

**3.2.2. Number of workshops/seminars conducted on
Research Methodology, Intellectual Property Rights
(IPR) and entrepreneurship for A.Y 2015-16**


**VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN
ENIKEPADU, VIJAYAWADA-521108.**

Date: 01.12.2015

CIRCULAR

All the faculty and students are hereby informed to attend a **one-day national seminar on “Entrepreneurship Development”** which is to be held on 05-12-2015 at our institute. All are requested to assemble in seminar hall by **9.00 Am** on **05.12.2015**.



Principal
VIJAYA INSTITUTE OF
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PIN - 521 108

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Enikepadu, VIJAYAWADA - 521 108.
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Fax No. : +91 896 2844966
e-mail : vijayapharmacyfw@gmail.com

Date: 08-12-2015

Name of the Programme:

Seminar on **Entrepreneurship Development**

Date:

05-12-2015

Resource Person Details:

1. Mr. B. Krishnaiah

Asst. Professor

SRK Institute of Technology, Vijayawada.

Email: bellamkondakrishna840@gmail.com

Contact Number: +91-9948845778

2. Mr. V. Srinivas

Assoc. Professor, VIPW, Vijayawada

Email: vemuri.srinivas65@gmail.com

Contact Number: +91 - 9182693079

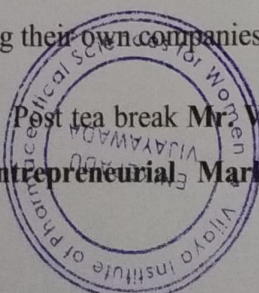
Topics covered:

1. Basics of Entrepreneurship Development
2. Entrepreneurial Marketing

A Seminar on **Entrepreneurship Development** was conducted on 05-12-2015 by *Vijaya Institute of Pharmaceutical Sciences for Women*. Followed by the inaugural address by the convener, Prof. K. Padmalatha, Mrs. V. Vandana, Assoc. Prof. Science & Humanities, Dept. presented a brief introduction about the Resource Person, **Mr. B. Krishnaiah**, Asst. Professor, SRK Institute of Technology, Vijayawada.

Mr. B. Krishnaiah delivered a power packed presentation on **Basics of Entrepreneurship Development**. Entrepreneurship is a dynamic process of vision, change, and creation and it requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. By the end of session students gained knowledge about basics of entrepreneurship and how they can excel in their careers by starting their own companies in the chosen field.

Post tea break **Mr. V. Srinivas** Assoc. Professor, VIPW, Vijayawada delivered a talk on **Entrepreneurial Marketing**. It is a proactive identification and exploitation of



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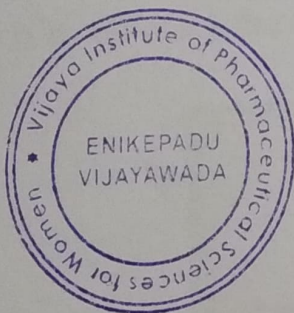


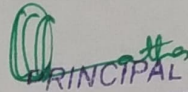
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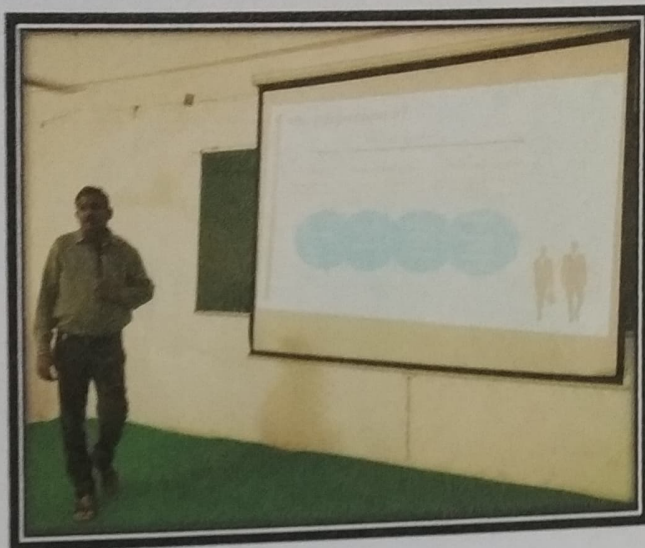
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opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation. Instead of the market being a place for transactions, it's a process that enables producers and consumers to co-produce and co-consume not only a product but a lifestyle and an identity. Thus, entrepreneurial marketing is, in this sense, a process of co-creating opportunities. By the end of session students gained knowledge about how to market their innovative ideas. Post talk a Q and A session was conducted and vote of thanks was given by Mrs. V. Vandana. Over 163 participants attended the seminar.



