health and hygiene in this current devastating pandemic scenario. Participants showed that even in this quarantine situation creativity cannot stop. IIC put forward an amazing platform for showcasing creativity and talent. The participants had to upload their photographs in the google forms provided in the given format mentioned in the brochure. This event appreciated their efforts and amazing photography skills. With the efforts of all the members of IIC this event was successful and such a great participation encouraged us to put forward more such events in future.

The Institution Innovation Cell of Poona College of Pharmacy organized the most amazing and interesting event Swaryantra. It had number of competitions in it which served as a great platform for participants to showcase their talent and creativity. On 11th of June took place the most creative competition of micro-tale, WhatsApp quote and storytelling. Brilliant work pieces were put forward by the participants. The themes of the event were: Child abuse, Misandry, Human trafficking, Health and hygiene, Anti- tobacco, and cybercrime. Interesting micro- tales, catchy WhatsApp quotes and beautiful stories were put forward. Participants were supposed to submit their work based on any of the above themes via google forms provided to them. Through this event young minds were not only able to showcase their creativity but also dealt with the lockdown in a positive way.

Great response was received nationwide. Through this event and all the writings, stories voices were raised against social issues be it child Abuse, human trafficking, or misandry. Awareness was also spread against Cyber crime, health and hygiene and tobacco. This event set an example of no matter how much negativity is around; it can bring dazzling platforms to remove darkness. All the efforts by the participants and the IIC members were very well appreciated in making this event successful.

The Institute's Innovation Council of Poona College of Pharmacy hosted an online competition named “Swaryantra” at a national level. The competition set up a platform for artists to articulate their thoughts through various media and throw light on the much-overlooked topics. The Drawing, Sketching and Painting Competition took place on 12th June following an enthusiastic participation by the fellow students. The difference between a good painting and a great painting is typically five strokes. And they are usually the five boldest strokes. This competition not only highlighted the boldest stroke of our fellow young artists but painted the dark reality prevailing in the form of social injustice and misery. IIC brought into focus some thought- provoking topics like anti-tobacco campaign, cyber crime, health and hygiene, child abuse, misandry, and human trafficking. Enthralling drawings were submitted by the participants on the above themes. The participants were supposed to submit their creations on the day of the event.

Something that captivates our five senses remains deeply embedded in us. This feat was achieved by the artists by their genuine portrayal. IIC provided an amazing opportunity to utilize this ample amount of time in productivity and a good cause. It helped them explore their inner talent and take it to a next level. A lot of efforts went into making this competition successful. All credits to members of IIC right from choosing the topics to running the competition smoothly. Participants are looking forward to the much-awaited results and amazing prizes.

As Robert Frost once said-Poetry is a way of taking life by the throat. While writing poems is not everyone’s cup of tea, some participating students did captivate us with their wise and powerful words in Swaryantra. Institute's Innovation Council of Poona College of Pharmacy held a competition Swaryantra on online platform. The themes chosen were varied and eye-opening. Earlier participants showcased their talent in the form of essays, micro-tales, photography, and drawing. Poetry which took place on 13th June terminated the competition on a positive note.

The topics chosen were brilliant. It included themes related to human atrocities like misandry, child abuse, human trafficking and some new prevailing topics like addiction, cybercrime, and pandemic. Poems written were true in its words and powerful in its message. It reflected on the metaphor of human misery and paradox of life. A big thanks to IIC which gave this wonderful opportunity to students to make the best of quarantine. The hard work and dedication of the members of IIC was paid off by the overwhelming response of fellow students. Hopefully, this was an opportunity to every participating student to make the lockdown more productive and enjoyable. Results will be soon declared, and the prizes will be given to the winners. Just like the last verse of a poem leaves a lingering impact, the last day of Swaryantra will hopefully be the same.

