



NALLA NARASIMHA REDDY EDUCATION SOCIETY'S GROUP OF INSTITUTIONS

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SCHOOL OF PHARMACY

REPORT ON

A ONE DAY “ENTREPRENEURSHIP AWARENESS PROGRAM”

School of Pharmacy has conducted a ‘One Day Entrepreneurship Awareness Program’ in association with Entrepreneurship Development Cell, NNRG for the students of M.Pharmacy and B.Pharmacy on 31st August 2019, at Nalla Narasimha Reddy Education Society’s Group of Institutions, Hyderabad.

Chief Guest:

Mr. Samala Hari Shankar, Sr. Marketing Officer, Bureau of Pharma Public Sector undertakings of India, Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Govt. of India.

Guest of Honor:

Mr. SMI Farook, Pharma Distributor, Exclusive for Generic Medicines ‘Jan Aushadhi’, Govt. of India.

Summary:

Chief Guest Mr. Samala Hari Shankar mentioned that the entrepreneurship is called “window of opportunity”. It is the time that is available to the entrepreneur to create a new venture. You need to be able to; see that window, find it, measure it, open it and then close it again so that you can capitalize on the opportunities it presents.

Guest of Honor Mr. SMI Farook mentioned that a generic drug is a medication created to be the same as an already marketed brand-name drug in dosage form, safety, strength, route of administration, quality, performance characteristics, and intended use. These similarities help to demonstrate bioequivalence, which means that a generic medicine works in the same way and provides the same clinical benefit as its brand-name version. He also mentioned that it’s the responsibility of a Pharmacist to create awareness about using generics in general public.



Mr. SMI Farook, Pharma Distributor, Exclusive for Generic Medicines ‘Jan Aushadhi’, Govt. of India addressing gathering.

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