

PHARMA ADVAYA -2025

-A quarterly newsletter



Outstanding Innovation of Electronic Drug Dispensing Machine
Intellectual Property, Invention, Innovation and Technology Exposition
(IPITEX 2025) Thailand

INNOVATION AND ENTREPRENEURSHIP

A winning combination for Future Pharma Leaders

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Approved by PCI and Affiliated to Osmania University, Hyderabad. Accredited by NBA-UG Program, NAAC A+ Grade,

UGC Autonomous Institution

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Pharma Advaya

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About the College

St. Pauls College of Pharmacy Autonomous was established in 2007, approved by the Pharmacy Council of India (PCI), New Delhi, and affiliated with Osmania University, Hyderabad. The college is situated in a serene and beautiful campus conducive to imparting quality education and fostering professional growth. SPCP has been accredited by NAAC A+ Grade with 3.49 CGPA (A. Y. 2021- 22 to 2026-27), NBA for B. Pharmacy course for the period of three years (2021-22 to 2026-27), UGC Autonomous Institution and recognized under Section 2(f) of UGC Act, 1956.

SPCP is an ISO-9001:2015 certified institute and offers both UG and PG programs with an approved intake of 180 + students each year as follows: 100 Intake in B. Pharmacy (four years), 42 intake in M. Pharmacy (two years) in Pharmaceutics (15 seats) and Pharmaceutical Analysis (15 Seats), Pharmacology (12 Seats) 30 intake in Pharm. D (six years) and 10 seats in Pharm. D (PB) (three years).

The institute has established MoUs with Hyderabad's leading hospital Krishna Institute of Medical Sciences (KIMS) and various Pharmaceutical Industries, Research Labs, Universities, and Educational Institutions (National International). The college has consistently provided excellent credentials in the field of Pharmacy Education with a clear focus on enthusiastic learning environment and state-of-the-art infrastructure.



Our Milestones

- *3 Ideas had been approved by MSME Idea Hackathon 3.0 Women, Under Agriculture and Health Sector - granted amount worth of Rs. 42.25 lakhs.*
- *UGC Autonomous status*
- *Green Rankings-2025, Band - Gold*
- *Green Rankings-2024, Band - Silver*
- *Green Rankings-2023 Grade -A, Band - Gold*
- *NAAC Accredited A+ Grade with 3.49 CGPA*
- *NBA Accredited Institution (UG Program)*
- *Recognition of MSME Host Institute (HI) Business Incubator (BI) from 2023.*
- *CPCSEA approved Institutional Animal Ethical Committee (IAEC)*
- *The Institute was recognized by University Grants Commission (UGC) under section 2 (f) of the UGC Act 1956.*
- *Institutions Innovation Council (IIC) 3.5 Star rating for the IIC Calendar Year 2023-24*
- *Ratified Ph.D supervisors from OU.*
- *Recognized Adverse Drug Reaction Monitoring Centre(AMC) from Indian Pharmacopoeia Commission (IPC)*
- *SPAR PHARM-An Industry-Institute sponsored laboratories*
- *All the faculties are registered with the State Pharmacy Council as Pharmacists.*
- *All the faculties have professional societies life memberships[Indian Pharmaceutical Association (IPA) and Association of Pharmaceutical Teachers of India (APTI), Association of Pharmacy Professionals (APP)].*
- *ISO Certified Institution*
- *Green Clean & Serene Campus*
- *Successful completion of 14 batches of B. Pharmacy, 12 batches of M. Pharmacy, 4 batches of Pharm. D & Pharm. D (PB)*
- *Our students are university toppers with >90% results*
- *NIPER -2019, All India – 1st Rank*
- *GPAT -2019, All India – 7th Rank*
- *TSPGECET-2019 – State 1st Rank*
- *TSPGECET-2020 – State 6th Rank*
- *TSPGECET-2021 – 42 Students Qualified*
- *We have MOU with KIMS & OZONE Hospitals, Hyderabad*
- *MOU's with Pharma Industries, universities & State Government Research Organizations (30 functional MoU)*
- *One among the top IPA-SF student chapter in India*
- *Far ahead in crisis management during pandemic (2019-21)*
- *Placements to multinational pharma & pharma-IT companies*
- *Successful Conduction of national & international level competitions for faculty and students*
- *Student governance & student centric education*
- *Active NSS cell*
- *Strong Mentoring system*
- *Research and Innovation Eco-System*
- *Organization of need based workshops, conferences & seminars*



Vision

To be the best institution in the field of pharmacy by providing excellent education with the aim to achieve overall development of the students, to cater the needs of profession and society.

Mission

To train and develop the students to emerge as pharmacists through innovative teach-learning and research with the objective of student centric education.

Quality Policy

Nurturing the students with quality education and overall development in Pharmacy and allied fields through dedicated faculty and state-of-art infrastructure.



An Editorial Insight Into Innovation & Entrepreneurship



*Dr. Kiranmai Mandava
M.Pharm, Ph.D, DIM
Principal and Professor
St. Pauls College of Pharmacy*

In today's rapidly evolving pharmaceutical landscape, innovation and entrepreneurship have become inseparable forces driving progress. The industry is no longer confined to traditional roles of dispensing and managing prescriptions—it is now a dynamic ecosystem where creativity, critical thinking, and business acumen are essential for shaping the future. Breakthroughs in biotechnology, artificial intelligence, personalized medicine, and digital healthcare are redefining how treatments are discovered, developed, and delivered. The fusion of scientific expertise with entrepreneurial vision has the potential to transform healthcare, making it more efficient, accessible, and patient-centric. From AI-powered drug discovery and 3D-printed medicines to nanotechnology-based delivery systems and telemedicine, innovation is pushing the boundaries of possibility. Those who embrace this transformation will lead the next generation of pharmaceutical advancements.

A remarkable embodiment of this innovative spirit is Talari Anusha, a student of St. Pauls College of Pharmacy, whose groundbreaking invention—the Electronic Drug Dispensing Machine—has made a significant mark on the global stage. This cutting-edge device streamlines medication management by ensuring precision, safety, and efficiency in dispensing, addressing one of the most critical challenges in healthcare: medication errors. Anusha's creation earned her the Gold Medal at the prestigious Bangkok International Intellectual Property, Invention, Innovation, and Technology Exposition (IPITEX 2025). Competing against 95 organizations from 22 countries, St. Pauls proudly represented India and emerged victorious, demonstrating the nation's prowess in pharmaceutical innovation.

This achievement is not only a personal milestone for Anusha but also a testament to the exceptional mentorship, guidance, and support she received from Dr. M. Kiranmai, Principal and her mentor, K. Sudheer, Chairperson, K. Shruthi, Director, and the entire college management, and ever continual support of MSME for their valuable assistance in bringing this innovative vision to reality.



Visionaries like Dr. Swati Piramal, Vice Chairperson of Piramal Enterprises, have made a lasting impact with their contributions to clinical research, public health advocacy, and drug discovery. Similarly, Kiran Mazumdar-Shaw, the founder of Biocon, revolutionized the biotech landscape by making affordable biosimilars accessible to millions. Her bold business strategies and scientific expertise have made Biocon a global leader in research-driven healthcare solutions. On the global stage, leaders like Emma Walmsley, CEO of GlaxoSmithKline (GSK), and Reshma Kewalramani, CEO of Vertex Pharmaceuticals, exemplify how women in pharma are driving cutting-edge research, influencing healthcare policies, and leading large-scale operations. Their journeys serve as powerful inspirations for young women aspiring to become future pharma entrepreneurs and innovators.

To prepare the next generation of pharma leaders for this rapidly changing landscape, pharmacy education must undergo a paradigm shift. Institutions need to move beyond conventional classroom learning and integrate hands-on research, industry collaborations, and entrepreneurial mentorship programs. Establishing incubation centers and promoting participation in hackathons, case studies, and innovation challenges will help students develop creativity, critical thinking, and strategic decision-making skills. Exposure to regulatory frameworks, intellectual property rights, and market strategies will further equip them to transform their innovative ideas into viable business ventures. By fostering an interdisciplinary approach, where pharmacy students collaborate with biotechnology, engineering, and data science professionals, institutions can nurture future-ready pharma innovators.

