



JKK MUNIRAJAH INSTITUTE OF HEALTH SCIENCES COLLEGE OF PHARMACY

(Approved by Tamil Nadu Govt. & Pharmacy Council of India - New Delhi, Affiliated to The Tamil Nadu Dr. M.G.R Medical University, Chennai)
Thookanaickenpalayam, Gobichettipalayam (TK), Erode (DT) - 638506, Tamil Nadu.

24.06.2019

CIRCULAR

This is to inform all students and faculties that the Department of Pharmaceutics is Organizing a seminar on *“Innovations in Pharmaceutical Marketing and Sales Strategies”* to be held on 28/06/2019, 10.00AM at seminar hall.

Resource Person:

Mrs. J. PRIYA, M. Pharm.,

Associate Professor,

Department of Pharmaceutical Chemistry,

JKK Munirajah Institute of Health Sciences College of Pharmacy, T.N. Palayam.

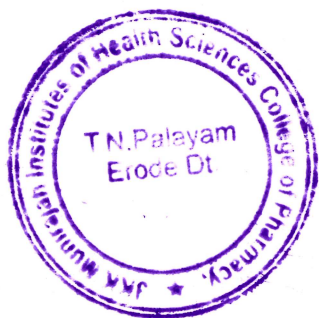
Interested staff and students are directed to enroll through event co-ordinator
DR. S. Selvaraj, M. Pharm., Ph. D.,

Principal

JKK Munirajah Institute of Health Science
College of Pharmacy, T.N.Palayam,
Gobi (Tk), Erode (Dt) - 638 506

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**JKK MUNIRAJAH INSTITUTE OF HEALTH SCIENCES
COLLEGE OF PHARMACY**



T.N. PALAYAM, GOBICHETTIPALAYAM, ERODE.

DEPARTMENT OF PHARMACEUTICS

IS ORGANISING

ONE DAY SEMINAR ON

**INNOVATIONS IN PHARMACEUTICAL
MARKETING, SALES, AND STRATEGY**

Principal

JKK Munirajah Institute of Health Sciences
College of Pharmacy, T.N.Palayam,
Gobi (Tk), Erode (Dt) - 638 506

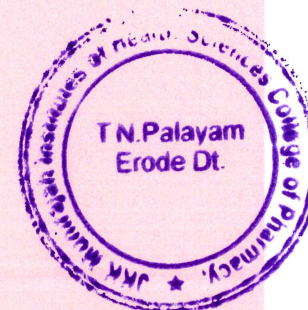


ON 28 JUNE 2019



SEMINAR HALL

JKKMIHSCP



EVENT COORDINATOR,

DR. S. SELVARAJ, M. PHARM., PH. D.,

PROFESSOR,

DEPARTMENT OF PHARMACEUTICS,

JKKMIHSCP.

RESOURCE PERSON



MRS. J. PRIYA, M. PHARM.,

ASSOCIATE PROFESSOR,

DEPARTMENT OF PHARMACEUTICAL CHEMISTRY

JKK MUNIRAJAH INSTITUTE OF

HEALTH SCIENCES COLLEGE OF PHARMACY,

T.N. PALAYAM.



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Department of Pharmaceutics

Seminar on Innovations in Pharmaceutical Marketing and Sales Strategies

RESOURCE PERSON PROFILE



Mrs. J. PRIYA, M. Pharm.,

Associate Professor,

Department of Pharmaceutical Chemistry,

JKK Munirajah Institute of Health Sciences College of Pharmacy, T.N. Palayam.

Mail: priyajayabalan79@gmail.com

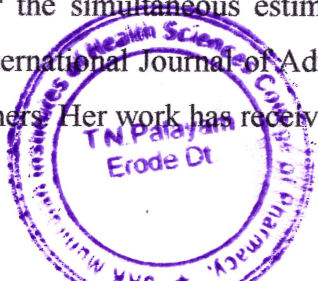
Mob: +91 8790938526

Mrs. J. Priya, M. Pharm., is an accomplished Associate Professor in the Department of Pharmaceutical Chemistry at [Institution Name], possessing a stellar academic record with a Master of Pharmacy (M. Pharm) from J.K.M.M College of Pharmacy, Komarapalayam, where she excelled with a remarkable score of 75% during 2008-2010. Her academic journey has been consistently impressive, including a Bachelor of Pharmacy (B. Pharm) from Kalasalingam College of Pharmacy, Krishnankovil, in 2000, where she achieved a commendable score of 66%. Her dedication to academic excellence is evident in her higher secondary education, with a 78.4% score in 12th grade from P.K.N Girl's Higher Secondary School, Tirumangalam, in 1996, and an impressive 87.2% in 10th grade from the same school in 1994.

