

THE OXFORD COLLEGE OF PHARMACY
6/9 I MAIN BEGUR ROAD, HONGASANDRA, BENGALURU 560068
REPORT ON PHARMA ANVESHAN 2025 PROGRAM

The Oxford College of Pharmacy wholeheartedly thanked **Honourable President Dr. Montu M Patel for shortlisting our institution for granting financial assistance for conducting Pharma Anveshan, 2024, on 6th March 2025.**

The Oxford College of Pharmacy in Bengaluru organized the PHARMA ANVESHAN 2025 on Wednesday, 6th March 2025, to mark the 123rd birth Anniversary of Prof M.L. Schroff, the Father of Pharmacy Education in India.

The basic objective of this event was to encourage and promote students, faculty, and staff members to pursue innovation and entrepreneurship, to create enabling policies, and foster an ecosystem to generate ideas across disciplines that can be transformed into successful innovative technologies, products, and services as well as to establish a mechanism for technology development and technology transfers. The theme coined by the Pharmacy Council of India was "**Entrepreneurship & Startups in Pharma and Pharmacy Practice -Encouraging Innovation, Incubation Centers and Pharmaceutical Startups**" in pharmacy education with collaboration with pharma industries. The Pharmacy Council of India sponsored this event.

This program was attended by 222 eminent personalities from various professionals, industries, academics, PCI executive members, and students of different institutions in Bangalore.

The program started with a prayer song by our students, followed by lighting the lamp. All the Delegates from various industries and academic institutions students are welcomed by our beloved Principal, **Dr. Parthasarthy G.** Before welcoming, the Principal appreciated that **Honourable Dr. Montu M Patel, a young and dynamic leader** who has thought about celebrating the birthday of Prof M L Schroff and thanked the president for selecting our college to conduct this Pharma Anveshan 2025. The eminent personalities **Dr. S N V L Narasimha Raju, Chairman, The Oxford Educational Institutions, Dr. Ramachandra Setty, Director R&D, RGUHS, and Dr. M.Niranjan Babu Central Council Member, PCI,** addressed the gathering in the inaugural program. All these eminent personalities expressed how to build the nation through an innovation-led entrepreneurial ecosystem for supporting pharmaceutical innovation and nurturing start-ups in India with the goal of positively impacting human health and well-being.

All these people's addresses revolved around the **theme "Entrepreneurship & Startups in Pharma and Pharmacy Practice —Encouraging Innovation, Incubation Centers and Pharmaceutical Startups"**. They also stressed educating overarching guidelines for creating nationwide innovation & entrepreneurial framework and considering entrepreneurship as a preferred career with helping and creating a larger number of sustainable start-ups in the pharmaceutical domain towards impactful social benefits.

Dr. M. Niranjan Babu, a Central Council Member of PCI in New Delhi, shared his thoughts on Pharma Anveshan 2025. As a distinguished personality in pharmacy education, his insights on the event will likely be significant. Organizing events like Pharma Anveshan is crucial to honoring the legacy of pioneers like Prof. M.L. Schroff and encouraging the growth of pharmacy education.

Dr. M. Niranjan Babu's talks gave insight into various aspects of innovations with translational outcomes in the pharmaceutical sector, which had been challenging in the past due to the rigors of academic careers, milestones for faculty and institutions, and limitations arising from financial concerns or mistrust of developing partnerships with

the industry. However, in the current scenario, innovation is now becoming the fourth pillar of academic pharmaceutical excellence. It is, therefore, imperative to develop a holistic ecosystem where faculties/students and staff can be more effective innovators and translate their solutions for beneficial impact on society. He also shared that the Pharmacy Council of India has selected two colleges from Karnataka state to sponsor Pharma Anveshan 2025, and one of those colleges is The Oxford College of Pharmacy.

Dr. Ramachandra Setty, Director of R&D, RGUHS, emphasized innovation in all facets that impact the creation and functioning of the national pharmaceutical system. He highlighted innovations in Public health delivery systems, Healthcare Business Model Innovations (including digital healthcare delivery systems), and category-specific innovations such as those pertaining to Pharmaceuticals (Active pharmaceutical ingredients (APIs), Repurposing of the drug candidates, Modified drug delivery systems and Biosimilars), Nutraceuticals, Vaccines, Diagnostics, and Medical Devices (including healthcare software systems and health and wellness mobile apps as medical devices) and inter-disciplinary innovations.

Dr. Setty also spoke about the scope of the current policy framework, which also includes diagnostics, medical devices, healthcare IT, online pharmacy, personal health management, home healthcare, telemedicine, biotech R&D, genomics, and biopharma. Currently, start-ups in the country operate in one of these verticals. They are using Artificial Intelligence or Machine Learning and other modern technologies to improve the quality of healthcare, access, and affordability.