In the ever-evolving world of pharmaceuticals, women leaders continue to break barriers, not only through their professional achievements but also through their remarkable ability to balance work and personal life with grace and determination. Their journey is marked by unwavering dedication, resilience, and an unquenchable thirst for learning. Balancing the demands of a challenging career with family responsibilities requires immense patience, adaptability, and time management skills.

Yet, women in pharma continue to excel—driven by their passion for innovation and their commitment to making a difference in healthcare. Their ability to embrace continuous learning while navigating multiple roles makes them powerful agents of change. It is this unique blend of strength, empathy, and perseverance that enables them to lead with vision, inspire future generations, and shape the future of the pharmaceutical industry.

To all aspiring young pharmacists, especially women entrepreneurs, this is your moment to embrace the limitless potential of pharma innovation. The industry is no longer defined by rigid boundaries—it is a thriving platform where science and entrepreneurship converge to create life-saving solutions. Whether you dream of founding a biotech startup, developing life-changing medicines, or revolutionising patient care through digital health technologies, believe in your vision and pursue it with passion. Let the words of Marie Curie be your guiding light.

"One never notices what has been done; one can only see what remains to be done."

There is always room for more breakthroughs, more progress, and greater impact. Let us continue to celebrate and support the innovators and entrepreneurs who are shaping the future of pharma—making healthcare safer, smarter, and more accessible for all.

"Innovation is the ability to see change as an opportunity – not a threat." – Steve Jobs





Dr. Kiranmai Mandava
Chief Editor



Ms. Shaik Shireen
Assistant Editor

The Minds Behind



Mrs. Neeraja Rani
Associate Editor



Mr. G. Narsimha
Assistant Editor

About Our Editorial Team Behind every word you read lies the dedication, passion, and relentless effort of our editorial team. With a shared commitment to excellence, our team works tirelessly to ensure every piece of content is accurate, engaging, and meaningful. From brainstorming ideas to refining the final draft, each member brings their unique perspective and expertise to the table.

Countless hours are spent researching, editing, and perfecting each article to uphold the highest standards. We believe in the power of words to inspire, inform, and ignite change and we take that responsibility seriously. Our team strives not just to meet expectations, but to exceed them, delivering content that truly makes a difference. We thank you for your trust, and we promise to continue bringing you the best of our work one carefully crafted word at a time.



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The heart and soul of this publication lie in the enthusiasm, creativity, and dedication of our Student Editorial Team. Balancing academics and responsibilities, these young minds have gone above and beyond to bring you thoughtfully curated content that reflects their passion and commitment.

From generating fresh ideas and conducting interviews to writing, editing, and designing, every step has been a journey of learning and collaboration. The team has worked tirelessly, often beyond classroom hours to ensure that each page is meaningful, relevant, and engaging.

Their efforts speak of not just hard work, but also a deep sense of ownership and pride. This publication is a result of their perseverance, teamwork, and an undying love for storytelling.

We salute their spirit and applaud their incredible contribution in making this edition truly special.



News and Research Hub

Student Debate and Fresh Perspectives

Innovation:

The Heartbeat of Pharmaceutical Progress

At the core of pharmaceutical progress lies innovation. It is the driving force behind every major breakthrough in healthcare. Technologies like mRNA vaccines, which played a vital role during the COVID-19 pandemic, are results of years of research and innovation. Without such advancements, addressing global health challenges would be nearly impossible. Precision medicine is another prime example—it uses an individual's genetic profile to customise treatment, increasing effectiveness and minimising side effects. AI-powered diagnostics and digital therapeutics are further revolutionising care by offering personalised, data-driven solutions. To become future pharma leaders, students must not only stay updated with emerging technologies but also actively contribute to research and development. Innovation ensures the industry does not stagnate and continues to meet the ever-evolving needs of society.

Ms. Mudea Lavanya
B. Pharm VIII Sem



Entrepreneurship: Turning Ideas into Impact

While innovation brings new ideas to life, entrepreneurship ensures they make an impact. A breakthrough in a lab is just the beginning for entrepreneurs turn it into a scalable, accessible solution. For instance, telemedicine existed long before the pandemic, but it was entrepreneurial efforts that brought it into widespread use during the crisis. Entrepreneurs identify gaps in the healthcare system and create models that bridge them. The emergence of biosimilars—cost-effective alternatives to biologics—was made possible by pharmaceutical entrepreneurs who took bold steps to scale production and reduce costs.

To lead in the pharma world, one must think like an entrepreneur—understanding market needs, managing risks, securing funding, and navigating regulatory hurdles. It's about creating value through science and ensuring that innovation reaches the people who need it most.

Ms. Bhavya
B. Pharm. VIII Sem



**Mr. Gunabhiram****Pharm D II yr****St. Pauls College of Pharmacy**

Innovation and entrepreneurship are powerful forces that drive progress, yet they operate in distinct but complementary ways. Innovation refers to the creation of new or improved products, services, or processes—often acting as the seed of transformation. Entrepreneurship, on the other hand, involves taking those ideas and turning them into viable business ventures. Innovation sparks creativity and opens new market opportunities, while entrepreneurship brings those innovations to life through strategic execution. Some argue that true business success stems from groundbreaking innovation, while others believe imitation—refining existing models—is often more practical and profitable. Companies like Facebook, Xiaomi, and TikTok have thrived by improving upon earlier concepts rather than inventing something entirely new, reducing risk and speeding up time to market.

Why Both Innovation and Entrepreneurship Matter

While imitation can offer speed and lower risk, innovation provides a long-term competitive edge. First-movers like Tesla and Apple have not only disrupted industries but set new standards through visionary leadership and investment in research and development. Innovation attracts investor interest, strengthens brand identity, and can be protected through patents, securing financial and legal advantages. At the same time, entrepreneurship plays a pivotal role in shaping economies. Entrepreneurs such as Jeff Bezos, Reed Hastings, and Elon Musk have revolutionized markets by solving real-world problems and scaling their ideas into global enterprises. They generate employment, challenge monopolies, encourage competition, and empower individuals to create their own financial independence. Entrepreneurship is not just about starting a business—it's about identifying needs, taking calculated risks, and making an impact.

The Power of Synergy: Turning Ideas into Impact

Ultimately, the most successful ventures are born from the synergy of innovation and entrepreneurship. Innovation without action is wasted potential, and entrepreneurship without fresh ideas leads to stagnation. Together, they fuel a cycle of continuous growth and transformation. Startups that blend visionary thinking with strong execution—like OpenAI's pioneering AI technology or SpaceX's reusable rockets—are redefining what's possible. The future belongs to those who dare to think differently and have the courage to act on their vision. Whether it's inventing the next big thing or refining an existing idea to perfection, entrepreneurs who embrace innovation while navigating the challenges of the real world are the ones who will leave a lasting mark. In today's rapidly evolving landscape, the key to sustainable success is not choosing between innovation or entrepreneurship—but mastering both.



The Resilience of Women in Pharma Leadership

Breaking Boundaries through Innovation and Entrepreneurship In a sector traditionally dominated by men, resilient women are rewriting the narrative in pharmaceutical driving innovation but also bringing bold entrepreneurship. These trailblazers from launching biotech startups to heading research initiatives on groundbreaking therapies, women are demonstrating an unmatched ability to transform ideas into action. Their entrepreneurial mindset—combined with empathy, vision, and adaptability—allows them to take calculated risks, overcome systemic challenges, and contribute meaningfully to the healthcare ecosystem.



Ms. Aarthi Joshi
B. Pharm III Yr
St. Pauls College of Pharmacy

Women leaders in pharma masterfully balance scientific rigor with business acumen. They often lead across complex functions—from R&D and clinical trials to regulatory compliance and market strategy. This cross-functional expertise is essential in an industry where innovation must be tightly aligned with ethical standards and patient safety. These leaders are skilled in translating scientific data into practical, market-ready solutions while navigating global regulations and competitive landscapes. Their resilience shines through their capacity to lead under pressure, make tough decisions, and guide teams through uncertainty with clarity and calm.

