

**Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical Sciences and
Research Centre, Kharadi, Pune.**

REPORT

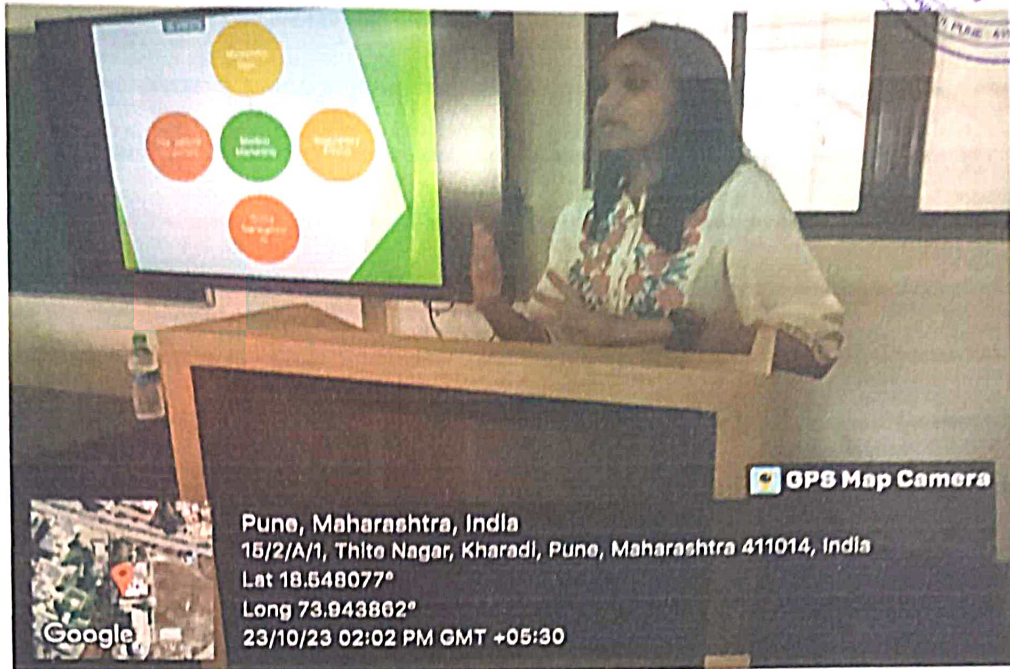
Of Programme on "Pharma Product Development and Marketing Strategies"

College organized one-day seminar on the topic **"Pharma Product Development and Marketing Strategies"** on 23rd October 2023 under Training and Placement cell, for the students of IIIrd year B. Pharm and Final Year students of B. Pharm and M.Pharm. The main objective of this seminar was to make the students aware about the **"Pharma Product Development and Marketing Strategies"**. Ms. Divya Thakur Project manager in ArEx laboratories, Mumbai shared her views on Career Guidance in marketing. In her talk she narrated on the pharma marketing, medicomarketing, and challenges of pharma product development in market.

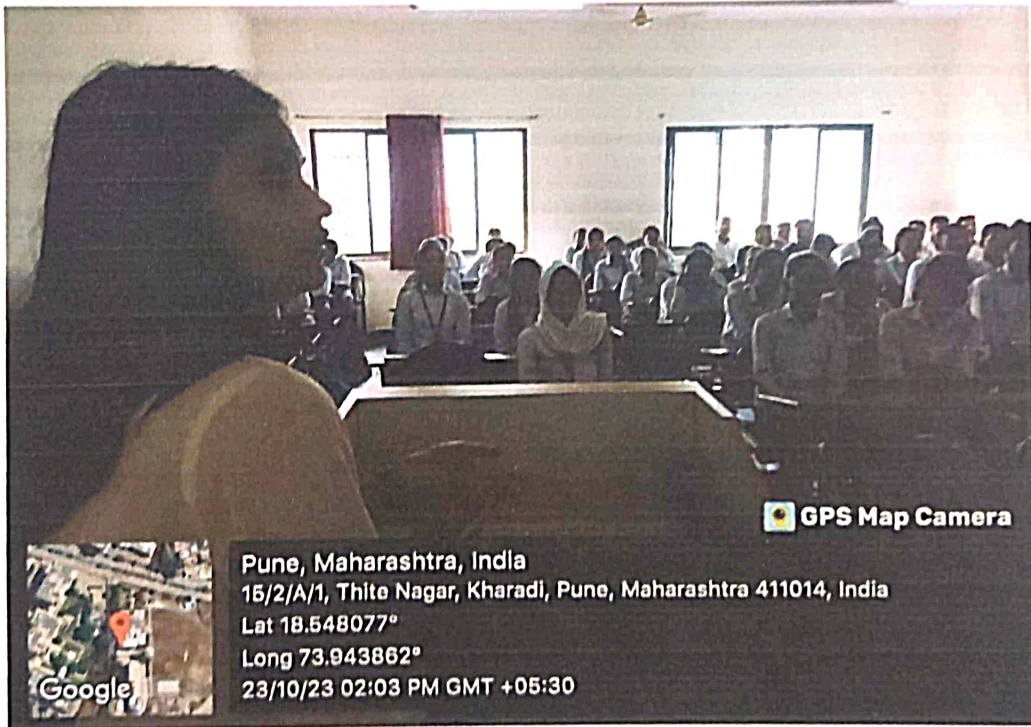
Ms. Divya Thakur highlighted on **Pharma Product Development and Marketing Strategies**, she focused on today's scenario of Pharmaceutical industries in India and abroad, and the challenges in Pharmaceutical marketing industry.