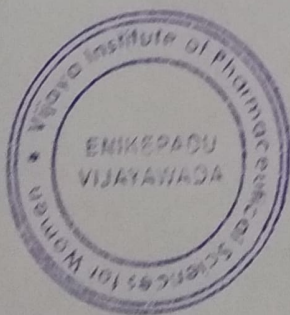

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Mr. B. Krishnaiah giving a talk on Basics of Entrepreneurship Development on 05-12-2015

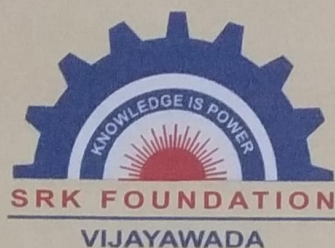


Delegates listening to the talk on 05-12-2015




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Inaugural Function

You are cordially invited for the Inaugural function of

A One-Day National Seminar on

“Entrepreneurship Development”

5th December 2015 at 9.30 AM

at Seminar Hall, VIPW

Sri. B.S. Appa Rao, B.E.,

Chairman, SRK Foundation

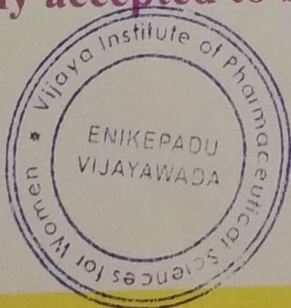
Has kindly consented to Preside over the function

Mr. B. Krishnaiah *Asst. Professor,*

SRK Institute of Technology, Vijayawada.

Has kindly accepted to be the ‘Chief Guest’

B. S. Sri Krishna
Secretary

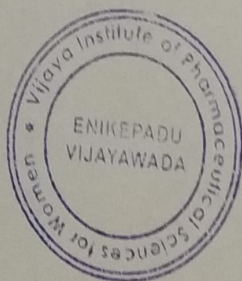


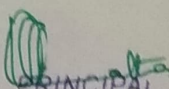
Dr. K. Padmalatha
Prof. & Principal
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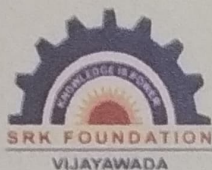
Programme Details

05th December 2015

- 09:30 AM - Guest Introduction
- 10:00 AM - **Basics of Entrepreneurship Development**
Mr. B. Krishnaiah, Asst. Professor
SRK Institute of Technology, Vijayawada.
- 11:15 AM - Tea Break
- 11:30 AM - **Entrepreneurial Marketing**
Mr. V. Srinivas, Assoc. Professor
VIPW, Vijayawada
- 12:30 PM - **Interactive Session**
- 01:00 PM - **Concluding Session**




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Certificate of Participation

This is to certify that Prof/ Dr/ Mr/ Ms

B. Anupama.

_____ Has actively participated during A One-Day National Seminar
on "**Entrepreneurship Development**" at Vijaya Institute of Pharmaceutical Sciences for Women,
Enikepadu, Vijayawada, Andhra Pradesh on 05th December 2015.

13m -

Sri B. Sri Krishna
Secretary, SRK Foundation



ATP Reddy

Mr. A. Jayarami Reddy
Programme Co-ordinator, VIPW

[Signature]

PRINCIPAL

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Prof. K. Padmalatha
Principal, VIPW

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Date: 21.01.2016

CIRCULAR

All the faculty and students are hereby informed to attend **the two day national level workshop on “Current Research Trends in Pharmacology and Drug Delivery”** which is to be held on 29-01-2016 to 30-01-2016 at our institute. All are requested to assemble in seminar hall by **9.00 Am on 29.01.2016.**



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Date: 03-02-2016

Report

Name of the Programme:

A two day national level workshop on
**Current Research Trends in Pharmacology
and Drug Delivery**

Date:

29-01-2016 to 30-01-2016

Resource Person Details:

1. Dr. B. Dinesh Kumar

Scientist-F, FDTRC

National Institute of Nutrition,
Hyderabad

Email: nindineshpct@ninindia.org

Contact Number: +91 9849082088

2. Dr. N. Harishankar

Scientist-F, NCLAS

National Institute of Nutrition,
Hyderabad

Email: hshemani@ninindia.org

Contact Number: +91 40-27197212

3. Dr. Jerald Mahesh Kumar

Principal Scientist,

CCMB, Hyderabad.