Championing Lifelong Learning and Inclusive Growth

Continuous learning is a cornerstone of effective leadership, and resilient women embrace it wholeheartedly. Whether it's mastering new technologies, exploring regulatory advancements, or developing soft skills, they commit to staying ahead of the curve. More importantly, they uplift others with them—mentoring young professionals, promoting inclusion, and building diverse leadership pipelines.

Shaping the Future with Transformational Leadership

The pharmaceutical industry stands at a turning point, shaped by rapid technological advancements and shifting healthcare demands. Women in leadership roles are stepping up as transformational leaders—visionaries who bring emotional intelligence, ethical judgment, and strategic foresight to the forefront. With the help of AI and data analytics, they are making more informed decisions, enhancing drug development timelines, and identifying the right talent for future growth. They lead with compassion and purpose, driven by the goal of delivering life-saving treatments to patients across the world. Their resilience lies not just in surviving change, but in shaping it—and in doing so, they are building a more innovative, equitable, and patient-centered future for global healthcare.



Women and Work-Life Balance in the Pharma Industry

In the dynamic pharmaceutical industry, women are playing pivotal roles as educators, researchers, and healthcare professionals. In teaching roles, especially in pharmacy colleges, women are not only responsible for delivering high-quality education but also contribute to curriculum development, academic research, and mentoring students. These responsibilities often require extended work hours, professional planning, and continuous development. Balancing these demands with personal responsibilities such as raising children, households, or caring for elderly family members can be overwhelming. Yet, many women navigate these pressures with resilience and grace, often becoming role models for both their students and peers.

In the research field, the challenges become even more complex. Pharmaceutical research requires deep focus, precision, and commitment to long-term projects. Clinical trials, lab work, publishing papers, and attending scientific conferences demand flexibility and sacrifice. For women, especially those in mid-career stages with family responsibilities, this can mean late nights, travel, and periods of high stress. However, women researchers continue to make substantial contributions to innovation and drug discovery. Supportive workplace policies, such as flexible working hours, remote working options, child care facilities, and mentorship programs, are crucial in helping them maintain a sustainable work-life balance. These efforts not only retain talent but also promote a culture of inclusivity in scientific communities.

On the personal front, work-life balance is not just about time management. It is also about emotional well-being. Women in the pharma industry often find themselves multitasking and striving for perfection in every role they play. This can lead to burnout if not managed well. The support of understanding colleagues, encouraging leadership, and family members plays a significant role in helping women stay grounded. Many women adopt self-care routines, build strong peer networks, and seek counseling or coaching to maintain their mental health. As the industry evolves, a greater emphasis on work-life integration, gender-sensitive policies, and leadership opportunities for women can pave the way for a more balanced and empowering professional journey.



Ms. Keerthana
Pharm D III yr
Sri Indu College of Pharmacy





Innovation with Entrepreneurship.. a fresh start

Dr. Naga Raju Kandukoori M.Pharm., Ph.D.
Associate Professor, Department of Pharmaceutics
HI-BI (MSME) Coordinator & IQAC Coordinator
St. Pauls College of Pharmacy

Innovation and Entrepreneurship are increasingly recognized as the cornerstones of success for future pharma leaders in today's rapidly evolving healthcare landscape. 'Technological advancements', 'Shifting regulatory frameworks' and the 'Ever-growing demand for personalized healthcare solutions' are becoming a driving force for many pharmaceutical industries and they mandate the industries to undergo transformative changes. In this dynamic environment, navigation of challenges and seizing of new opportunities can definitely be possible for pharmaceutical leaders who embrace innovation and entrepreneurship.

Innovation is an ultimate requirement in any field to get advancements. Pharmaceutical sector is now flourished with the development of groundbreaking drugs, dosage forms or therapies due to continuous innovations by pharma researchers. Innovation also encompasses the application of new technologies, such as artificial intelligence and machine learning, to streamline drug discovery, enhance clinical trials, and improve patient outcomes. Cultivation of a culture of doing continuous innovation, encouraging their teams to explore new ideas, challenge traditional practices, and embrace change, is a high priority mandate for future pharma leaders. This will enable them to stay ahead of competitors and deliver cutting-edge solutions to patients. Entrepreneurship, on the other hand, enables the pharma innovators towards the commercialization of innovative ideas. It depends on the ability of the innovators to take calculated risks, identify emerging market trends, and bring novel products or services to market in a sustainable way. In the pharma industry, entrepreneurship goes beyond launching startups; it involves identifying unmet medical needs, exploring new technologies to develop novel drug delivery systems, finding new ways to deliver treatments, and exploring partnerships or acquisitions that can accelerate the growth. Future pharma leaders will be boosted with combined Innovation and Entrepreneurship that provide a powerful formula for their success. The pharma leaders who have been fostered with an innovative mindset and embraced with entrepreneurial thinking, will not only contribute to the growth of their companies but will also play a pivotal role in advancing healthcare globally. Those who can implement the blending of these two elements effectively will be at the forefront of shaping the future of pharmaceuticals. These qualities will empower future leaders to tackle complex healthcare challenges, drive sustainable growth, and improve the quality of life for patients worldwide.





***Intelligent Supervision of Pharmacy
Intravenous Admixture Services
(PIVAS) Drug Dispensing***
Mrs. Shaik Momin Shabana
M.Pharmacy-Hospital And Clinical Pharmacy
(Ph.D)

Pharmacy Intravenous Admixture Services (PIVAS) plays a vital role in improving the efficiency of drug dispensing and reducing manual errors, ultimately enhancing patient safety. The centralization of intravenous drug dispensing not only minimizes contamination risks but also lessens the workload of nurses and promotes standardized hospital management. Trust is a fundamental element in pharmacy services, built through transparency, accuracy, and proper prescription analysis. By justifying the rational or irrational use of medicines, medication errors, adverse effects, and side effects can be significantly reduced, reinforcing trust between pharmacists and patients. The novelty of this approach lies in its ability to streamline hospital drug dispensing through centralized systems, which is particularly beneficial for managing anticancer chemotherapeutic drugs and total parenteral nutrition (TPN), as mandated by the Code of Pharmacy Management for Medical Institutions. Practical implementation includes adopting trust-building initiatives and adhering to the quality management standards issued by the Ministry of Health. During the COVID-19 pandemic, PIVAS demonstrated its value by reducing the infusion preparation workload, thus allowing nurses to focus on patient care. Moreover, the integration of image recognition technology in PIVAS management has proven to be a game-changer in improving efficiency and reducing cross-infection. PIVAS stands out as an optimal solution for large hospitals facing high patient volumes, time constraints, and stringent quality control demands. Given that intravenous infusions carry a higher risk of adverse reactions compared to oral medications, the intelligent supervision and technological integration within PIVAS significantly enhance occupational safety and drug accuracy. In conclusion, the use of image recognition in PIVAS not only strengthens drug safety but also marks a progressive step toward modernized, efficient, and patient-centered pharmaceutical services.





**FROM RESEARCH TO MARKET:
THE ENTREPRENEURIAL JOURNEY IN PHARMA**

Dr. Anusha Joel
Pharm D, Ph. D
Associate Professor, HOD
Department of Pharmacy Practice

The pharmaceutical sector provides patients all over the world with life-saving treatments by fostering scientific innovation. But turning a ground-breaking discovery into a profitable venture takes more than just scientific know-how; it also calls for strategic funding, entrepreneurial vision, and the capacity to handle challenging commercialization issues. This article examines the funding options for pharmaceutical startups, the challenges faced by entrepreneurs when scaling their businesses, and the process from scientific discovery to market.

