

SCHOOL OF PHARMACY

REPORT

ON

“MY STORY – MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR / START-UP FOUNDER

School of Pharmacy in association with Institution's Innovation Council (IIC) has organized a session on 'My Story – Motivational Session by Successful Entrepreneur / Start-Up Founder' on 18th November, 2023 from 2.00PM to 4.00PM in Conference Hall, Ground Floor at Nalla Narasimha Reddy Education Society's Group of Institutions (NNRG), Hyderabad. **Mr. Sha Mohammed Ilias Farook**, Managing Director, SM Associates Pvt. Ltd., Hyderabad was the Resource Person and he has created awareness on entrepreneurship in general and in the field of Pharmacy in particular. Dr. G. Janardhana Raju, Convener and Dr. Krishna Mohan Chinnala, Vice President, IIC, NNRG graced the occasion.

Mr. Farook has shared his experiences with the students, as how he became a successful entrepreneur coming from a very common background hailing from Maddur village of Mahaboobnagar district Telangana. Along with the business motto he also suggested the students to have social responsibilities. He expressed that he is a successful and results oriented social worker, having an overall exposure of 10 years in social service.

After completion of his graduation he did his master of business administration (MBA) with Hospital Management as specialization.

He has started his career as Manager, CDR Health Care Ltd, Hyderabad and then worked as SMCC Coordinator at King Fahad Hofuf Hospital, Al-Hassa, Kingdom of Saudi Arabia. Then he joined Star Health & Allied Insurance for Aarogyasri Project as DGM and Senior DGM with Rajiv Jeevandayee Programme, Maharashtra.

With this experiences in health care field, he has become an entrepreneur and started – S.M. Associates (Pharma Distribution & Manpower & Health services provider).

Some of his personal abridgements are that he is a Successful entrepreneur and a renowned Social Worker, eager to serve needy people. He is Visionary, Challenge-driven and successful leader in community arenas.

He Possess an attitude of go-getter coupled with multi-tasking abilities to handle all aspects of social work, providing education and food to the poor, monetary assistance to the needy towards achievement of personal goals with efficient skills. Through his registered NGO “Spandana”, he has organized medical camps at various places and distributed medicines at free of cost.

For his services, he was recognized and felicitated by some of the organizations including Nalla Narasimha Reddy Educational Society’s Group of Institutions, Vijayapuri Colony Society etc. for helping the society.

He is serving as proprietor for **‘Pradhan Mantri Bhartiya Janaushadhi Kendra Franchise’**, Telangana. He assisted common public with PMBJAS team and created awareness in entrepreneurs to start 100 stores in combined Andhra Pradesh.

He has received **“Best Deputy General Manager”** for operations for AAROGYASRI, awarded by District Collector - Karimnagar on the occasion of Independence Day in the year 2009.

He has helped the needy people to avail Generic medicines at affordable cost. He has also supported SHG in establish and run generic medical shops successful.

He has donated a RO water plant to Maddur village, Chintakunta Mandal to provide safe drinking water to villagers. He also distributed sanitizers, masks and vitamin supplements to rural public during COVID which resulted in low COVID mortality in the area. He Extended full support to common public for getting treatment due to illness in various private and government run hospitals free of cost under ‘AAROGYASRI’ and ‘AYUSMANBHARATH’ scheme and Increased greenery in our area and offered support to the government planted plants through covering them with nets for enabling them to grow as full-fledged tree

He Took initiative and with assistance of National Health Mission in State of Telangana, started Mechanized laundry services as PPP model thereby provided laundry services to the government hospitals. He has distributed dresses to the needy students and donated furniture to various Government schools.

After narrating his experiences he suggested the students about the importance of a Pharmacist in health care system in India. The importance of becoming an Entrepreneur and the ways of establishing own Pharmacy. How to expand the business to chain of Pharmacies. How to deal with the paper work and financial management to establish the stores. He also suggested that dealing with patients and employees is an important task. Above all he stated that following ethics and taking risks is an important character of an entrepreneur.

All the faculty and 280 students of B Pharmacy from School of Pharmacy, NNRG have participated in the event.



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Chowdariguda (V), Korremula 'X' Roads, Ghatkesar (M), Medchal-Malkajgiri Dist., Hyderabad, T.S. - 500 088.
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Industry Institution Interaction Cell (IIIC) & Institution's Innovation Council (IIC) 

Resource Person



Organizing A Session on
My Story - Motivational Session by Successful Entrepreneur/Start-up founder



Mr. SMI. Farook, addressing the gathering. Dr.G.Janardhana Raju and Dr. Krishna Mohan Chinnala felicitating the resource person. Mr, SMI Farook interacting with the students.


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