Email: mahesh73@ccmb.res.in

Contact Number: +91 40 27160222

4. Dr. N. V. Rami Reddy

Asst. Professor

Yogi Vemana University,
Kadapa

Email: nvrr@yogivemanauniversity.ac.in

Contact Number: +91 9866094531

5. Dr. V. H. Rao

Professor,

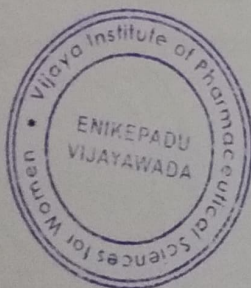
College of Veterinary Science,
Tirupati

Email: raovelichety@rediffmail.com

Contact Number: +91-9440274528

Topics Covered:

1. Rational use of drugs and Pharmacovigilance
2. Animal models in Bio-Medical Research



Q.atha
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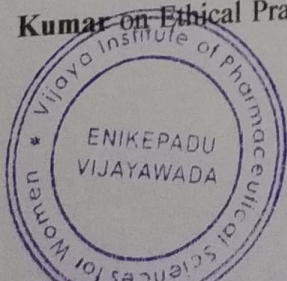
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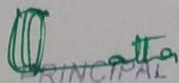
3. Breeding and Management of Mice and Rats
4. Ethical Practices in Research
5. An Overview on Drug Discovery Process
6. Stimulated vs. Live Animal Experiments
7. Cell Based Assays for Screening
8. Ethics in Animal Experimentation

A two day national level workshop was conducted on 29-01-2016 to 30-01-2016 by **Vijaya Institute of Pharmaceutical Sciences for Women**, in association with **Indian Pharmacological Society (IPS)** on **Current Research Trends in Pharmacology and Drug Delivery**. **Sri. B. S. AppaRao**, Chairman, SRK Foundation, in his inaugural address spoke about the importance of research and innovation in the field. On 29-1-16, **Dr. B. Dinesh Kumar**, President, IPS, Mumbai, Chief Guest enlightened the audience on the topic, Rational use of drugs and Pharmacovigilance. Pharmacovigilance is defined as "the detection, evaluation, understanding and prevention of adverse drug reactions (ADRs)". The ultimate aim of Pharmacovigilance is the optimization of the risk-benefit ratio of marketed drugs at the individual level (i.e. the choice of the most suitable treatment for a given patient) and at the population level (i.e. maintenance or removal of a drug from the market, informing prescribers of its potential risks, etc.). At the end of session delegates understood about the importance of Pharmacovigilance for proper usage of drugs in the market.

Dr. B. Harishankar, Scientist-F, NCLAS, Hyderabad furnished details about the Animal models in Bio-Medical Research. Animal models have been used in experimental research to increase human knowledge and contribute to finding solutions to biological and biomedical questions. However, increased concern for the welfare of the animals used, and a growing awareness of the concept of animal rights, has brought a greater focus on the related ethical issues. At the end of the talk delegates understood about the ethics that has to be followed in selecting the animal models for the research work. **Dr. Jerald Mahesh Kumar**, Principal Scientist, CCMB, Hyderabad, in the second session, delivered a talk on Breeding and Management of Mice and Rats. It was continued by an interesting practical session on Mice & Rats by **Dr. N. Harishankar** and **Dr. Jerald Mahesh Kumar**.

30-1-16, the second day of the programme initiated with the talk by **Dr. B. Dinesh Kumar** on Ethical Practices in Research, followed by the topic Stimulated vs. Live Animal




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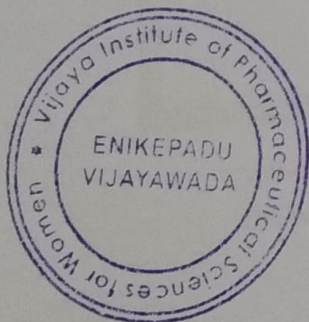
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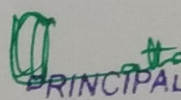
e-mail : vijayapharmacyfw@gmail.com

Experiments by **Dr. Jerald Mahesh Kumar**. In the second Session, **Dr. N. V. Rami Reddy**, Asst. Prof. & Coordinator, Dept. of Zoology, Yogi Vemana University, Cuddapah, presented An Overview on Drug Discovery Process and Cell Based Assays for Screening. Billions of dollars are invested globally into the clinical approval of new drug compounds, but only a small handful of new chemical entities are approved by the Food and Drug Administration (FDA) each year. Cell-based assays have been a key component in streamlining the drug development process, helping drugs be brought to the market in a quick and efficient manner, and their technological evolution is not slowing down. By the end of session delegates attained knowledge on the uses of cell based assays in the field of drug discovery. **Prof. Dr. V. H. Rao**, Prof. & University head, Dept. of Physiology, College of Veterinary Science, Tirupati discussed the topic Ethics in Animal Experimentation followed by an interactive session held by **Dr. N. Harishshankar** and **Dr. Jerald Mahesh Kumar**.