Turning Scientific Findings into Lucrative Enterprises

A pharmaceutical innovation's journey from laboratory research to the market is a drawn-out, risky one that frequently takes more than ten years. Entrepreneurs who want to launch a novel medication, treatment, or medical device need to take a methodical approach:

1. **Determining a Market Need:** A scientific discovery must solve an urgent medical need in order to be commercially successful. Entrepreneurs ought to carry out comprehensive market research to evaluate: The prevalence of diseases and unmet medical needs
 - Existing treatment options' limitations
 - The potential demand for a new drug or therapy
 - For example: mRNA technology was initially an academic breakthrough, but its commercial potential was realized when companies like Moderna and BioNTech applied it to vaccines, leading to the rapid development of COVID-19 vaccines .
2. **Securing Intellectual Property (IP) Protection:** Patents are the foundation of a pharma startup's value. Without strong IP protection, competitors can replicate innovations, making it difficult to attract investors. Entrepreneurs should: File for patents early in the research process Work with patent attorneys to ensure global protection
 - Consider licensing their IP to larger pharmaceutical companies for faster commercialization (3)
3. **Developing a Viable Business Model:** A strong business plan that outlines product development expenses and pricing strategies is necessary for scientific discoveries.
 - Sources of income (such as partnerships, direct sales, and licensing)



Methods of regulatory approval (FDA in the United States, EMA in Europe, and CDSCO in India)

Startups have to choose between working with bigger pharmaceutical companies through licensing agreements or developing their drug on their own, which takes a lot of money.(4) 4. Navigating Clinical Trials and Regulatory Approvals: Before being made available to patients, new pharmaceutical products must clear stringent regulatory requirements. Preclinical testing (lab and animal studies) is a step in the clinical development process.

- Phase I trials - involve safety testing in small groups of people, while
- Phase II trials - test efficacy in larger groups.
- Phase III trials- extensive safety and efficacy testing

CHALLENGES IN SCALING AND COMMERCIALIZATION

Many pharmaceutical startups find it difficult to scale and launch their products, despite having funding and scientific success. Typical difficulties consist of:

1. Expensive and Time-consuming: It can take ten to fifteen years and billions of dollars to develop a new medication. Startups must continuously secure funding to sustain operations throughout the long development process. (6)

2.Regulatory and Compliance Barriers

- Strict approval requirements set by the FDA, EMA, and other regulatory agencies make the process time-consuming and expensive.
- Startups may be forced to shut down or face years of delays due to unexpected regulatory delays or unsuccessful clinical trials.
- Risks can be reduced by collaborating closely with regulatory specialists.

3.Manufacturing and Supply Chain Complexities: Scaling from lab research to mass production presents major hurdles:

- Finding reliable contract manufacturers that comply with Good Manufacturing Practices (GMP) is critical.
- Raw material shortages, quality control issues, and logistical challenges can delay commercialization.

•

Negotiations with insurance providers and governments - for pricing and reimbursement

Physician and patient adoption strategies- including education and awareness campaigns For example: Bluebird Bio faced challenges in pricing and reimbursement for its gene therapy products, which impacted its commercial success despite scientific innovation. (9) The journey from scientific discovery to a successful pharmaceutical business is challenging but rewarding. By addressing market needs, securing strong IP protection, navigating regulatory pathways, and planning for commercialization entrepreneurs can turn groundbreaking research into impactful medical solutions. With the right strategy, scientific innovation can transform lives—while building thriving biotech companies.





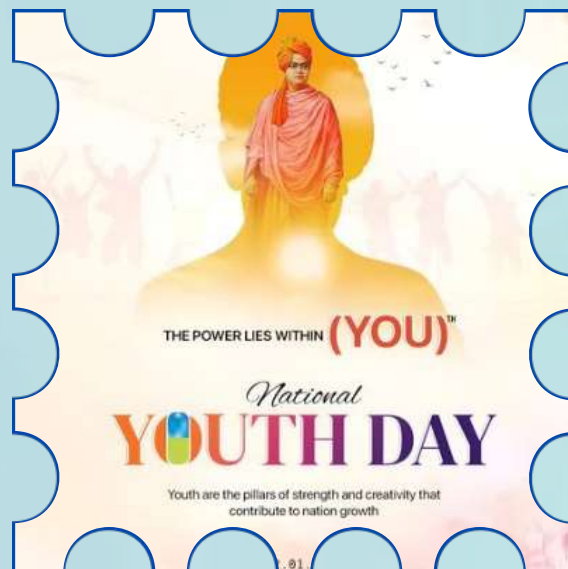
Ms. Harshika
Pharm-D Alumni
Batch of 2015-2021

As a student of Pharm D, my interest in entrepreneurship grew from a simple curiosity into a passionate pursuit. I realized early on that the healthcare sector, especially pharmaceuticals, offers immense opportunities for innovation and problem-solving. I was inspired to think beyond traditional career paths and dream of starting something of my own—whether it be a start-up focused on affordable healthcare solutions or a research-based venture aimed at improving drug delivery systems. The idea of combining scientific knowledge with business acumen excited me, and I knew I wanted to contribute to society not just as a pharmacist but as a visionary entrepreneur. My college played a crucial role in shaping this mindset. The supportive faculty constantly encouraged out-of-the-box thinking and practical application of classroom knowledge. Workshops on innovation, guest lectures by industry experts, and hands-on exposure through internships opened my eyes to real-world challenges and opportunities. The incubation cell and entrepreneurship development programs provided a platform to explore and refine my ideas. I'm truly grateful to my college for laying the foundation and nurturing the entrepreneurial spirit in me. It didn't just educate me—it empowered me.

Studying B. Pharmacy opened my eyes to the vast potential within the healthcare sector to bring meaningful change through innovation. While learning the science behind medicines, I became increasingly curious about the processes that bring a drug from the lab to the market. This curiosity sparked my interest in entrepreneurship. I started seeing myself not only as a future pharmacist but also as someone who could drive change by starting a venture that bridges the gap between medicine and those in need. The idea of building something of my own—grounded in science but driven by service—truly excited me. My college played a vital role in nurturing this vision. The academic curriculum was well-balanced with sessions focused on innovation, business planning, and leadership. We had access to entrepreneurship cells and mentorship opportunities that helped translate our ideas into structured plans. Faculty members were always encouraging, providing constant guidance and motivation. The college didn't just train me to become a pharmacist—it gave me the confidence and clarity to think big, take risks, and dream of becoming a healthcare entrepreneur.

Mrs. Hema Kumari
B. Pharm Alumni
Batch of 2016-2020



NATIONAL YOUTH DAY***National Youth Day***

Celebrated on January 12th every year, National Youth Day marks the birth anniversary of Swami Vivekananda, one of India's most revered spiritual leaders and youth icons. His powerful teachings continue to ignite the minds of young people, urging them to pursue excellence, serve society, and lead with integrity. This day is a tribute to the strength, vision, and potential of the youth, a reminder that they are the architects of tomorrow. It is also a time to reflect on the importance of values, discipline, and a strong moral foundation in shaping responsible citizens. At St. Paul's College, National Youth Day was celebrated with great enthusiasm, aiming to instill these very values in its students. Through thought-provoking activities, inspiring talks, and creative expressions, the college encouraged its young minds to embrace the spirit of Swami Vivekananda and strive to make a positive impact in the world.

"Arise, awake, and stop not till the goal is reached." — Swami Vivekananda

As we honour his legacy, may we continue to walk the path of purpose, passion, and perseverance.





Sankranti Festival: A Celebration of Harvest and New Beginnings Sankranti, also known as Makar Sankranti, is a major Indian festival celebrated on January 14th or 15th, marking the sun's transition into Capricorn. It signifies the end of winter and the start of warmer days, with a focus on harvest and prosperity. The festival is celebrated differently across and Maharashtra, lighting bonfires in Punjab, and preparing special dishes like Pongal in Tamil Nadu. People exchange sweets made of sesame and jaggery, symbolizing unity and prosperity.

Sankranti Festival

We celebrate Sankranti, a festival that marks the arrival of warmer days and the end of winter. It's a time to thank the Sun for the harvest and to celebrate new beginnings. People across India celebrate this day with flying kites, lighting bonfires, and preparing traditional sweets like Pongal.