Principal Dr Ashok Bhosle welcomed the speaker and appealed the students to take maximum benefit. TPC coordinator Dr Asmita Sakore in her preamble speech drew the attention of the students that how the students can contribute to the profession and community. Students cleared their doubts and interacted with the speakers during question answer session. Overall the students were benefited by this seminar and expressed their gratitude for organizing this important seminar. Dr V. U Barge vice principal, and staff members were present for the seminar.

h3/220



Divya Thakur present a seminar **Pharma Product Development and Marketing Strategies.**



Divya Thakur present a seminar **Pharma Product Development and Marketing Strategies.**

Asmita Sakore

Dr. Asmita Sakore

Training and placement coordinator

Ashok Bhosale

Dr. Ashok Bhosale

Principal
PRINCIPAL
P. D. E. A.'s
Shankarrao Ursal College of
Pharmaceutical Sciences & Research Centre
Pune, Maharashtra 411014

230

Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical Sciences and
Research Center, Kharadi, Pune 14.



Seminar on Pharma Product Development and Marketing Strategies

Department: Training and Placement Cell under IQAC

Date -23rd October 2023.

Name of the speaker: - Mrs. Divya Thakur, ArEx Laboratories, Pheonix market city,
kurla, West-400070

Designation: Product Manager

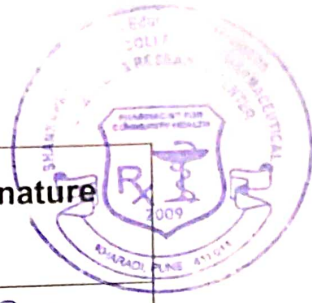
List of Participant

Sr. No.	Name of Student	Class	Signature
1.	Shinde Swagun Udaysinh	T.Y.B.	
2.	Choudhary Jeetendra Mohanlal	T.Y.B.	
3.	Salunke Ritesh Ravan	T.Y.B.	
4.	Toradmal Gaurav Pradip	T.Y.B.	
5.	Thombare Yogiraj Vitthal	T.Y.B.	
6.	Bodke Siddharth Dattatray	T.Y.B.	
7.	Pratibha Kodag	T.Y.B.	
8.	Vartika Singh	T.Y.B.	
9.	wankhede. Yeskumar Rajendra	T.Y.B.	
10.	Yash Chorbele	T.Y.B.	



Sr. No.	Name of Student	Class	Signature
11	Babar Mamsi	T.Y.B.Ph	<u>Msbab</u>
12	Bhoskade Shraddha	T.Y.B.Ph.	<u>SBhoskade</u>
13	Chaugule Akanksha	T.Y.B.Ph.	<u>Achaugule</u>
14.	Pawar Aditi	T.Y.B.Ph.	<u>Apawar</u>
15.	Cralande Anagha	T.Y.B.Ph	<u>Acalande</u>
16	Choudhari Mayuri	T.Y.B.Ph	<u>Mayuri</u>
17.	Vajrashetti Isha.	T.Y.B.Ph.	<u>Isha</u>
18.	Kale Tejal.	T.Y.B.Ph.	<u>Tejal</u>
19.	Srowase Rutuja.	T.Y.B.Ph.	<u>Rutuja</u>
20.	Shinde Rutuja.	T.Y.B.Ph	<u>Rshinde</u>
21.	Shinde Akshada	T.Y.B.Ph.	<u>Ashinde</u>
22	Dalvi Shravani	T.Y.B.Ph	<u>Shravani</u>
23	Thorat Sejal Sautosh.	T.Y.B.Ph	<u>Sejal</u>
24	Kadam Bhaqyalaxmi	T.Y.B.Pharm	<u>Bkadam</u>
25.	Dhore Avandika	T.Y.B.Pharm	<u>Avandika</u>
26.	Shinde Ankita	T.Y.B.Pharm	<u>Ashinde</u>