Activity Photos (only 2):

THEME- PENNY FOR A SOUL



Sharing some **amazing** posters from
yesterday's competition! 🥰❤️

THEME-PENNY FOR A SOUL



Theme- Merchandising
Masumiyat



A glance of yesterday's
PHOTOGRAPHY competition. 📷

Theme - Penny
for a Soul



ACTIVITY REPORT

Name of Activity: Bizzpro: tweek your bizz session ‘Workshop on: An interactive auction including real-life B2C buyers who buy your business product.’

Date/Period: July 20, 2020

No. of Participants: 80

Class: Institution’s Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: The Institution Innovation Council, Poona College Of Pharmacy, Pune managed to organized a workshop on an interactive one-of-its-kind auction including real-life B2C buyers who buy your business product even in this pandemic through the ongoing online mode. The workshop was full of enthusiasm and brain storming question-answer session.

The most awaited webinar come workshop “BizzPro” along with an eminent and exclusively talented panel of speakers with immense audience was purely a success!

A one-and-a-half-hour workshop was held on 20th July at 3 pm. It was honoured and panelled by Mr. Lakshay Chhabra (Founder of Target Corporate Gifting, Trailblazer Public Speaker). He is a young entrepreneur pursuing Chartered Accountancy (CA) and has mentored the students for young entrepreneur challenge for the two consecutive years. The speaker was welcomed and introduced on board by the host for the afternoon, Angelina Titus.

The interactive workshop was pitched up by young minds along with the speaker in an extravagant manner. Mr. Lakshay Chhabra expressed his gratitude towards the faculty members and the committee. He expressed his views and shared his experiences. He appreciated the students that in spite of the personal challenges in the pandemic, they are more towards polishing their skills and are more focused on individual development. He well said that ‘More than products, services are relevant’ and explained that services can be started at own at any place and can be shared with consumers by explaining them with the examples of Amazon Prime, Netflix, etc. He emphasized students to stay focused on the products and shared his knowledge about business and management. He preferred services over investments and honestly said that now companies are shifting from products towards services as done by JIO. He encouraged young entrepreneurs by saying that know your product and service the best. Master it as much that nobody knows it better than one who is selling it. Thus, the speaker truly motivated the participants for the competition.

The speaker highlighted on the act of convection and its benefits. He shared his first related experience for the delivery services in Delhi NCR.

The competition was based on the two main topics-

1. Educational Courses.

2. Tourism Packages.

Participants pitched on the topics of their choice actively and learned the new tactics and ideas from the speaker followed by the Q&A Session. The interaction was so lively, friendly and knowledgeable. Mr. Laksay Chhabra was fluent with his personal experiences and elaborated everything well to the participants throughout the session.

Both the participants and speaker had nice and jolly time throughout the workshop. Competition was good enough and new pitched up ideas and thoughts were dazzled up!

The President and Vice President of IIC-PCP presented the vote of thanks to Mr. Lakshay Chhabra and expressed their gratitude towards Vice Principle, Dr. Atmaram Pawar; IIC President, Dr. Sharvil Patil; IIC Vice President, Dr. Deepali Bansode for always being there with their guidance and support.

Winners for the workshop were announced an hour later.

Madhav Gandhi and Buramudhin Poonawala were adjudged winner and runner-up, respectively.

Special mentions for the event were Kashish Dawar, Ryan Varghese, Vidhi Khatri, and Hritika Kamat.

Certificates for participation and appreciation were provided to participants through Gmail.

Thus, the BizzPro-Workshop was a grand success, and all ended well with the love, support and appreciation.

Activity Photos:



ACTIVITY REPORT

Name of Activity: Connoisseur 1.0 'A Cruise through Life'

Date / Period: July 16, 2020/First Quarter

No. of Participants: 1k views

Class: Institution's Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: The Institution Innovation Council of Poona College of Pharmacy had organized an interactive session with our Honorable Guest Dr. Prabhakaran Paleri, PTM, TM and Director General (Indian Coast Guard) who is presently an Academician. He shared his career experiences and lessons that he learnt while being at Marines. This program was held live on YouTube on our channel MHRD IIC-PCP.