Overall, both guests emphasized the continuum of innovation and entrepreneurship in accordance with the existing national innovation and start-up Policies, potentially in view of the prevailing therapeutic/clinical needs in the pharmaceutical sector.

Dr. S N V L Narasimha Raju, The Chairman of The Oxford Educational Institutions, emphasized the importance of industry participation in the curriculum. He urged all participants to take a moment to pay homage to **Prof M.L.Schroff** on his birth anniversary, highlighting the significance of honoring those who have made significant contributions to the field of pharmacy.

The Chairman's emphasis on industry participation highlights the need for academia and industry to work together to advance the pharmacy field. By collaborating closely, both parties can ensure that students have the necessary knowledge and skills to succeed in the ever-evolving pharmaceutical industry. The Chairman also expressed his gratitude towards

Dr Montu M Patel, the President of the Pharmacy Council of India, for giving The Oxford College of Pharmacy the opportunity to host Pharma Anveshan 2025. He extended his thanks to all the delegates who came from various industries and institutions to participate in the event.

Dr. Sreenath, Director, The Oxford Educational Institution, delivered an insightful address highlighting the vital importance of entrepreneurship and innovation within the pharmaceutical sector. He discussed the necessity for startups to respond effectively to the rapidly changing healthcare landscape. Emphasizing the fundamental role of research in driving drug discovery and therapeutic advancements, he advocated for the establishment of incubation centers that provide essential resources and support for emerging ventures.

Furthermore, **Dr. Sreenath** identified the integration of entrepreneurial practices within pharmacy education to inspire future professionals and encourage collaboration among industry stakeholders. He also noted the significance of supportive government policies in fostering a vibrant ecosystem that drives innovation and addresses global health challenges, ultimately paving the way for abundant opportunities in the field.

All the eminent personalities were honored with Memento, a dry fruit bowl, and a shawl. The inauguration session was concluded with a Vote of thanks by

Dr. Noopur Srivastava, Vice Principal and Head of the Department of Pharmacology at The Oxford College of Pharmacy, who expressed her heartfelt thanks to all the dignitaries, resource persons, industry experts, and students for attending this program.

Dr. Noopur expressed her gratitude to PCI President Dr Montu M Patel and the team on behalf of the management, principal, staff, and students for this opportunity. Special gratitude goes to **Dr. Ramachandra Setty and Dr. M. Niranjan Babu** for sharing their insights on **Entrepreneurship & Startups in Pharma and Pharmacy Practice**.

Dr. S N V L Narasimha Raju, Chairman of The Oxford Educational Institutions, is also greatly appreciated for his inspiring words and emphasis on industry participation in the curriculum. Furthermore, he assured PCI members that such programs will be organized in the institution in the coming days.

After the inaugural session, the delegates are allowed a 15-minute tea break.

SESSION-I

The First session was started by

Dr. Sam T. Mathew, Entrepreneurial & Strategic Leader.

Dr. Sam T. Mathew delivered an inspiring talk on the "**AI-Powered Medical Writing Ecosystem: A New Frontier for Innovative Entrepreneurs**," showcasing how artificial intelligence is revolutionizing the medical writing landscape. He highlighted the groundbreaking advancements in natural language processing and machine learning that empower more efficient content generation, precise data analysis, and improved collaboration among healthcare professionals.

These AI tools streamline the writing process and enable entrepreneurs to create personalized content tailored to specific audiences, ultimately elevating communication in the medical field.

In his talk, Dr. Mathew encouraged entrepreneurs to recognize the vast opportunities within this ecosystem, such as developing AI-driven software for medical writing, launching consulting services to guide organizations in adopting these technologies and creating training programs for aspiring medical writers. He also emphasized the importance of addressing the challenges that accompany these advancements, including ethical considerations, regulatory compliance, and the essential role of human oversight in maintaining content quality. By embracing these challenges, entrepreneurs have the potential to harness the power of AI to innovate and transform healthcare communication for the better.

SESSION -II

The second session was started by

Dr. Sangamesh Puranik Founder & CEO, Masang Laboratories Pvt Ltd.

Dr. Sangamesh Puranik delivered an inspiring talk on **Entrepreneurship and Startups in Pharma**. He emphasized the unique challenges and immense opportunities within the industry. He highlighted the critical role of innovation and agility for startups to thrive in a highly regulated environment, sharing his valuable experiences in navigating market dynamics.