Her valuable contributions to the field of pharmaceutical chemistry extend to her research publications, where she has authored papers on the analytical method development and validation of drugs like tolvaptan in bulk and tablet dosage form (published in the World Journal of Pharmacy and Pharmaceutical Sciences - WJPPS), RP-HPLC method development validation for the simultaneous estimation of etodolac and paracetamol in tablet dosage form (published in the International Journal of Pharmacy and Pharmaceutical Analysis Research - IJPAP), and RP-HPLC method development validation for the simultaneous estimation of metoprolol and telmisartan in tablet dosage form (published in the International Journal of Advanced Research in Pharmacy and Pharmaceutical Sciences - IJARRP), among others. Her work has received recognition and citations in renowned journals.


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Mrs. Priya has actively participated in several continuing education programs and refresh courses, including those focused on critical topics such as Drug Interactions, Clinical Pharmacy, Patient Care, Community Pharmacy, and New Drugs Evaluation. Her active engagement in discussions on "Future Trends in Drug Delivery Technology for Global Trade of Pharmaceuticals" underscores her commitment to staying at the forefront of pharmaceutical knowledge.

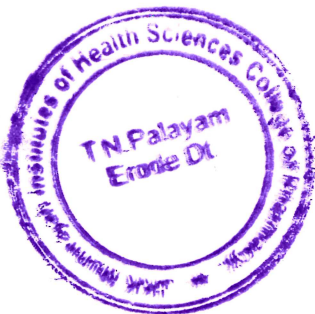
Mrs. Priya's commitment to advancing pharmaceutical science is further evident through her involvement in research projects. She has investigated the antipyretic, anti-inflammatory, and analgesic activities of *Jasminum Trichotomum ex roth* and has worked on the isolation of new components from *Mimosa pudica*, showcasing her dedication to pushing the boundaries of pharmaceutical knowledge.

In addition to her academic and research accomplishments, Mrs. Priya holds qualifications as a Data Entry Operator (DEO) and is proficient in typewriting (English Higher). Her diverse professional experiences include roles as a Hospital Pharmacist, where she gained valuable insights into healthcare settings, and as an industry professional at Paris Dakner, Madurai, contributing to the development and production of pharmaceutical products.

Her illustrious teaching career began at Smt. Sarojini Ramulamma College of Pharmacy, Mahabubnagar, from June 2010 to March 2014. She currently holds the position of Associate Professor at A.M. Reddy College of Pharmacy, Narasaraopet, Guntur District, Andhra Pradesh, since April 2014, where she continues to shape and inspire the next generation of pharmaceutical professionals. Mrs. J. Priya's extensive academic achievements, research contributions, and diverse professional experiences collectively establish her as a distinguished figure in the field of pharmaceutical chemistry, playing a pivotal role in advancing the future of Pharmaceutical Science.

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REPORT ON THE SEMINAR

Title: Innovations in Pharmaceutical Marketing and Sales Strategies

Date: 28.06.2019

Resource Person: Mrs. J. PRIYA, M. Pharm.,

Event Coordinator: DR. S. Selvaraj, M. Pharm., Ph. D.,

Total Participant(s): 94

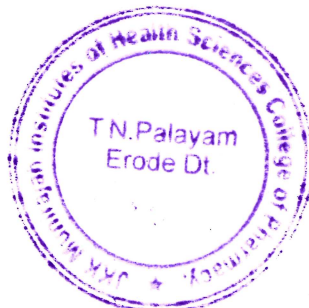
Event Description:

The "Innovations in Pharmaceutical Marketing and Sales Strategies" event, held on 28.06.2019, was an insightful gathering dedicated to exploring the evolving landscape of pharmaceutical marketing and sales. This comprehensive program united pharmaceutical marketing professionals, sales experts, and industry enthusiasts committed to staying at the forefront of innovative strategies. Attendees, eager to delve into the latest marketing and sales approaches, benefited from a comprehensive program led by seasoned experts.

Program Outcome:

The program delivered several significant outcomes. Participants left with an enriched understanding of the innovative methodologies and strategies driving success in pharmaceutical marketing and sales. The insights shared by expert presenters provided practical guidance on adapting to changing market dynamics, harnessing digital technologies, and enhancing customer engagement. Furthermore, the event fostered networking and collaboration, forging connections that may lead to future ground-breaking marketing and sales initiatives in the pharmaceutical industry. In summary, the "Innovations in Pharmaceutical Marketing and Sales Strategies" event left an enduring impact, empowering attendees with the knowledge and inspiration to excel in the dynamic and transformative realm of pharmaceutical marketing and sales.

