

PROCEEDING OF THE SEMINAR

State Level Seminar on "Pharmaceutical Marketing Strategies and Challenges"

24th January 2019, Thursday

A seminar on "Pharmaceutical Marketing Strategies and Challenges" was successfully organized on 24th January 2019. The event was inaugurated at 10.00 am by Hon. Dr. Y. M. Jayraj, Vice Chancellor, Pravara Institute of Medical Sciences, Deemed to be University, Loni & in gracious presence of Dr. V. R. Rathi, Technical Director, PRES, Loni and other dignitaries. Dr. S. N. Hiremath, Principal and Convener welcomed all the dignitaries and delegates with brief note on introduction, objectives and research activities. There were 157 Delegates and 32 Posters presentations from different academic institutes and academia registered for the conference from all over Maharashtra.

The scientific session was started at 10.30 am with first lecture was delivered by Mr. Santosh Asawa, Regional Sales Manager, Cipla, Nashik Region, on "Pharmaceutical Marketing". The session was chaired by Mr. P. D. Ghule. There was open discussion between the speaker and the delegates.

Second lecture was delivered by Mr. Kailash Somani, Ex. Production manager, Cipla Pharmaceuticals Ltd. on "Pharmaceutical Marketing Strategies". The session was chaired by Mr. D. P. Gayake. There was open discussion between the speaker and the delegates.

After delicious lunch the third lecture was delivered by Dr. Ramdas Dolas , Asso. Professor, College of Pharmacy (For Women), Chincholi, Nashik on "Pharmaceutical Marketing Challenges". The session was chaired by Mr. Vishal Tambe. There was open discussion between the speaker and the delegates.

In the last session there were total 32 Poster for Presentation. Dr. V. D. Tambe was the judge for the poster evaluation. He selected 5 best posters for the prize distribution.

Valedictory function is conducted in gracious presence of Dr. Ramdas Dolas, Dr. V. D. Tambe, Dr. S. N. Hiremath and his colleagues Mr. P. D. Ghule, Mr. D. P. Gayake, Mr. D. M. Shinde, Mr. A.S. Balsane. The vote of thanks was expressed by Mr. Vishal B.

Tambe, organizing secretary.

Excellent food, accommodation, transport facilities and hospitality were made available for the delegates. The delegates were made aware with educational and research facilities available in Pravara campus. The feedback expressed by delegates was full of gratitude and contentment.



Mr. Vishal B. Tambe
Organizing Secretary
Place-Loni

Dr. S. N. Hiremath
Principal & Convener

Date-25/1/2019

PHOTOGRAPHS OF THE SEMINAR

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Mr. Vishal B. Tambe
Organizing Secretary
Place-Loni

Dr. S. N. Hiremath
Principal & Convener

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