Valedictory function was organized on the evening of the same day attended by **Sri. B. Sri Krishna**, Secretary, SRK Foundation. **Dr. V. H. Rao** and **Dr. N. V. Rami Reddy** were the Special Guests of the function.

Workshop was convened by **Prof, Dr. K. Padmalatha**, Principal, Vijaya Institute of Pharmaceutical Sciences for Women. Students, researchers, faculty members from all over the state attended the workshop and benefited largely.




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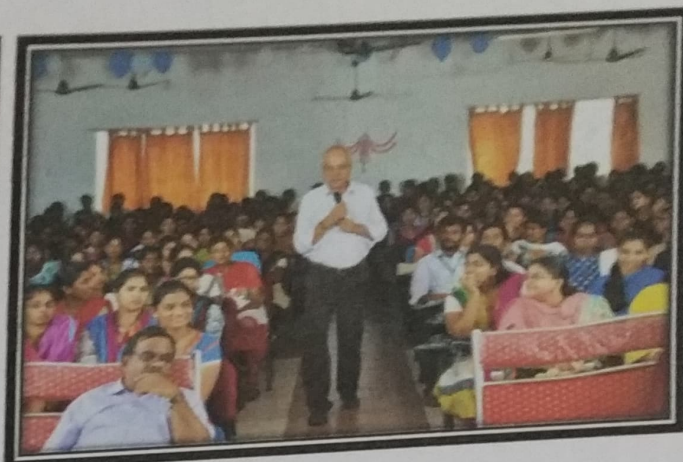
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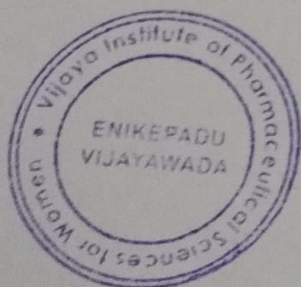
Practical Session on Mice and Rats by
Dr. N. V. Rami Reddy on 29-01-2016



Dr. N. Harishankar giving a talk on
Drug Discovery Process on 30-01-
2016.

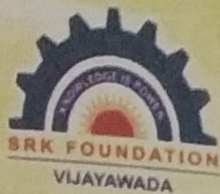


Valedictory Function of workshop by
Respected Dignitaries on 30-01-2016.

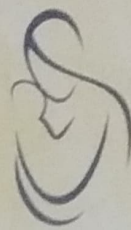


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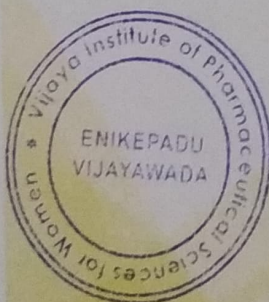
Invitation

A National level workshop on

Current Research Trends in Pharmacology & Drug Discovery

29th & 30th January 2016

*In Association with
Indian Pharmacological Society (IPS)*



Workshop Convener
Prof. Dr. K. PADMALATHA
Principal


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Inaugural Function

You are cordially invited for the Inaugural function of
A Workshop on
"Current Research Trends in Pharmacology & Drug Discovery"

29th January 2016 at 10.00 AM at Seminar Hall, VIPW

Sri. B.S. Appa Rao, B.E.,
Chairman, SRK Foundation

Has kindly consented to Preside over the function

Dr. B. Dinesh Kumar
President, IPS, Mumbai; Scientist – F, FDTRC, NIN, Hyderabad.
Has kindly accepted to be the 'Chief Guest'

Dr. N. Harishankar
Scientist – F, NCLAS, National Institute of Nutrition, Hyderabad.
Has kindly accepted to be the 'Guest of Honour'

Dr. Jerald Mahesh Kumar
Principal Scientist, CCMB, Hyderabad.
Has kindly accepted to Grace the Occasion

Valedictory Function

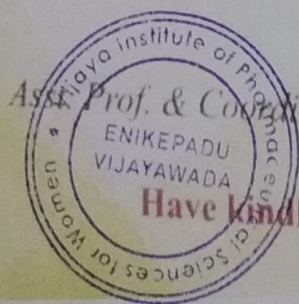
30th January' 2016 at 04.00 pm
at Seminar Hall, VIPW