150/230



Sr. No.	Name of Student	Class	Signature
27	Vaishnavi N. Patil	T.Y.B.Ph.	<u>Patil</u>
28	Shivankar Aarti	T.Y.B.Pharm	<u>Aarti</u>
29	Jadhav Kalyani	T.Y.B.Pharm	<u>K.Sachin</u>
30	Aishwarya Kshirsagar	T.Y.B.Pharm	<u>A.</u>
31	Divya Chauhan	T.Y.B.Pharm	<u>Divya</u>
32	Vaishnavi Rathod	T.Y.B.Pharm	<u>V.Rathod</u>
33	Mrunali Bapu Tade	T.Y.B.Pharm	<u>M.Tade</u>
34	Hake Komal Hiranman	T.Y.B.Pharm	<u>H.K.</u>
35	padvi Sonali Vansing	T.Y.B.Pharm	<u>Padvi</u>
36	Bhosale Tejas Santosh khaladkar	Final year B.Pharm	<u>Tejas</u>
37	Khushi Rohidas Kharabe	Final Yr. B.Pharm	<u>Khushi</u>
38	Vaibhar Nishwajeet Kirtane	Final Yr B.Pharm	<u>Kirtane</u>
39	Arjun Ishwar Kolhe	Final Yr B.Pharm	<u>Arjun</u>
40	Jai Lagad	Final Yr B.Pharm	<u>Jai</u>
41	Rohini mane	Final Yr B.Pharm	<u>Rohini</u>
42	Sakshi mane	Final Yr B.Pharm	<u>Smane</u>

Dr. Asmita Sakore
Dr. Asmita Sakore

Training and placement coordinator

Dr. Ashok Bhosale
Dr. Ashok Bhosale

Principal
PRINCIPAL
P. D. E. A's
Shankarrao Ursal College of
Pharmaceutical Sciences & Research Centre
Kharadi, Pune-411014



Sr. No.	Name of Student	Class	Signature
43	Pawar Pratiksha Prashant	Final yr B. Pharm	
44	Patange vaibhav Nageshwar	Final yr B. Ph.	
45	Pandkar Samiya Rajendra	Final Yr B. Pharm	
46	pobale sourabh Santosh	Final years	
47	Narvekar Snehal Sukhdev	Final Yr B Pharm	
48	Naiknavate Deepali Radhakrishan	Final Yr B pharm	
49	Mate Mayur Rameshwar	Final year B pharm	
50	Mohite Aditya Rohul	Final year B pharm	
51	Mohite Sumit Santosh	Final year B Pharm	
52	Shreyas pravin Sawant	Final Y B pharm	
53	Bharat Babulal Rathod	Final Y B pharm	
54	Ragkar Laukik Chandrakant	Final Y B. pharm	
55	Rajprashant Srushti Harisingh	Final Y B. Pharm	
56	Vasundhara Satishrao Raje	Final Y. B. Pharm	
57.	Pujari Vaishnavi Vijaykumar	Final Y. B. Pharm	
58	Pawar Vikas Rajaram	B. Pharm F. Y.	
59.	Thokal Sakshi Bhaskar.	Final year	
60.	Rohan Nitin Thite	Final Yr	