Sankranti teaches us values like unity, gratitude, and hope. As we celebrate, let's remember to appreciate the blessings around us and share joy with community.



MATERNAL HEALTH AWARENESS DAY



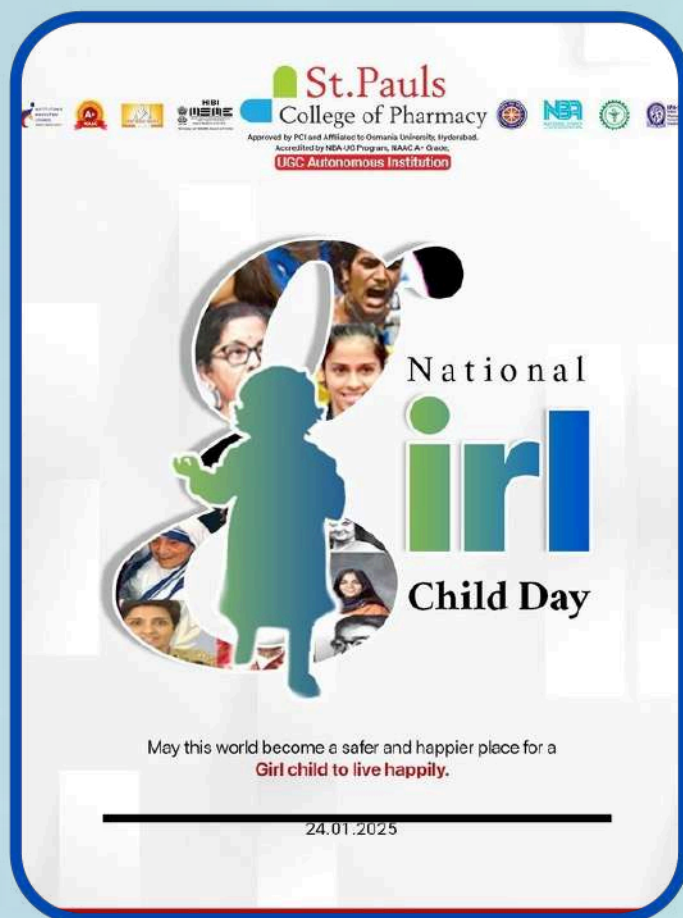
Maternal Health Awareness Day: Promoting Health for Mothers

Maternal Health Awareness Day, observed on April 11th, aims to raise awareness about the importance of maternal health and the well-being of mothers during pregnancy, childbirth, and the postnatal period. St. Pauls college of Pharmacy stood first to remind the importance by conducting awareness session in Anganwadi school Yamjal. It highlights the need for improved access to healthcare services, education, and support to reduce maternal mortality and morbidity worldwide.

The day emphasizes the importance of prenatal care, proper nutrition, safe childbirth practices, and mental health support for expecting mothers. It also calls for action to address disparities in healthcare, ensuring that every woman, regardless of location or socioeconomic status, receives the care she needs.

Maternal Health Awareness Day serves as a reminder to prioritize the health of mothers, which in turn improves the health and future of children and communities.





National Girl Child Day, celebrated on January 24th in India, and we aim to raise awareness about the importance of empowering girls and ensuring their rights. The day focuses on promoting gender equality, education, and social, economic, and legal empowerment for girls. It highlights issues like child marriage, female foeticide, and gender-based discrimination, urging action to eliminate these problems.

Principal's Speech on National Girl Child Day

Today, we celebrate National Girl Child Day, a day dedicated to empowering girls and ensuring their rights. It reminds us of the challenges many girls face, like discrimination, lack of education, and violence. However, it's also a reminder of the strength, potential, and dreams every girl holds.

Empowering girls isn't just important for them—it's vital for the progress of our society.

When girls are educated and safe, they help build stronger communities and a better future for all. On this day, let's commit to supporting, protecting, and encouraging girls to reach their full potential.



REPUBLIC DAY

Republic Day: Celebrating India's Constitution and Democracy

Republic Day, celebrated on January 26th, marks the adoption of the Indian Constitution in 1950, making India a sovereign republic. It is a day to honor the democratic values of justice, liberty, equality, and enshrined in the Constitution. The main celebration takes place in New Delhi with a grand parade showcasing India's cultural diversity, military strength, and achievements. As well, we took the pride to honour such day in our college allowing students to showcase their multi talents and respect towards their country



CSIR POSTER EVENT DAY

29th January

On January 29, 2025, a group of 52 students from the Pharm D 3rd year and B. Pharmacy 4th year, from St. Pauls College of Pharmacy, visited the CSIR-Indian Institute of Chemical Technology (IICT) in Hyderabad to attend the Poster Day event. This visit provided the students with a valuable opportunity to explore the latest advancements in chemical sciences and engage with renowned scientists in the field. The event featured a series of posters presented by the researchers, offering an in-depth look at groundbreaking work. During the visit, the students had the chance to interact directly with the scientists, gaining deeper insights into the research processes and findings. It was a truly inspiring experience that sparked curiosity and motivated many everyone to consider pursuing research in chemical sciences.



SESSION ON CAREER OPPURTUNITIES OF PHARMACY STUDENTS

A special session on Career Opportunities for Pharmacy Graduates in India was conducted for B. Pharm VII Semester students on 31st January 2025. The session featured the distinguished speakers, Dr. Prakash Katakam, Founder 3D Printing Pharmaceuticals Laboratory, 3D Fying, Hyderabad, who provided valuable insights into the diverse career paths available for pharmacy graduates in India.

The session was well received by students, who gained a deeper understanding of the vast career landscape in pharmacy. The event was successfully organized, providing students with valuable guidance to make informed career decisions. Special thanks to Career and Guidance cell - St. Pauls college of Pharmacy



AWARNESS SESSION ON FUTURE OF PHARMACY STUDENTS



ST. PAULS COLLEGE OF PHARMACY

conducted an awareness session for 1st-year B. Pharm and Pharm.D students on the future of pharmacy education, job roles, communication skills, and curriculum relevance in career opportunities. The session was led by Ms. Shruthi Kotla, HR consultant Capgemini, Director-St. Pauls College of Pharmacy, who provided valuable insights into the evolving landscape of pharmacy education and its impact on professional growth.



GUEST LECTURE ON INTERPERSONAL RELATIONSHIP

SKILLS by TASK



We are delighted to share the success of the Interpersonal Relationship Skills Program conducted on 7th February 2024 at St. Pauls College of Pharmacy, in association with TASK. 🎯 A huge thanks to our expert trainer, Mr. P. Rama Manoj, for engaging students with insightful activities that emphasized the importance of communication, teamwork, and relationship-building in their careers. We extend our sincere gratitude to our Principal, Dr. M. Kiranmai, for her continuous support and encouragement, and to the Management of St. Pauls College of Pharmacy for providing a platform that nurtures both technical and soft skills in our students. A heartfelt appreciation to our Program Coordinator, Mrs. P. Naga Haritha, for her dedication, along with the CRT Team for their efforts in organizing this enriching session.



ALUMINI MEET 2025

Celebrating Connections: A Heartwarming Success at the St. Pauls College of Pharmacy Alumni Meet 2025!

We are thrilled to share the success of Reconvene 2025—the Annual Alumni Meet held on February 15th at St. Paul's College of Pharmacy! With 49 esteemed alumni in attendance, the event was a perfect blend of nostalgia, inspiration, and networking.

From sharing career experiences to engaging in meaningful discussions, the day was filled with laughter, learning, and the joy of reconnecting. The event also featured captivating performances, insightful talks, and interactive networking sessions, making it an unforgettable experience for all.

The Day was highlighted with lots of anecdotes and success stories shared with memorizing the happenings of their times.

Your efforts made this reunion truly special and memorable! Let's continue strengthening our alumni network and supporting each other in our professional journeys.



WORKSHOP ON REGULATORY COMPLIANCE

A visit to the AIC-CCMB incubation facility provided valuable insights into startup opportunities and the various resources available at the incubation center.