Sri. B. Sri Krishna
Secretary, SRK Foundation
Has kindly consented to Preside over the function

Dr. V. H. Rao
*Prof. & University Head, Dept. of Physiology, College of Veterinary
Science, Tirupati, A.P.*
&

Dr. N. V. Rami Reddy
*Asst. Prof. & Coordinator, Dept. of Zoology, Yogi Vemana University,
Kadapa, A.P.*

Have kindly accepted to be the 'Special Guests'



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Programme Details

29th January 2016

09.30 - 10.30 - **Inaugural Function**

10.30-11.00 - **Tea Break**

11.00-12.00 - **Rational use of drugs and Pharmacovigilance**

Dr. B. Dinesh Kumar

*President, Indian Pharmacological Society (IPS),
Scientist – F, FDTRC, National Institute of Nutrition,
Hyderabad.*

12.00-13.00 - **Animal models in biomedical research**

Dr. N. Harishankar,

*Scientist – F, NCLAS, National Institute of Nutrition,
Hyderabad.*

13.00-14.00 - **Lunch**

14.00-15.00 - **Breeding and management of mice and rats**

Dr. Jerald Mahesh Kumar

Principal Scientist, CCMB, Hyderabad.

15.00-16.00 - **Breeding and Management of Guinea Pigs**

Dr. N. Harishankar,

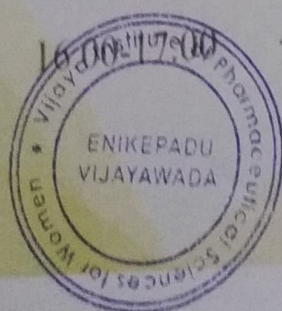
*Scientist – F, NCLAS, National Institute of Nutrition,
Hyderabad.*

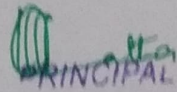
- **Practical Session on Mice & Rats**

Dr. N. Harishankar

and

Dr. Jerald Mahesh Kumar.



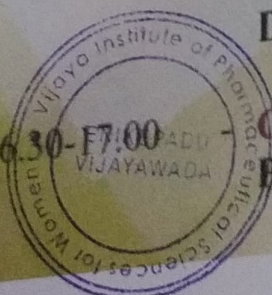

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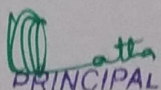
Programme Details

30th January 2016

- 09.30-10.30 - **Ethical Practices in Research**
Dr. B. Dinesh Kumar
*President, Indian Pharmacological Society (IPS),
Scientist – F, FDTRC, National Institute of
Nutrition, Hyd.*
- 10.30-11.30 - **Simulated Vs Live Animal Experiments**
Dr. Jerald Mahesh Kumar
Principal Scientist, CCMB, Hyderabad.
- 11.30-12.00 - **Tea Break**
- 12.00-13.00 - **Hands on Session on Rabbits and Guinea pigs**
Dr. N. Harishankar
and
Dr. Jerald Mahesh Kumar.
- 13.00-14.00 - **Lunch Break & Posters Mounting**
- 14.00-14.45 - **An overview on drug discovery process and cell-
based assays for screening**
Dr. N.V. Rami Reddy
- 14.45-15.30 - **Ethics in animal Experimentation**
Prof. Dr. V. H. Rao
*Prof. & University head, Dept. of Physiology,
College of Veterinary Science, Tirupati, A.P.*
- 15.30-16.30 - **Interaction session**
Dr. N. Harishankar and
Dr. Jerald Mahesh Kumar.

16.30-17.00 - **Concluding session**
Principal




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Workshop on
**"CURRENT RESEARCH TRENDS IN
PHARMACOLOGY & DRUG DISCOVERY"**



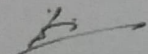
organized by
VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN, Vijayawada
in association with
INDIAN PHARMACOLOGICAL SOCIETY

Certificate

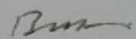
This is to Certify that

S. Sundar

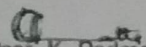
Participated / Presented a Scientific Poster in Workshop "Current Research Trends in Pharmacology & Drug Discovery" organized by Vijaya Institute of Pharmaceutical Sciences for Women in Association with Indian Pharmacological Society (IPS) on 29th & 30th January, 2016.