Event Coordinator



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Seminar on Innovations in Pharmaceutical Marketing and Sales Strategies

Photos of the Programme



Seminar on Innovations in Pharmaceutical Marketing and Sales Strategies on 28/06/2019
at Seminar Hall



Seminar on Innovations in Pharmaceutical Marketing and Sales Strategies on 28/06/2019
at Seminar Hall



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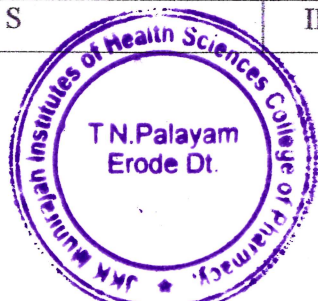
INNOVATIONS IN PHARMACEUTICAL MARKETING AND SALES STRATEGIES

Participants List

Resource Person: Mrs. J. PRIYA, M. Pharm.,

Date: 28/06/2019

S.No	Name of Student	Course	Registration Number	Signature
1	GAYATHRI B	III B. PHARM	561794016	Gayathri B
2	GEETHAVARMAN S	III B. PHARM	561794017	Geetha V
3	GOPI V	III B. PHARM	561794018	Gopi V
4	GOWRI SANKARI K	III B. PHARM	561794019	Gowri S
5	GOWRI SHANKAR E	III B. PHARM	561794020	Gowri S
6	HARIPRAKASH B	III B. PHARM	561794021	Hariprakash B
7	IMAMDEEN N	III B. PHARM	561794023	Imamdeen N
8	KAMALRAJ T	III B. PHARM	561794024	Kamalraj T
9	KARTHIKADEVI M	III B. PHARM	561794025	Karthika M
10	KAVIYAK	III B. PHARM	561794026	Kavya K
11	KAVIYARASAN J	III B. PHARM	561794027	Kaviyasan J
12	KOHILA M	III B. PHARM	561794028	Kohila M
13	KRISHNA PRIYA R	III B. PHARM	561794029	Krishna P
14	MARTIN JOHNPAUL A	III B. PHARM	561794030	Martin John Paul A
15	MOHANRAJ S	III B. PHARM	561794031	Mohanraj S
16	MONISHA B	III B. PHARM	561794032	Monisha B
17	NAVEENA A	III B. PHARM	561794033	Naveena A
18	NISHANTH P	III B. PHARM	561794034	Nishanth P
19	PANDEESWARAN P	III B. PHARM	561794035	Pandeeswaran P
20	PARTHIBAN M	III B. PHARM	561794036	Parthiban M
21	POONGODI S	III B. PHARM	561794038	Poongodi S
22	PRITHIVIRAJAN S	III B. PHARM	561794039	Prithvirajan S
23	PRIYADHARSHINI K	III B. PHARM	561794040	Priyadharshini K
24	RAJESHWARI M K	III B. PHARM	561794041	Rajeshwari M K
25	RAVIKUMAR S	III B. PHARM	561794042	Ravikumar S
26	SAROJINI S	III B. PHARM	561794045	Sarojini S



Principal

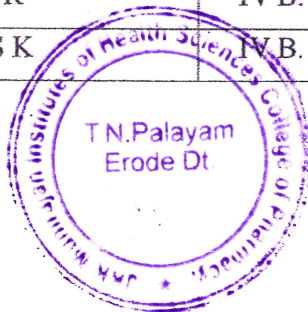
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S. No	Name of Student	Course	Registration Number	Signature
27	SATHIYADHARANIN	III B. PHARM	561794046	<i>Sathyadharani</i>
28	SIVABHARATHI S P	III B. PHARM	561794047	<i>Sivabharathi</i>
29	SIVASANKAR S	III B. PHARM	561794048	<i>Sivasankar</i>
30	SRIDHAR K	III B. PHARM	561794049	<i>Sridhar</i>
31	TAMILARASAN K	III B. PHARM	561794051	<i>Tamilarasan</i>
32	UDHAYAKUMAR M	III B. PHARM	561794053	<i>Udhayakumar</i>
33	VAIDEESH S	III B. PHARM	561794054	<i>Vaideesh</i>
34	VASIM S	III B. PHARM	561794056	<i>Vasim</i>
35	VASUDEVAN G	III B. PHARM	561794057	<i>Vasudevan</i>
36	VIGNESH KUMAR B	III B. PHARM	561794058	<i>Vignesh</i>
37	VIGNESH P	III B. PHARM	561794059	<i>Vignesh</i>
38	VINOTHINI V	III B. PHARM	561794060	<i>Vinothini</i>
39	BOOPATHI M.	III B. PHARM	561794061	<i>Boopathi</i>
40	KASTHURI K	III B. PHARM	561794062	<i>Kasthuri</i>
41	KEERTHIKUMAR V	III B. PHARM	561794063	<i>Keerthi</i>
42	PRAKATHI S	III B. PHARM	561794064	<i>Prakathi</i>
43	TAMILSELVAN M	III B. PHARM	561794065	<i>Tamilselvan</i>
44	AISHWARYA M	IV B. PHARM	561694001	<i>Aishwarya</i>
45	AJITHKUMAR D	IV B. PHARM	561694003	<i>Ajithkumar</i>
46	AKILA M	IV B. PHARM	561694004	<i>Akila</i>
47	ARUNKUMAR M	IV B. PHARM	561694006	<i>Arunkumar</i>
48	BIRUNDHAVAN R	IV B. PHARM	561694007	<i>Birundhavan</i>
49	HEMALATHA K	IV B. PHARM	561694012	<i>Hemalatha</i>
50	JAFIR KHAN J	IV B. PHARM	561694013	<i>Jafir</i>
51	JAYACHANDIRAN M	IV B. PHARM	561694014	<i>Jayachandiran</i>
52	JEEVITHA G	IV B. PHARM	561694015	<i>Jeevitha</i>
53	JEGAN T	IV B. PHARM	561694016	<i>Jegan</i>
54	KOWSALYA K	IV B. PHARM	561694018	<i>Kowsalya</i>
55	MAALINI M D R	IV B. PHARM	561694019	<i>Maalini</i>
56	MANIMOZHI S K	IV B. PHARM	561694020	<i>Manimozhi</i>