The Regulatory Compliance Workshop conducted by industry and funding experts focused on advancements in product development, particularly in medical devices, pharmaceuticals, and drug innovation. The session also covered Intellectual Property Rights (IPR) and essential FDA & CDSCO regulatory compliance strategies, offering participants a comprehensive understanding of the regulatory landscape.



NATIONAL SCIENCE DAY



Science Day: Celebrating Scientific Achievements

National Science Day, celebrated on February 28th in India, commemorates the discovery of the Raman Effect by physicist C.V. Raman in 1928, for which he was awarded the Nobel Prize in Physics. The day honors the contributions of scientists and promotes the importance of science and technology in everyday life.

JANA JATHIYA GAURAV DIWAS

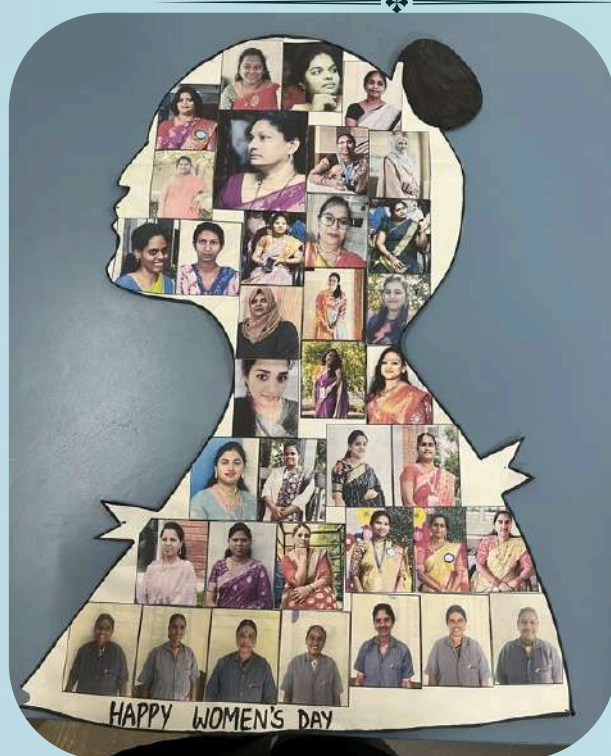


Today, we celebrate the vibrant cultures, rich traditions, and incredible contributions of India's tribal communities.

On this day, November 15th, we honor the birth anniversary of Birsa Munda, a courageous leader and freedom fighter who fought for the rights of indigenous people and played a pivotal role in the struggle against British colonial rule. His legacy continues to inspire generations.



INTERNATIONAL WOMENS DAY



International Women's Day: Celebrating Women's Achievements International Women's Day, celebrated on March 8th, honors the social, economic, cultural, and political achievements of women worldwide. It also calls for action to accelerate gender equality and raise awareness of issues like gender-based violence, inequality, and limited access to education and healthcare. The theme for International Women's Day changes each year, focusing on important issues related to women's empowerment and equality.

PRINCIPAL'S SPEECH ON INTERNATIONAL WOMEN'S DAY

Today, we come together to celebrate International Women's Day, a day dedicated to honoring the incredible achievements of women across the world. This day reminds us of the importance of working toward gender equality and ensuring that every woman has the opportunity to live freely, with respect and dignity.

Women have made remarkable contributions in every field—science, politics, education, and business—and continue to break barriers and inspire change. However, we also recognize that there is still much work to be done to ensure that women have equal rights, opportunities, and access to resources. Let's use this day to celebrate the women who inspire us, both in our lives and in the world around us. And, let's commit to supporting gender equality in every way we can, because true progress comes when everyone, regardless of gender, is given equal opportunities to succeed. Happy Women's Day to all! Thank you.



On this International Women's Day, the NSS Unit and IPASF Chapter of St. Pauls College of Pharmacy came together to celebrate the incredible strength, resilience, and achievements of women across the world. The event was a tribute to the invaluable contributions of women in all spheres of life, emphasizing their role in shaping society with courage, compassion, and wisdom.

The celebration commenced with an inspiring address by our esteemed Principal, Dr. Kiranmai Mandava, who highlighted the importance of empowering women and fostering gender equality in education, healthcare, and leadership. Chairman K. Sudhir Garu extended his continuous support and encouragement in organizing initiatives that uplift and recognize the efforts of women in various fields.

The event concluded with a pledge to continue supporting gender equality and empowering women in all spheres of life. As we celebrate this day, we reaffirm our commitment to creating an environment where every woman is valued, respected, and given the opportunity to achieve her full potential. ✨





Celebrating the Legacy of Lokmata Devi Ahilyabai Holkar! ✨

St. Pauls College of Pharmacy, in collaboration with ABRSM Telangana, proudly commemorated the tercentenary birth anniversary of Lokmata Devi Ahilyabai Holkar, a symbol of justice, empowerment, and selfless service, on 07.03.2025. We were honored to have Ms. Vishakha Samir Mashankar, a visionary entrepreneur, writer, and social worker, as our esteemed guest. Her inspiring speech on Ahilyabai Holkar's leadership and contributions deeply moved the audience.

A heartfelt thanks to Ms. Vishakha Samir Mashankar, Management, Principal Dr. Kiranmai Mandava, event coordinator Mrs. Naga Haritha, and the entire organizing team for making this event a grand success!



VACCINATION DAY



Vaccination: Protecting Health and Preventing Disease

Vaccination is a medical process that involves administering a vaccine to help the body develop immunity against specific diseases. Vaccines contain small amounts of weakened or inactivated viruses or bacteria, which stimulate the immune system to recognize and fight the disease without causing the illness itself.

Vaccination plays a crucial role in preventing serious diseases like polio, measles, influenza, and COVID-19. It helps reduce the spread of infectious diseases, protects individuals, and contributes to the overall health of communities by achieving herd immunity, where a high percentage of the population is immune to a disease, making its spread less likely.

Vaccines are safe, effective, and essential for maintaining public health, reducing the burden of illness, and saving lives. We at St. Pauls College of Pharmacy made sure to conduct a session where students and faculty had fruitful discussion and a meaningful question answer session.



BLOOD CANCER AND BLOOD STEM CELL AWARENESS



On March 27th, the NSS Unit of ST. PAULS COLLEGE OF PHARMACY organized an enlightening and impactful event focused on Blood Cancer and Blood Stem Cell Transplantation in collaboration with DKMS, a global organization dedicated to combating blood cancers and other life-threatening blood diseases. The college community came together for an enlightening and impactful event aimed to raise awareness about blood cancers, the importance of stem cell transplantation, and how individuals can contribute to saving lives through stem cell donation.

The event was coordinated by our dedicated team

- *NSS Program Officer: Dr. Somnath De, HOD, Department of Pharmacology*
- *Event coordinator: Dr. Are Anusha, HOD, Pharmacy Practice*
- *NSS faculty coordinator: Ms. Shaik Shireen, Assistant professor,*



ACHIEVEMENTS



🏆 A Proud Moment for St. Paul's College of Pharmacy! 🎉

We are thrilled to share the incredible achievement of Mrs. T. Anusha, Dr. Kiranmai Mandava, and their dedicated team, who have brought immense pride to our institution by securing the Special Innovation Award and Gold Medal at IPITeX 2025 held in Thailand! Competing against 23 countries and showcasing their innovation among 1500+ groundbreaking products, their success stands as a shining example of the excellence in research and innovation fostered at St. Paul's College of Pharmacy. This prestigious recognition not only highlights the scientific brilliance and creativity of our team but also underscores our unwavering commitment to nurturing innovation with a global outlook. 🌟 This victory is especially significant as it celebrates the remarkable achievements of women in science and technology. The leadership and contribution of women researchers like Mrs. Anusha and Dr. Kiranmai are an inspiring reminder of the strength, intelligence, and resilience that women bring to the field of research. Their accomplishment is a beacon of empowerment for young women aspiring to make their mark in STEM fields. We also extend our heartfelt gratitude to our visionary management and technology partners, whose continuous support, infrastructure, and encouragement have played a crucial role in this success. Their collaborative spirit and forward-thinking approach continue to create an environment where innovation thrives. 🌍 As we celebrate this proud moment on the global stage, let us continue to encourage a culture of research, inclusion, and excellence that defines St. Paul's College of Pharmacy.