This session helped our audience to open new horizons towards different life situations. This program was full of exuberance and excitement. Sir put forward all his life experiences being a student, being in armed forces and being a teacher. It was a great opportunity to learn from such a great person. The way he put forward his perspectives of viewing life difficulties and overcoming those, building the right personality, was truly remarkable. He talked about his days as a student and how he used to look and observe things with a holistic approach. He said "Never ever have a role model" which was surprising for many at first but then his outlook onto this turned it all. He said instead of having a role model be a role model for yourself. Inspire yourself and try to achieve things competing with yourself. Be better than yourself also he said having a role model does nothing but limits your efforts to his or her level only. This was itself very inspiring for us. He also mentioned that all soldiers across the world are actually identical but they have different personalities being from different countries having different ideologies. He said how we all humans are identical but our perspectives our personalities makes us different from one another.

The IIC-PCP was privileged to witness the presence of an eminent personality Dr. Prabhakaran Paleri at the session. We were highly obliged to interact and learn from him. Due to time limitations we had to conclude the session otherwise it was really overwhelming to know more and more from him. It was indeed an informative and enlightening session to conclude. With all the notorious efforts of all the members of IIC-PCP this session turned into a great one.

Activity Photos:



ACTIVITY REPORT

Name of Activity: Connoisseur 2.0 ‘Innovative Technologies to Transform Economy’

Date / Period: August 27, 2020

No. of Participants: 123

Class: Institution’s Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: The webinar was conducted on 27th August presided over by Institution's Innovation Council of Poona College of Pharmacy. The event was graced by the prestigious presence of Dr. R. B Shrivastava who is a retired director of Defense Institute of High Altitude Research (DIHAR). He elaborated and enlightened on his exemplary work in field of research and his and the institute's noted contribution to the defense personnel.

The webinar was attended by members of IIC and fellow students belonging to different colleges as well as the staff of Poona College of Pharmacy associated with IIC.

Dr. R. B radiated with enthusiasm, knowledge and modesty throughout the whole webinar. He narrated how Ladakh is close to him and he has carried out most of his efficient work there. He has implemented user friendly technologies for uplifting the locals and helping out the army. He and his team has been working dedicatedly to make them self-independent in terms of food and health security. In case of soldiers, it is important to ensure their mental and physical well-being. There are nine labs working under life sciences addressing these problems. Challenges and concerns in the Ladakh region are various including undulating terrain, low soil fertility, low oxygen, sub-zero temperature etc.

In spite of innumerable problems, Dr Shrivastava has innovated challenges into opportunities. They have made the soil conducive for quality seed production. Trench Greenhouse are employed for winter cultivation where the plantation is covered with black and white polythene to trap solar energy. Polycarbonate Greenhouses were constructed to resist high velocity winds. Water management was accompanied by digging up storage beneath green-house. The Institute has successfully grown 101 types of vegetables which has been acknowledged by Limca Book of World Records and listed in Guinness World Records for their laudable efforts to use innovation to send food to the armed forces. This has affected as a collaborative effort for uplifting the locals, farmers and scientists.

The vegetables were preserved and stored using technology for it’s sustainability. CPIC tech helps in effective storage of potatoes. Water crisis has been dealt aptly by employing the techniques of mulching and monohydragels. Fruit baskets has boosted the local market as well as aided the soldiers. Drying of pulp a common problem was resolved using Solar Polyhouse D which has proved to be both time and cost effective. Hybrid Goat of Black Bengal and Changthangi has been a source of nutritious meat for the army men.

