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Institute innovation council



Ministry of Education (MoE) IIC ID: IC202115842



Activity name- "Recent Innovations And Marketing Trend In Pharma"

Date- 29th January, 2022

Mandatory / Elective: Self Driven

Participants: 92

Mode of activity- Online (Microsoft Teams)

This was a Self-Driven Event conducted by IIC BNCPL on 29th of January.

The event was organized with the aim to update the students with the innovations and what are the various opportunities in coming year in pharmaceutical industry . The event had many alumni who were having more than 5 to 10 years experience in the industry. The notable contribution came from 3 of the alumni - Mr. Abhishek Sawant , Mr. Nikhil Samant Mr. Vinit Shah.

Mr. Abhishek Sawant spoke of how artificial intelligence is bringing a huge change in the pharma world by playing a major role by accelerating drug discovery. Start-ups are exploring the use of these technologies to address the various challenges in the pharma industry, which include automation and optimization of the manufacturing procedures, as well as designing powerful advertising and marketing.

Mr. Nikhil Samant elucidated more about how single use bioreactors are also gaining popularity as they reduce downtime and increase productivity. These bioreactors achieve so by eliminating complex steps like cleaning and validation between separate production stages.

Mr. Vinit Shah explained about how pharmacy knowledge helped him in entering the polymer industry and also suggested students to focus on industries which are closely related to pharmacy such as nanoparticle , polymer , food processing , ayurvedic and emphasized that chemical industry has the most potential for growth in the next 10 years.



At the end after the speakers finished their respective knowledge exchange participants asked questions kindred to their field of interests.

After the Q&A sessions the speakers were honoured with token of appreciation and a vote of thanks.

The event was fluently conducted and the response received by IIC cell members were positive.



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