Congratulations once again to the entire team—you've made us proud!



ACHIEVEMENTS



A Moment of Honour and Pride for St. Paul's College of Pharmacy! 🌟

St. Paul's College of Pharmacy proudly celebrates the remarkable achievement of Dr. Kiranmai Mandava, our esteemed Principal & Professor, for being awarded the prestigious "SHE INSPIRES AWARDS 2025" by the Be The Change Foundation. This honour was conferred on the occasion of International Women's Day on March 8th, 2025, in recognition of her exceptional contributions to education, leadership, and faculty development.

This award is a well-deserved tribute to Dr. Mandava's unwavering dedication to empowering the academic community through innovative and student-centric approaches. Her consistent efforts to integrate scientific principles with modern teaching methodologies have not only elevated the standards of education within the institution but have also served as a model for progressive learning across the academic landscape.

Under her visionary leadership, St. Paul's College of Pharmacy has witnessed a transformation in learning experiences—focusing on critical thinking, innovation, research, and holistic development. She has played a pivotal role in mentoring faculty members, promoting continuous professional development, and fostering a culture that values excellence, integrity, and inclusivity. Beyond the classroom, Dr. Mandava has been a

strong advocate for women in education

and science, inspiring countless students and professionals to pursue their dreams with confidence and courage. Her achievements reaffirm the powerful impact that dedicated educators and leaders can have on shaping the future of education and society at large.

👏 We extend our heartfelt congratulations to Dr. Kiranmai Mandava for this prestigious recognition and thank her for being a guiding light, a changemaker, and an inspiration to all.



Startup Spotlight: Medstown – A Trailblazing Pharma Venture Led by a Young Woman Entrepreneur

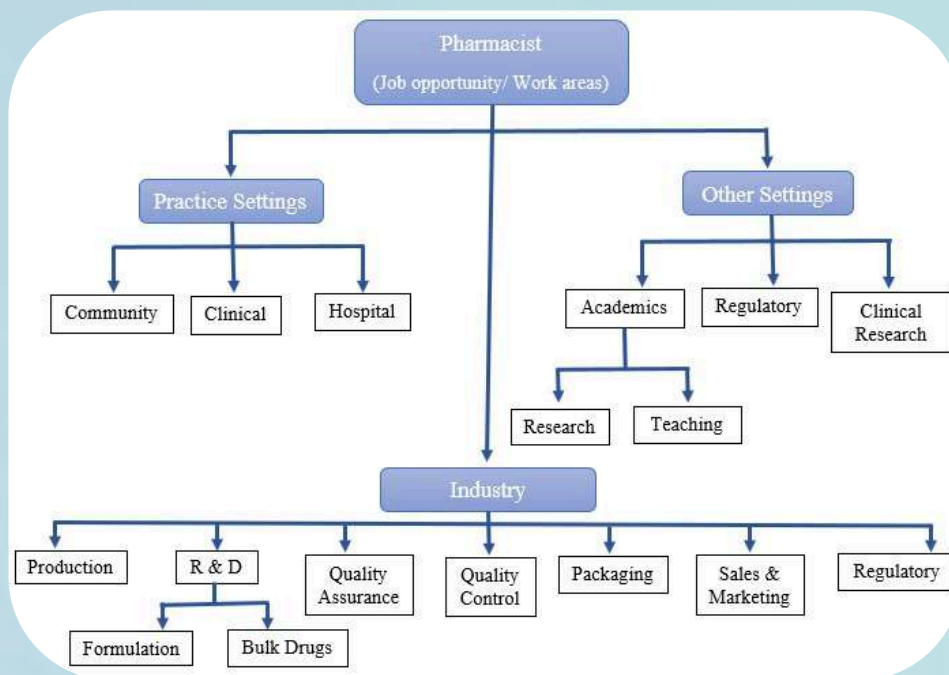
In Telangana's dynamic startup landscape, Medstown stands out as an innovative force transforming how medicines reach consumers. Launched on September 20, 2022, this Hyderabad-based venture was born during the COVID-19 crisis to address critical issues in medicine access. Co-founded by Ms. Anees Sultana (COO), Ms. Syed Hussaini (CEO), and Ms. Talib Askari (CTO), Medstown leverages technology to connect local pharmacies with customers, ensuring fast, reliable, and affordable doorstep delivery, especially in rural and underserved regions. At the heart of Medstown's success is Ms. Anees Sultana, a young and visionary entrepreneur who manages operations with a sharp focus on efficiency, scalability, and user satisfaction. Under her leadership, Medstown has partnered with pharmacies across the country and built a seamless tech-enabled platform that reduces delivery time and ensures medicine availability. Her resilience, strategic thinking, and ability to navigate a male-dominated industry have not only positioned Medstown as a trusted healthcare partner but also set a precedent for women in leadership roles. Supported by Telangana's inclusive initiatives like WE Hub, which offers mentorship, funding, and business support to women entrepreneurs, Ms. Anees's journey is an inspiring example of what women can achieve with the right ecosystem. Her message to aspiring leaders is clear: innovate with purpose, embrace challenges as stepping stones, and maintain a healthy work-life balance. Medstown is more than a startup—it's a testament to how young women are shaping the future of pharma through grit, vision, and innovation.



From the editorial team



Exploring Career Options in Pharmacy: A World of Opportunities



Pharmacy is not just about dispensing medicines—it's a dynamic and evolving field that opens doors to a wide range of rewarding career paths. As a pharmacy student, you are entering a profession where science meets compassion, and where your knowledge can make a real difference in people's lives.

From becoming a community pharmacist serving patients directly, to working as a clinical pharmacist alongside doctors in hospitals, the options are vast. You can explore roles in pharmaceutical research and development, drug regulatory affairs, quality control, medical writing, or pharmacovigilance. If you're inclined toward business, careers in pharma marketing and sales or even entrepreneurship in pharmacy ventures are exciting paths too.

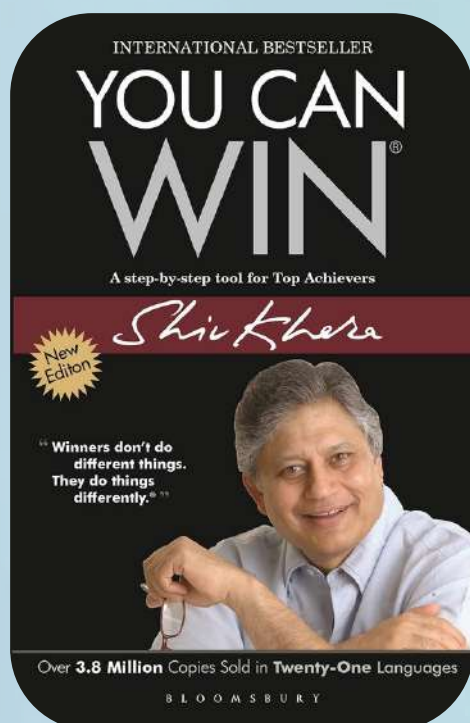
Stay curious, keep learning, and be open to new opportunities. Your degree is more than a qualification—it's a passport to innovation, leadership, and service in healthcare. The future of pharmacy is bright, and with your passion and dedication, you can be a leader in shaping it.

From the editorial team



Beyond Books:

Empowering Pharmacy Students With The Right Mindset



***Winners don't do different things,
they do things differently."***

— Shiv Khera, You Can Win

“As a teacher guiding pharmacy students, I’ve often seen how even the most intelligent minds can struggle without self-belief and direction. That’s why I deeply value the book *“You Can Win by Shiv Khera”*, it bridges the gap between academic learning and real-life wisdom. This book doesn’t just motivate; it transforms. It encourages students to build a strong inner foundation through self-discipline, responsibility, and clarity of thought. Its conversational tone, filled with relatable anecdotes and practical exercises, makes the reader feel seen, heard, and uplifted.