Dr. Puranik also discussed the power of collaboration between academia and industry to ignite new ideas and technologies. Attendees left motivated with actionable strategies for launching their ventures in pharmacy, highlighting the exciting potential of entrepreneurship in this vital field.

After the second session, the delegates are allowed a 01 hour lunch break.

SESSION III

The afternoon session started by

Mr. Gurumurthaiah S. S Founder & Director Argaav Healthcare Pvt Ltd.

Mr. Gurumurthaiah S. S. delivered a motivational talk on "**The Pursuit of Inspired Career in Pharma—Life-Sciences & Entrepreneurship,**" captivating the audience with his insights and personal experiences. He illuminated a pathway for aspiring professionals, highlighting the fusion of scientific innovation and entrepreneurial spirit and emphasizing the importance of passion and perseverance in achieving one's dreams.

He shared compelling success stories that demonstrated the impact of emerging technologies in the pharma industry, igniting a desire in participants to explore beyond traditional career paths. **Mr. Gurumurthaiah** encouraged a mindset of continuous learning and adaptability, fostering enthusiasm and curiosity about the vast opportunities in the life sciences field.

Additionally, he underlined the importance of networking, collaboration, and mentorship for professional growth. By urging attendees to build relationships with industry leaders and peers, he equipped them with strategies to navigate their career journeys. His talk served as a powerful call to action, inspiring professionals to seize their futures and make a meaningful impact in the life sciences arena.

SESSION IV

The Session IV started by

Dr. Ershad Shafi Ahmed Entrepreneur

Dr. Ershad Shafi Ahmed, an inspiring entrepreneur, shared his transformative experience of transitioning from an ayurvedic physician to a pharma entrepreneur. He emphasized the profound impact of integrating traditional knowledge with modern practices, showcasing how his Ayurveda background uniquely shaped his approach to business in the pharmaceutical industry.

Dr. Ahmed highlighted the challenges and opportunities in bridging these two fields, demonstrating that a deep understanding of natural healing can lead to innovative pharmaceutical formulations and unique market possibilities. His journey reflects a powerful commitment to health and wellness, aiming to bring holistic solutions to a wider audience.

PANEL DISCUSSION

The panel discussion started around 3.45 pm with Dr. Sam T. Mathew, Entrepreneurial & Strategic Leader; Mr. Gurumurthaiah S.S, Founder & Director of Argaav Healthcare Pvt Ltd; Dr. Ershad Shafi Ahmed, Entrepreneur; Dr. Parthasarathy G. Principal, Dr. Noopur Srivastava, Associate Professor & Vice Principal, Dr. Gururaj Kulkarni Professor and Head Department of Pharmaceutics, Dr. A.R.Mahesh Associate Professor and Head Department of Pharmaceutical Chemistry and Dr. A. Muthukumar Associate Professor & Dean R&D.

Dr. Mathew emphasized the importance of entrepreneurial thinking in the pharmaceutical industry and the need for innovation and adaptability in today's market. **Mr. Gurumurthaiah S. S** provided perspective on leveraging healthcare trends and the significance of strategic partnerships in fostering innovative solutions. **Dr. Ahmed** discussed the impact of digital transformation on operational efficiency and patient engagement within the pharmaceutical sector. **Dr. Parthasarathy. G** emphasized the need for academic institutions to nurture entrepreneurial skills in students, advocating for

stronger collaborations with the pharmaceutical industry.

Dr. Noopur Srivastava highlighted the importance of understanding compliance to empower startups to make informed product development and marketing decisions. **Dr. Gururaj Kulkarni** discussed how academic research can create commercial opportunities, stressing the role of scientific innovation in entrepreneurship.

Dr. A.R. Mahesh focused on advancements in pharmaceutical sciences that can lead to the development of new products addressing current industry needs. **Dr. A. Muthukumar** highlighted the importance of incubation centers in supporting entrepreneurial growth and encouraging startups to leverage available resources for success.

The panel discussion went up to 5.00 PM. Certificates were distributed to the participants. Finally, the vote of thanks was given by the convener, **Dr. Parathasarthi G.** First, he thanked the PCI President, **Dr Montu M Patel**, for this opportunity at our institution. Sir, thank the Chairman, **Dr. S.N.V.L Narasimha Raju**, for his continuous support and motivation for organizing such programs at our institution. He also thanked the organizing committee, staff, industry peers, all the students from our college, and other Institutions for actively participating in this successful and knowledge-shared conference. He told all the students that the best tribute to **Prof. M L Shroff** is the students' and teachers' support and active involvement in academia, research, and social service through pharmacy, as well as gratitude towards the PCI and education institutions. After the National Anthem, all the participants dispersed, and the session was concluded successfully.



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