Sr. No.	Name of Student	Class	Signature
61	vaibhav Vishnu Tambe	Final yr Bpharm	<u>Vt</u>
62	Drushti Hemant Sonawane	1-1	<u>Dr.</u>
63	Omkan Zalte	-11-	<u>Omkan</u>
64	Gaurav Jedhe	-1-	<u>Graj</u>
65	Sawant Aarti	final yr	<u>Aarti</u>
66	Yash Shegokar	Final yr	<u>Yash</u>
67	Pranali Shewale	-11-	<u>@shule</u>
68	Prathamash Solanke	-1-	<u>P</u>
69	Rasakar Loukik Chandrakant	-11-	<u>Loukik</u>
70	Rajpurshit Srushti Harisingh	-11-	<u>Sh</u>
71	Vasundhara Satishrao Rajc	-1-	<u>V</u>
72	Pujari Vaishnavi Vijaykumar	-11-	<u>Vaish</u>
73	Pawar Vikas Rajaram	20	<u>V</u>
74	Pawar Pratiksha Prashant	-11-	<u>Pratiksha</u>
75	Tejos Santosh Kholadkar	-11-	<u>Tejos</u>
76	Khushi Rohidas Kharabe	-11-	<u>Khushi</u>
77	Vaibhav Vishwajeet Kirtane	-11-	<u>Vaibhav</u>
78	Gauri. I. Kolhe	-11-	<u>Gauri</u>

Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical Sciences and
Research Centre Kharadi, Pune-411014

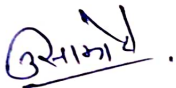


Date: 21/10/2023

Notice No: 146 a

Academic Year: 2023-2024

All the students of Final year B. Pharm are hereby informed that a seminar on the topic "**Pharma Product Development and Marketing Strategies**" is organized on Monday 23rd October 2023 at 01.00 pm. All student should to attend the same in lecture hall no 308.



Dr. Asmita Sakore

Training and placement coordinator



Dr. Vijaya Barge

Vice-Principal



Dr. Ashok Bhosale

Principal
PRINCIPAL
P. D. E. A's

Shankarrao Ursal College of
Pharmaceutical Sciences & Research Centre
Kharadi, Pune-411014

50/230

1/1



**Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical Sciences and
Research Centre Kharadi, Pune-411014**

Invitation Letter

To,
Mrs. Divya Thakur
ArEx laboratories
Pune.

Subject: Invitation as Resource Person for career guidance seminar on topic
"Pharma Product Development and Marketing Strategies"

Madam,

Our college was established in 2009 with B. Pharm course at its initial stage, M. Pharm in Pharmaceutics and Pharmaceutical Quality Assurance was introduced in the year 2012 with the prime aim of imparting quality education to students in the field of Pharmaceutical Sciences. Presently college has recognized as Ph.D. Center in pharmacy under faculty of Science and Technology by SPPU.


College thrives for overall development of the students and is possible only by organizing various student centered activities such as Seminars, Workshops, Poster presentation, etc. Which enables students to get updated with present stage of profession and achieve skills and confidence to face today's challenges.

I proudly feel that you are the right person who can guide our students on the topic **"Pharma product development and marketing strategies"**

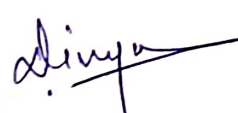
I kindly request you to accept our invitation and make it convenient to be present as a resource person on 23rd October 2023 at 2.00 pm, in our college and guide our students.

Looking forward for same co-operation in future
Thanking You,

Yours Faithfully,


Dr. Ashok V Bhosale

PRINCIPAL
Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical
Sciences & Research Centre
Kharadi, Pune-411014.

Received

23-10-23

51/220



**Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical Sciences and Research
Centre Kharadi, Pune-411014**

SUCOPS RC/ 421/2023-24

Date - 23/10/2023

Thanking Letter

To,
Mrs. Divya Thakur
ArEx laboratories
Pune.

On behalf of P.D.E.A.'s Shankarrao Ursal College of Pharmaceutical Sciences and research center Kharadi, Pune, I express my sincere thanks for your valuable guidance and motivation to our students, on the topic "**Pharma product development and marketing strategies**" on 23rd October 2023. I am sure that your guidance will enable our students and staff to take the proper direction in their life. Thanking you once again for sparing your valuable time and making it convenient to visit our campus on and looking forward for the same co-operation and guidance in future.

With warm regards.

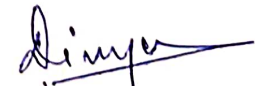
Thanking You,

Yours's faithfully,


Dr Ashok V Bhosale

PRINCIPAL
Pune District Education Association's
Shankarrao Ursal College of Pharmaceutical
Sciences & Research Centre,
Kharadi, Pune-411014.

Received



23/10/23

Dr/MS

1/1