Dr. B. Dinesh Kumar

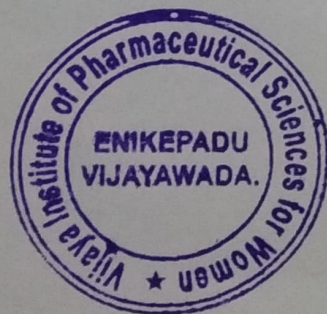
President, Indian Pharmacological Society

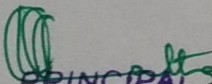

Sri. B.S. Appa Rao

Chairman, SRK Foundation


Prof. K. Padmalatha

Principal

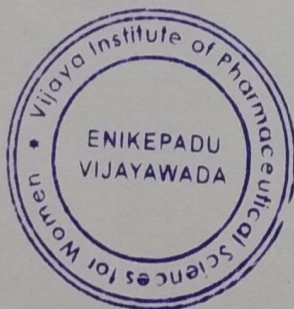



PRINCIPAL

VIJAYA INSTITUTE
PHARMACEUTICAL SCIENCES FOR WOMEN
ENIKEPADU VIJAYAWADA 521 108

Date: 14.03.2016

All the faculty and students are hereby informed to attend a national seminar on **Emerging Trends and Innovations in Drug Delivery** which is to be held on 18-03-2016 to 19-03-2016 at our institute. All are requested to assemble in seminar hall by **9.00 Am** on **18.03.2016**.

Principal ^{alt}

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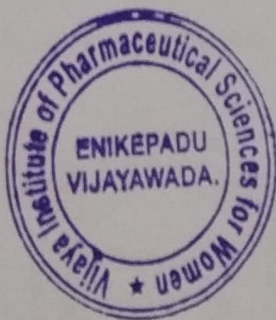
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Pharmacy council of India, New Delhi & Affiliated to JNTU Kakinada

Enikepada, VIJAYAWADA - 521 108.
Telephone No. : +91 895 9463893
Fax No. : +91 895 2644956
e-mail : vijayapharmacy@gmail.com

Date: 23-03-2016

Report

Name of the Programme:	A national seminar on Emerging Trends and Innovations in Drug Delivery
Date:	18-03-2016 to 19-03-2016
Resource Person Details:	<p>1. Dr P. Selvamani Asst. Prof., Dept. of Ph. Technology Anna University, Tiruchiraplli, Tamilnadu. Email: pselvamani@rediffmail.com Contact Number: +91 431 2407095</p> <p>2. Dr. S. Latha Asst. Prof., Dept. of Ph. Technology Anna University, Tiruchiraplli, Tamilnadu. Email: lathasuda@yahoo.co.in Contact Number: +91 9842598097</p> <p>3. Dr. R. Nagaraj, Professor, Sri Padmavathi Mahila Visvavidyalayam Tirupathi. Email: profnagaraju@gmail.com Contact Number: +91- 9440179194</p>
Topics Covered:	<ol style="list-style-type: none">1. Innovations & Applications of Nanotechnology2. Magnetic Drug Delivery System



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Telephone No. : +91 866 8460883

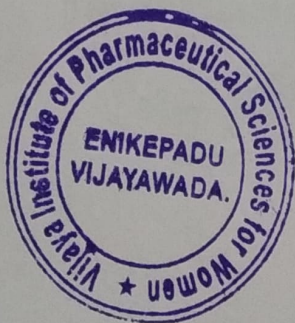
Fax No. : +91 866 2844986


e-mail : vijayapharmacyfw@gmail.com

A national seminar on **EMERGING TRENDS AND INNOVATIONS IN DRUG DELIVERY** was conducted on 18-03-2016 to 19-03-2016 at **Vijaya Institute of Pharmaceutical Sciences for Women**. On 18-3-16, **Dr P. Selvamani**, Asst. Prof., Dept. of Ph. Technology, Centre for Excellence in Nanobio Translational Research, Anna University, Tiruchiraplli, Tamilnadu delivered a talk on Innovations & Applications of Nanotechnology. Nanotechnology can be defined as the use of nanomaterials for human benefit. Nanomaterials have unique properties due to their physical and chemical characteristics at the nano scale (10^9 nm). Nowadays, nanotechnology is providing new products in all industrial sectors like biomedical, diagnosis of diseases, therapeutics, agriculture and food, nano fertilizers, oil, gas, textile and cosmeceuticals and packaging. By the end of session participants attained in-depth information about the recent innovations and applications of nanotechnology in the field of Pharmacy.