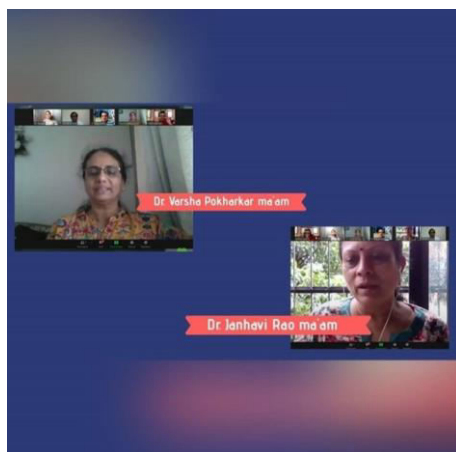
He divulged into the R&D medications which have benefited the army personnel a lot. Seabuckthorn is a accidentally discovered of extreme medicinal value. Aamchi medicine has been effective in wound healing, lung complaints, blood purification and cough and cold symptoms. Plantation of Seabuckthorn has empowered the women in Ladakh immensely leading to establishment of Seabuckthorn Co-Op Soc. Normobaric Pressurised hatchery is used for preservation of eggs using air pressure and ventilation. Herbal supplements have played an important role in securing soldiers' health. The Institute has safely duplicated genes back with zero energy atmosphere to avail.

While his contribution and outstanding work has no bounds, he was awarded in area of Innovation in Rural Development by Manmohan Singh. He has drastically improved the socio-economic conditions of Ladakh. Encouraging the pharmacy students to research in this arena, he ended his presentation on a positive note.

The Q&A session saw the active participation of students as well as teachers. Key highlights were how pharmacy students can create formulations from medicinal plants and research on herbal formulations which are of utmost need because of low oxygen levels. Dabur and Patanjali have shown interests in their medical products.

Dr. C. Bothiraja delivered the vote of thanks.

Activity Photos:



ACTIVITY REPORT

Name of Activity: Connoisseur 2.0 “Pharmacy and Finance”

Date / Period: Aug 28, 2020

No. of Participants: 102

Class: Institution’s Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: The webinar took place on 28th August organised by the Institute’s Innovation Council elaborating on one of the most innovative interesting topic: finance in pharmacy. Mr. Aswini Bajaj who is a qualified Chartered Accountant, CFA, FRM and CS elucidated the simple finance concepts and it’s application in pharma industry. He is a very qualified and experienced finance professional who is the director at Learn Train and Leverage Pvt. Ltd. Having delivered lectures in IITs and IIMs.

Eventually everything comes down to finance, business and numbers. For any business to result into fruition, profitability and project evaluation are important. Mr. Bajaj demonstrated an example of a company splitting into two independent enterprise which results in profit gain. Sun Pharma has two companies which include Sun Pharma and Sun Pharma Advance Research (SPARK). Initially when a new drug is discovered and receives patent, it is sold at a high price with high margin. But when introduced in generic market the price lowers down. Price Earning Ratio (PER) where earnings are considered per annum and price depict the future earning capacity. If Sun Pharma had incurred some amount of loss in the R&D sector, this can be compensated by branching out the company and reap better profits. As a result the valuation of Sun Pharma increased and accordingly there was a rise in the share price.

The main objective of any company is to maximize value and profit which is attained by three affecting factors in:- Economy, Industry and Company Analysis.

In terms of economy it is important to understand the industry size of pharmaceutical sector. Medical expenditure in rural areas is less than Rs.500 whereas in urban sector it is around Rs.4,500. He demonstrated using a pictorial representation of analysis of age and India demographic mix and how it varies with medical expenditure. He explained how the Ayushman Bharat Scheme of GOI focusses on diagnostic and hospital industry.

Mr. Aswini Bajaj explained how evaluation by the Food and Drug Administration (FDA) plays an important role in international market and company future prospects. Most revenue of Indian pharma companies is generated from international markets. FDA evaluates the track record, group of scientists and type of drug research. In case the drug receives rejection by FDA there is a swift decrease in shares. Manufacturing sector in Pharmaceutical and drugs depends on R&D expenditure and the number of people using the drugs. If the quantity of people using it are less, price increases and vice versa. The finance can also be affected by efficient competitors. In terms of renewing licence from FDA, it takes 2 years and there is a good chance of competitive companies taking over.