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Principal

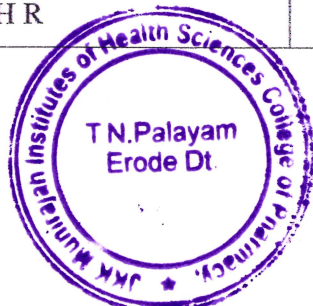
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57	MATHIYALAGAN S	IV B. PHARM	561694021	MATHI
58	MEIARASU D	IV B. PHARM	561694022	MEIARASU
59	MOHANAMUKILAN T	IV B. PHARM	561694023	MOHANAMUKILAN
60	MONICA PRIYA H	IV B. PHARM	561694024	MONICA
61	MUKILAN RANJITH P	IV B. PHARM	561694025	MUKILAN
62	MUNIVENKATESAN P	IV B. PHARM	561694026	MUNIVENKATESAN
63	NANDHINI P	IV B. PHARM	561694027	NANDHINI
64	PARAMESHWARIL	IV B. PHARM	561694029	PARAMESHWARIL
65	PARTHIBAN V	IV B. PHARM	561694031	PARTHIBAN
66	POOVARASAN A	IV B. PHARM	561694033	POOVARASAN
67	PRAVEEN B	IV B. PHARM	561694034	PRAVEEN
68	PRAVEENKUMAR M	IV B. PHARM	561694035	PRAVEENKUMAR
69	RAJA SHOBA S	IV B. PHARM	561694036	RAJA SHOBA
70	RAJAMANIKKAM D	IV B. PHARM	561694037	RAJAMANIKKAM
71	RANJITH R	IV B. PHARM	561694038	RANJITH
72	SANGEETHA R	IV B. PHARM	561694040	SANGEETHA
73	SANJAYKUMAR K	IV B. PHARM	561694041	SANJAYKUMAR
74	SANTHOSKUMAR G	IV B. PHARM	561694042	SANTHOSKUMAR
75	SARANYA J	IV B. PHARM	561694043	SARANYA
76	SASMITHA B	IV B. PHARM	561694044	SASMITHA
77	SILAMBARASAN K	IV B. PHARM	561694045	SILAMBARASAN
78	SONA K	IV B. PHARM	561694046	SONA
79	SOWMIYA D	IV B. PHARM	561694047	SOWMIYA
80	SRIDHAR V	IV B. PHARM	561694048	SRIDHAR
81	SUGANTH M	IV B. PHARM	561694049	SUGANTH
82	SURESH KUMAR S	IV B. PHARM	561694050	SURESH KUMAR
83	VARSHA K	IV B. PHARM	561694052	VARSHA
84	VELMURUGAN.M	IV B. PHARM	561694053	VELMURUGAN
85	VENKADESH S	IV B. PHARM	561694054	VENKADESH
86	VIGNESH R	IV B. PHARM	561694055	VIGNESH



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87	VIGNESH S	IV B. PHARM	561694056	<i>Vignesh</i>
88	VIJAY R	IV B. PHARM	561694058	<i>Vijay</i>
89	YASMEEN A	IV B. PHARM	561694059	<i>Yameen</i>
90	YATHEESH R	IV B. PHARM	561694060	<i>Yatheesh</i>
91	Mr. K. RAJA	Professor	Department of Pharmaceutics	<i>K. Raja</i>
92	Mr. S. SELVARAJ	Associate Professor	Department of Pharmaceutics	<i>S. Selvaraj</i>
93	Mr. K BALASUBRAMANIAN	Associate Professor	Department of Pharmaceutics	<i>K. Balasubramanian</i>
94	Mr. S. SHARMA	Associate Professor	Department of Pharmaceutics	<i>S. Sharma</i>

S. Selvaraj
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