In pharmacy education, where precision and ethics go hand in hand, it’s crucial that students develop a resilient mindset. Shiv Khera beautifully connects personal success with universal values like honesty, consistency, and self-respect. For young minds who are future caregivers and healthcare professionals, this book becomes a silent mentor, teaching them how to rise after failure, how to lead with empathy, and how to grow with purpose. As an educator, I see it as a tool that complements academic success with emotional and mental strength.

One of the most profound lessons the book offers is about building character through repeated good habits. I have seen firsthand how students become more focused, confident, and responsible after reading it. I encourage my students not just to read *You Can Win*, but to reflect, discuss, and apply its lessons. It’s not just a personality development guide—it’s a philosophy for meaningful living. In today’s competitive world, this book teaches the most vital lesson of all: before you can win in the world, you must win within.



IPASF ACTIVITIES



Empowering Young Minds: IPASF – St. Paul's Chapter

The Indian Pharmaceutical Association – Students' Forum (IPASF) of St. Paul's College of Pharmacy stands as a dynamic and student-driven platform committed to fostering academic excellence, leadership, and community engagement. Under the guidance of dedicated faculty and the enthusiasm of aspiring pharmacy professionals, the St. Paul's Chapter is actively involved in a wide range of initiatives that empower students to grow both personally and professionally.

The student members of IPASF are currently working on diverse and impactful topics, including:

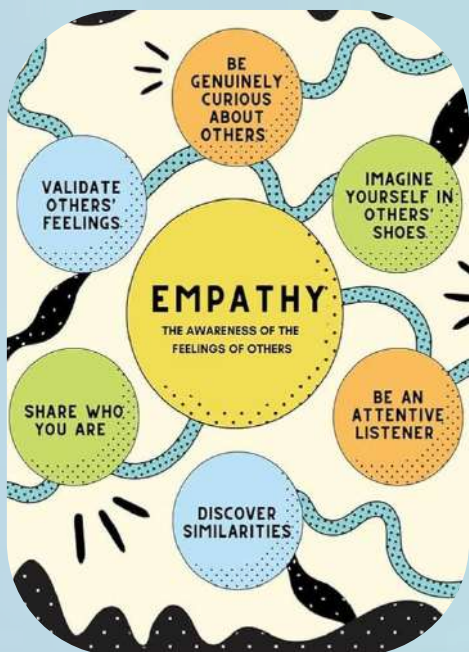
- Pharmaceutical Innovations and Research Awareness
- Public Health and Hygiene Campaigns
- Mental Health and Well-being
- Drug Abuse Prevention
- Sustainability in Pharma Practices
- Women's Health Awareness
- Career Guidance and Soft Skills Development and what not,

Through seminars, workshops, health camps, community outreach programs, and awareness drives, the forum offers students the opportunity to lead, learn, and serve. Each activity is designed to build a strong sense of responsibility, social awareness, and teamwork among students—preparing them to be responsible future pharmacists and healthcare leaders. The IPASF St. Paul's Chapter is also deeply committed to bridging the gap between academic knowledge and real-world application. Students collaborate on research presentations, participate in national-level conferences, and initiate projects that aim to bring meaningful change to society. This chapter is a shining example of how student initiative, when nurtured with the right mentorship and vision, can lead to transformative outcomes. It continues to thrive as a platform where young voices are heard, ideas are shared, and innovations are born.



Social Impact and Social Learning

"Empathy: The Heart of Healing"



In the fast-paced and demanding world of healthcare, empathy is often the quiet force that makes all the difference. For pharmacy students stepping into a profession that blends science with service, empathy is not just a soft skill, it's a core value. As future pharmacists, you are not only expected to master drug formulations and prescriptions, but also to become compassionate communicators. Empathy empowers you to truly understand your patients, not just their symptoms, but their emotions, fears, and unspoken concerns. It helps you to listen actively, respond with kindness, and offer reassurance in moments of vulnerability.

Empathetic pharmacists build stronger patient relationships, leading to better adherence to treatment, improved health outcomes, and a more humane healthcare experience. Whether you're counselling a patient with a chronic illness or guiding someone through complex medication regimens, your ability to connect on an emotional level can leave a lasting impact.

Incorporating empathy into your professional journey doesn't just make you a better healthcare provider—it makes you a trusted ally in a patient's healing journey. In a world that often rushes, empathy reminds us to slow down, listen, and truly care. Because in pharmacy, as in life, medicine may cure—but empathy heals.



Mrs. Neeraja Rani

Assistant Professor

Communication and Soft Skills

St. Pauls College of Pharmacy

Creative and Skill Building Activities

Saturdays with a Spark: Creative & Engaging Club Activities at St. Paul's



At St. Paul's, Saturdays are more than just a break from academics—they are a vibrant celebration of creativity, collaboration, and self-expression. With a range of dynamic club activities, students are given the perfect platform to explore their interests, develop new skills, and build lasting friendships beyond the classroom. From literary clubs and art workshops to science clubs, debate forums, coding sessions, and music circles, every Saturday brings something fresh and exciting. These clubs are designed to nurture not just talent, but also confidence, teamwork, and leadership among students. Highlights of our Saturday Club Activities include:

- 🗣️ Public Speaking & Creative Writing
- 🎨 Fine Arts & Craft Sessions
- 🏆 Leadership and Personality Development Workshops
- 🌱 Eco Club for Green Initiatives
- 🔬 Science & Innovation Club Projects
- 🎵 Music, Dance, and Drama Clubs
- 💡 Entrepreneurship & Start-Up Ideation Labs

Each session is student-driven and faculty-mentored, creating an environment where learning is hands-on, fun, and deeply meaningful. These activities help students unwind, recharge, and discover hidden passions—all while building essential life skills. At St. Paul's, we believe education should go beyond textbooks, and our Saturday club culture is proof that learning can be joyful, engaging, and unforgettable.

Fun and Knowledge Zone

Trivia Challenge Corner

Theme: Innovation & Entrepreneurship — A Winning Combination for Future Pharma

Test Your Pharma Power!

Ready to take on the challenge? Answer the questions below and see if you are ought to be the next great innovator in pharma!

1. Who is known as the Father of Modern Pharmaceuticals?

- a) Alexander Fleming
- b) Paul Ehrlich
- c) Edward Jenner
- d) Jonas Salk

2. Which company developed the first mRNA-based COVID-19 vaccine?

- a) Pfizer-BioNTech
- b) Moderna
- c) Johnson & Johnson
- d) AstraZeneca

3. What does the term “pharma entrepreneurship” primarily refer to? a) Running a hospital b) Launching a pharmacy c) Starting innovative ventures in pharmaceutical research, development, and delivery d) Marketing medicines 4. In which year was the “Start-up India” initiative launched? a) 2012 b) 2014 c) 2015 d) 2016 5. Which Indian pharmaceutical company is known for global innovation? a) Cipla b) Sun Pharma c) Dr. Reddy’s Laboratories d) Lupin

★ **Calling All Visionaries, Wordsmiths & Changemakers!** ★



As we turn the page to a new quarter, we extend a warm and heartfelt invitation to you, our valued readers, thought leaders, and creative minds, to become a vibrant part of our next edition!

Do you have a story that inspires, a perspective that provokes thought, or an idea that sparks innovation? This is your moment to shine! Whether it's a breakthrough in your field, an insightful article, a creative piece, or a powerful personal journey, your voice matters, and we want to amplify it. Join hands with us in weaving a tapestry of knowledge, imagination, and inspiration. Let your words echo through the corridors of intellect and passion, reaching minds that are eager to learn, grow, and be moved.

Theme and deadline would be posted in the website soon

Let's come together to shape the future—one story, one idea, one powerful contribution at a time.

Contact no: 9840933273

Mail id: newsletter@stpaulscollege.ac.in

With anticipation and admiration,

Your Editorial theme

Pharma Advaya-2025

St. Pauls College of Pharmacy

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Gmail address: **newsletter@stpaulscollege.ac.in**