Mr. Bajaj gave example of Thyrocare which effectively dealt with the expensive thyroid testing by collecting samples from entire Mumbai. As a result the price per unit went down. He elaborated on the role of a pharma fund manager who has depth knowledge of the regulations of FDA and mutual funds in equity share. Accordingly he evaluates the company. While there are few shortcomings in the pharma industry like we still rely heavily on China for import of raw materials, it is important to understand the business properly and make financial decisions. He explained how a pharma graduate if heading into management can become a fund manager or research analyst.

Mr Aswini Bajaj elaborated on how the Indian Pharma Industry has been increasing and the dependence of China might reduce from 65%- 35%. He highlighted certain issues like compliance, inadequate infrastructure, prize sensitive market and low GDP spend on pharma companies.

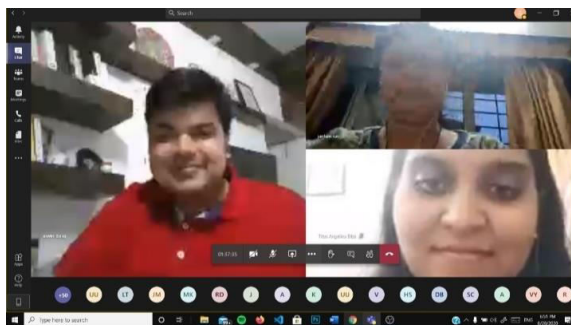
While reaching to the last segment of his talk, he talked in length about valuation and analysis. He demonstrated giving example of SunPharma which focusses on cost leadership and capitalization in terms of recurring sales of already present medicines. Valuations is affected by earnings growth, market size growth, Govt. support and compliance. With insurance company the valuation for diagnostic and hospital industry increases. Finance is omnipresent and it's knowledge is one key components for survival in the corporate pharma world

After the presentation by Mr. Bajaj ended, he was received immensely well by Dr. Rao ma'am.

The Q&A session saw many questions pouring in from both the teachers and students. Key highlights and answers by Mr Bajaj include his pearls of advice to the budding entrepreneurs. He advocated to have good and genuine idea and the social miscommunications should not be the binding reason to start a business. In terms of finance investment in pharma industry, the economy is uncertain for 2020-21 and even the pharma sector might develop to its max extent. Interested investors can invest in PharmFund by DSP and consult a fund manager. Lastly he gave a important message to be open minded, read a lot and use a combination of skill set to fit into the larger picture.

The vote of thanks was presented by Dr. Janhavi Rao ma'am.

Activity Photos:



ACTIVITY REPORT

Name of Activity: Data Heist

Date / Period: Aug 10, 2020

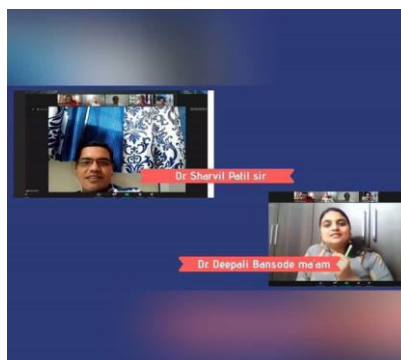
No. of Participants: 98

Class: Institution's Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: In the wake of enhancing awareness and empowering the community about challenges of cyberbullying, an interactive webinar was conducted by the Institution's Innovation Council of Poona College of Pharmacy, on the evening of 10th August. The event was graced by the presence of Mr. Rakshit Tandon, Director of Hack Dev technologies private limited and the co-founder of Hackershala. He was welcomed warmly and introduced by the student coordinator, regarding his alma-mater, Agra College from where he completed his BSc. And Master's in Computer Science. He has also influenced over 25 million students about cyber bullying and thus played a crucial role to make the student community less vulnerable and more aware about the issue. Mr. Rakshit Tandon was also awarded the Cyberguru of the Year title by the Maharashtra government in 2015. He commenced the session and effectively explained the current scenario of bullying, how it has existed throughout the ages, and how it has its grip on the cyberworld today. He skillfully made the session even more interesting and captured the attention of students as he exemplified cyberbullying with current scenario. Be it creating anonymous pages/memes, or posting pictures of ex-girlfriends/boyfriends for humiliation all come under cyber bullying. He went on explaining that this is a grave issue and it can affect the mental health of the victims. He went on to suggest the ways to fightback cyberbullying and to not be reduced by it. Utilization of block platform and report the abuser with the aid of community guidelines is one of the effective solution to overcome cyberbullying. He proudly mentioned the case when Maharashtra government via DCT Mumbai was contacted by Facebook and the timely interference helped them able to save a life of a victim of cyberbullying who was about to commit suicide. This case alone highlights the intensity with which cyberbullying may affect people and how effective communication and right legal interference helps to overcome it.

He also made the audience aware about the National Cybercrime Reporting Portal, and how the victims can use it to protect themselves from cyberbullying, including sexual Child Abuse, rape and gangrape, etc. He also highlighted that the people who are new to internet are the most vulnerable people who might face cyberbullying, and hence should be made aware about this challenge. He explained about how cyberbullying has been a major cause of mental stress that can go as far as causing depression and anxiety especially in teenagers. He provided with valuable insights regarding cybercrimes and how we as individuals and as communities protect ourselves against it and prevent it if possible. The session went on for over an hour and was full of knowledge about the cyberworld providing a new perspective to students and teachers alike. Mr. Rakshit Tandon humbly concluded the session by urging the audience to prevent cybercrimes, ingrain ethics in everyday life and thus reduce its grave consequences in our community. The webinar concluded with a vote of thanks and it was inarguably a great success owing to the combined efforts of the IIC students committee under the guidance of their learned teachers.

Activity Photos :



ACTIVITY REPORT

Name of Activity: Immunity Booster Drink ‘Sanjeevani’ (Online Event)

Date / Period: May 25, 2020/First Quarter

Class: Institution’s Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: Ministry of Human Resource and Development, Institution innovation Council of Poona College of Pharmacy hosted an Activity on. The activity was very utilitarian, innovative, germane and pertinent to the Covid Pandemic. Institution innovation Council of Poona College of Pharmacy posted a video on their Instagram official page that is @iicpcp on 25th May 2020 at 12 pm IST. The video consisted a recipe of a homemade “Immunity Booster Drink: SANJEEVANI”. The activity was carried under quarter three, the activity was extremely triumphant and pragmatic during the current Covid Crisis. The Immunity Booster Drink was prepared by, following the guidelines of Ministry of Ayush (Ayurveda, Yoga, Unani, Siddha and Homoeopathy). Today as we continue our collective battle against the novel coronavirus (COVID-19). It makes pragmatic sense to engage in healthy behaviors to support our health and immune function during this pandemic. Our body needs many nutrients in adequate amounts to support our daily functions, including those that help our immune system work properly and help protect us against many diseases. The ingredients of immunity booster drink were readily available at home and drink was extremely easy to make. Following were the ingredients of the drink Black pepper, Ginger, Dalchini, Tulsi and Raisins. All ingredients holding a significant importance in Indian heritage. They all have notable medicinal properties. Ginger considering the following properties Soothes an Upset Stomach, Reduces Inflammation, Lowers Blood Sugar, Reduces Cancer Risk Shortening or Preventing the Common Cold. Black pepper having antioxidants, anti-inflammatory properties and cancer-fighting properties. Dalchini providing benefits like Improving fungal infections, influencing blood sugar levels, Preventing multiplesclerosis. Tulsi helping in Reducing oxidative stress, supporting liver health, Reducing high bloodsugar. Raisins contributing in digestion, Prevent too much acidity, Lower risk of heart disease risk factor Overall the activity was substantial in causing social awareness against the novel coronavirus (COVID-19). The video was watched by many viewers. The “Immunity Booster Drink: SANJEEVANI” assists the prevention of novel coronavirus by boosting the body immunity. ‘Sanjeevani’ not only boosts the body immunity but also has many other health benefits.