Dr. S. Latha, Asst. Prof, Dept. of Ph. Technology, Centre for Excellence in Nano-bio Translational Research, Anna University, Tiruchiraplli, Tamilnadu delivered a talk on Magnetic Drug Delivery System. Magnetic drug targeting is a method by which magnetic drug carriers in the body are manipulated by external magnetic fields to reach the target area. This method is potentially promising in applications for treatment of diseases like cancers, nervous system diseases, sudden sensorineural hearing loss, and so on, due to the advantages in that it can improve efficacy, reduce drug dosage and side effects. Therefore, it has received extensive attention in recent years. Successful magnetic drug targeting requires a good magnet system to guide the drug carriers to the target site. By the end of talk participants had understood about various aspects of magnetic drug delivery system and their biomedical applications.

The seminar was successful and received a positive feedback and the audience included research scholars, post graduate students, faculty members present in large numbers.



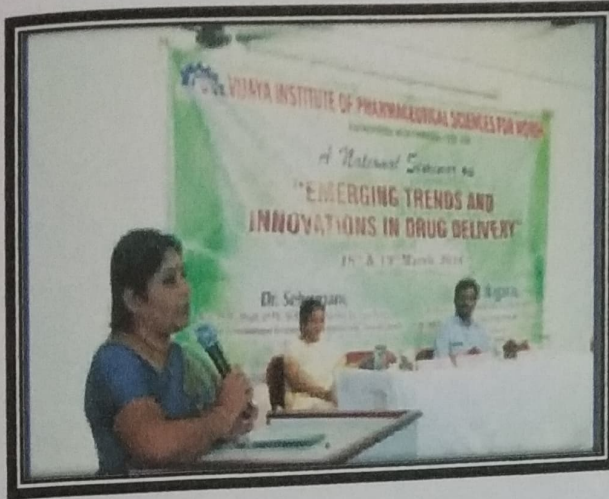

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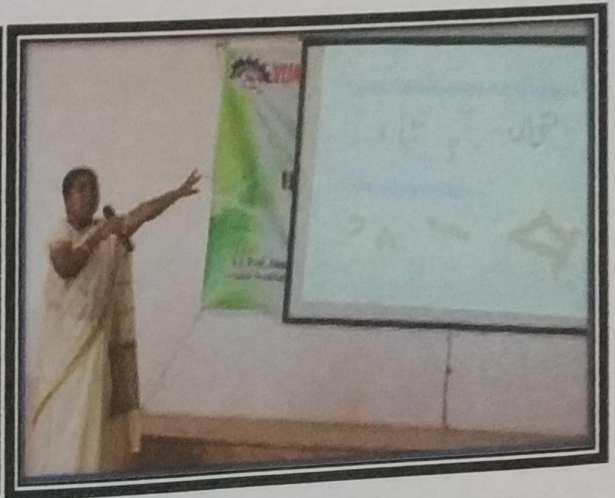
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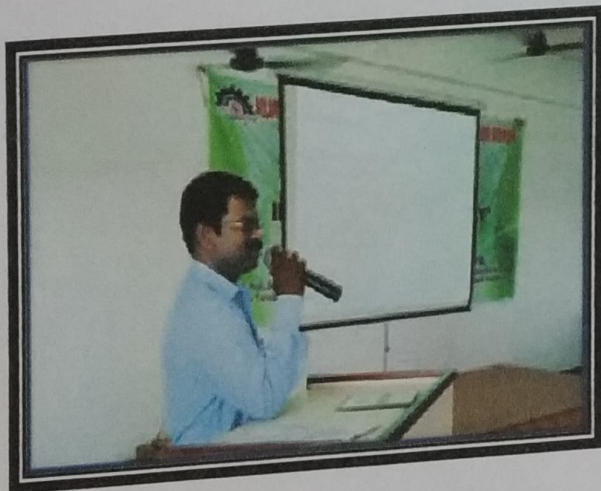
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Telephone No. : +91 888 8460999
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e-mail : vijayapharmacyfw@gmail.com



Principal Dr. K. Padmalatha
Addressing the Gathering on 18-
03-2016



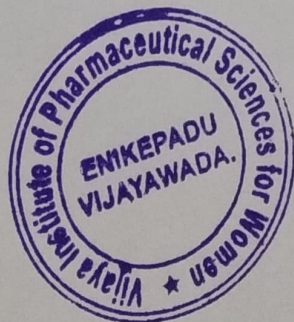
Dr. S. Latha delivering a talk on Magnetic
Drug Delivery System on 18-03-2016

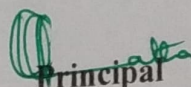


Dr. P. Selvamani giving a talk on
Innovations & Applications of
Nanotechnology on 18-03-2016



Delegates listening to the talk on 18-03-
2016




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VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN



Invites you for

A National Seminar on

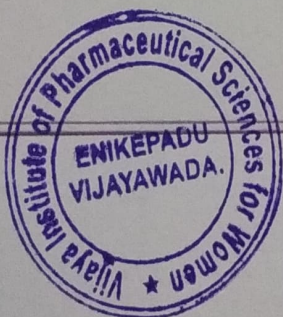
EMERGING TRENDS AND INNOVATIONS IN DRUG DELIVERY

18th & 19th March 2016

*In Association with
INDIAN PHARMACEUTICAL ASSOCIATION,
Enikepadu Branch*



Seminar Convener
Prof. Dr. K. PADMALATHA
Principal




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PHARMACEUTICAL SCIENCES FOR WOMEN
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ABOUT THE INSTITUTION :

Vijaya Institute of Pharmaceutical Sciences for Women (VIPW) is established in the year 2009 by "SRK FOUNDATION" under the Chairmanship of Sri. Boyapati Appa Rao, a renowned Educationalist and Industrialist having more than three decades of rich experience in promoting and administering the professional colleges.

The institution is committed to provide quality education and empower women in the field of pharmacy to cater the needs of the society in health care sector and also to uplift the socio-economic status of women.

The college is permitted by Government of Andhra Pradesh & AICTE, approved by Pharmacy Council of India and affiliated to JNTU Kakinada.

COURSES OFFERED :

M. Pharm (Pharmaceutics, Ph. Analysis & Quality Assurance, Pharmacology), B. Pharm., and Pharm D All the courses were approved by PCI and JNTUK.

The college has pollution free environment, excellent academic atmosphere, well equipped laboratories, library, seminar hall, hostel, etc. It has committed, well-disciplined and qualified faculty with their passion in teaching & research in pharmacy. Students are encouraged for all round development by arranging personality development workshops and corporate recruitment training programmes. They are encouraged to present scientific posters, seminars in various conferences and to participate in co-curricular activities organized by other pharmacy colleges.

LOCATION & TRANSPORT:

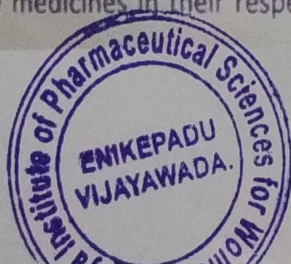
The college campus is located in Enikepadu, behind Pratap Industries on NH-5, and 8 Km away from Vijayawada Bus stand & Central Railway Station. There is frequent city bus transport from these places to college (Bus stop: SRK Engineering College / Pratap Industries, Enikepadu).

Buses from Bus stand: 79E, 79B, 145, 188, 252, 252B.

Buses from Railway station: 116, 201T.

ABOUT THE SEMINAR : Drug delivery systems are engineered technologies for the targeted delivery and/ or controlled release of therapeutic agents. The practice of drug delivery has changed dramatically in the last few decades and ever greater changes are anticipated in near future. Hence, the objective of this seminar is not to fill the young faculty/scientists mind with drug delivery concepts, but is like putting the fire to zoom their focus still deeper.

Unfortunately there is mishap in the young researchers that; the drug delivery system is used to deliver the given drug into the specific site; but the recent innovative products proved that the novel drug delivery system multiplies the efficacy of drug while divides the dose and the toxicity several times. Some recent innovative products like insulin oral dosage forms even changed the thinking of taking the medicines in their respective traditional route. Hence it is important



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ORGANISING COMMITTEE

Chief Patron:

Sri. B. S. Appa Rao, President,

Patron :

Mr. B. S. Sri Krishna, Secretary

Convener :

Prof. Dr. K. Padma Latha, Principal

Co-ordinators :

Dr. B. Parimala Devi

7093511246

Mr. S.Venkateswara Rao

9966860288

Registration :

Dr. A.V. Badarinath

9440916296

Mr. P. Sai Krishna

9291600495

Accommodation :

Mrs. D. Santhikrupa

9247679315

Mrs. A. Hima Bindu

9491953943

Venue :

VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN

Tentative Schedule:

18th March 2016 :

Registration: 9.00 AM Onwards

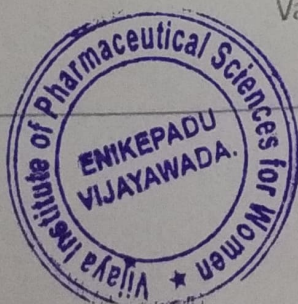
Inauguration: 9.30 AM

Plenary Sessions: 11.00 AM Onwards

19th March 2016 :

Seminars: 9.30 AM

Valedictory : 4.00 PM




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