Activity Photos:



ACTIVITY REPORT

Name of Activity: Risky Business in a Risky World

Date / Period: Aug 1, 2020

No. of Participants: 80

Class: Institution's Innovation Council (B. Pharmacy, M. Pharmacy, Pharm. D.)

Short Summary: Having witnessed drastic upside downs in the last six months in all sectors, let it be health, education, or aviation, we all have suffered drastically. But many businesses at the same time hiked just because they sought opportunities in the crisis too.

"Every crisis creates a change, the only thing with consistency."

IIC-PCP has been extensively active in bringing light to different new concepts and strategies to survive in this crisis and so this time we decided to organize an event that can make our audience and students understand the term risk and its management.

On 1st of August, we called upon an eminent personality who is having his expertise in risk management, Mr. Hersh Shah - CEO at IRM India chapter. Mr. Hersh Shah was then introduced by IIC-PCP to the audience where the participants came to know about his previous experiences working with KPMG as a risk consultant and also some other prominent organizations.

Let's identify :

Beginning with the session, Mr. Hersh Shah made the audience understand that even the biggest brands at a particular level or at numerous levels of management fail to identify risk. He gave us some real-time examples like telling about the inappropriate work culture of **TOSHIBA**, he pointed to the mistake of setting unrealistic profit targets by top-level management which eventually forced divisional managers to achieve such targets via fraudulently inflating profits and inaccurately valuing inventory. When such unethical incidents were reported to high officials by their employees, the **barrier of communication** led by the arrogance of higher officials obstructed the way of solution. Thus, due to lack of risk culture at a higher level of management in TOSHIBA, the company suffers from huge losses. Another such case is of **NOKIA**, near around 2008 when a number of employees raised the point of adoption of Android as the OS in their mobiles, the top management didn't listen to their employees and then we all witnessed the collapse of NOKIA.

Then, completing the mistakes of professional graded people the speaker discussed those risks which we normally fail to recognize. One of such is cyber dependency, with increased cyber dependency there's an increase of lack of awareness regarding cybersecurity. The activities of data breaching through fake websites really inflated in this pandemic.

"Think before you download, think before you click."

He later pointed to the risks of not having succession plans in family businesses and thus showcased the failure of family businesses over a long period of time.

Solutions driven by facts:

These solutions involve the change of work culture in an organization.

1. Leadership in arrogance leads to broken employee-head trust, listen to your employees as they know the reality of competitors and trends better.
2. Don't let barriers of communication be established between the levels of management in your company.
3. Deliver such a workspace where each employee is a risk officer to prevent losses. Reward them accordingly.
4. Average company life span decreases every decade from 30 to 20 and 20 to 10 years, due to lack of risk management and Innovation.
5. Never prefer to run solely on conventional approaches.

"Make unconventional the new conventional."

Conclusive points to be pondered on:

Risk:

- Risk is any uncertainty impacting the objective.
- Understand the objective first before analysis of risk.
- Objectives can be either your company goals or your personal life goals, every objective has a series of obstacles.
- These obstacles create uncertainty that's accountable to risk.

Risk management:

- ***Anticipation, analysis and knocking out of risks*** blends together to form the process of risk management.
- Ultimately helps to achieve the objective.

Vote of thanks -

The Institute's Innovation Council with the guidance of the Vice-Principal, Dr. Atmaram Pawar, MIC President Dr.C Bothiraja, IIC President Dr Sharvil Patil and IIC Vice President Dr.Deepali Bensode; was able to make this Session a success. The IIC is thankful for their support and all the audience whose active attendance made the webinar fun and informative. The session ended with a vote of thanks by our member.

Activity Photos:

