



**School of Allied Health Sciences
Delhi Pharmaceutical Sciences and Research
University
Govt. of NCT of Delhi
Pushp Vihar, Sector-3 MB Road, New Delhi**



**Expert Lecture on Health Systems Strengthening through Disaster
Readiness (7.12.2022)**

The School organized an Expert lecture on 'Health Systems Strengthening through Disaster Readiness' by Ms. Pooja Saxena, DRR Lead at the Institute for Disaster, Emergency & Accident (IDEA) on 7.12.2022 for newly admitted students of MBA-PM, MBA-PET, MBA-HHM, MBA-ITM, & MPH.

Ms. Saxena has more than 25 years of experience in Disaster Management, Public Communication, and Health Literacy and working at the IDEA. The team IDEA is working in the field of hospital safety, industrial safety, and road safety. It is providing a problem-solving platform using the ACE (Aesthetic Cost-effective Environment friendly) approach.

During the lecture she shared various innovative ways and digital platforms constructed by IDEA to create resilience and inclusion of novel approaches to empower the community. She explained about various health technology platforms to help in facing various challenges in safety. She emphasized the role of technology in disaster readiness and explained that both will go hand in hand and focus of G20 as well. It was an insightful & interactive session.

The students of MBA shared various problem-solving stories and ideas with her.

School has already signed service agreement with IDEA under the guidance of Dr. Jaseela Majeed, and agreed to work with IDEA to strengthen the global battle against climate change. The entire event was organized by Dr. Jaseela Majeed and got appreciation for organizing such sessions for the students and always fuelling their zeal.





C259, Central Ave, Khanpur Colony, Block C, JJ Colony, Khanpur,
New Delhi, Delhi 110062, India



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Expert Lecture for BMLT and DMLT Students **17th November 2022**

The School organized an expert lecture on topic **Anti-Microbial Susceptibility testing and significance in clinical laboratory** on 17th November 2022 at 2:30 PM in offline mode in QIP Hall no 6, second floor, DIPSAR building for third semester students of BMLT and DMLT.

The purpose of lecture was to introduce the students to antimicrobial susceptibility testing and its importance in medical laboratory technology course. The session was commenced by Dr.Jaseela Majeed, who introduced the speaker Dr. Pankaj Kumar Ghosh, Associate Professor & Head, Medical Laboratory Technology Meerabai-Delhi Skill & Entrepreneurship University, GNCTD to the BMLT & DMLT students. Dr. Pankaj Kumar Ghosh gave the introduction to antimicrobial susceptibility testing, set up and requirements of the in person skills needed for the testing in medical laboratory. Also, he talked about the pathogenesis of microbes, how to prepare their culture and importance of preparation of culture media in antibiotics susceptibility testing of microbes. Further, the students gained the knowledge and information about the basics of microbes morphology, diseases caused by them and which antibiotics are resistant and which are susceptible to the respective microbes.

He also discussed about the use of antibiotics discs in susceptibility testing, American Type Culture Collection (ATCC) and relevant standards required during the testing. On the conclusion of the above lecture, students were able to understand importance of techniques, quality control required for the antimicrobial testing in medical laboratory. Additionally, he encouraged the students to understand the importance of microbiology in the field of medical laboratory and its implication in clinical significance. Laboratory techniques required to note the antibiotic responses against the microbial diseases were of maximum relevance to the bachelor and diploma students of medical laboratory technology.

The interactive lecture gave an opportunity to the students to learn and understand relevance and clinical implication of the above topic in their future career. The lecture ended with vote of thanks by Dr Saurabh Chaturvedi who wrapped the session with positive remarks. The expert lecture was very well coordinated by Dr. Saurabh Chaturvedi and Dr.Ramsha Iqbal, with the support of Dr.Jaseela Majeed.





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**Expert Guest Lecture Mental Health and Nutrition
25th November 2022**

The School organized an expert guest lecture on “Mental Health and Nutrition on 25th November 2022 for the students of Master in Public Health, Master in Hospital Administration and BBA (Community Healthcare) Programs. Dr Luxita Sharma, Associate Professor and Head, School of Allied Health Sciences and Management was the resource person. Session started with the felicitation and introduction of the resource person by Dr Jaseela Majeed, Head, School of Allied Health Sciences and Management. Dr Luxita enlightened the students regarding the importance of nutrition in mental health. She stated that a well-balanced diet can help us think clearly and feel more alert. It can also improve concentration and attention span. Conversely, an inadequate diet can lead to fatigue, impaired decision-making, and can slow down reaction time. Session ended with vote of thanks from Dr Puneeta Ajmera, Associate Professor, SAHSM. It was an interactive and thoughtful session and students participated with full enthusiasm.

A day filled with awareness-building exercise thus, reinforced the message that “Food is medicine, and the right kind of a relationship with food can make a positive impact on your mental health



DPSRU Innovation Incubation Foundation, Room No. 503 & 512, 5th Floor, New Building, Mehrauli - Badarpur Rd, Sector 3, Pushp Vihar, New Delhi, Delhi 110017, India

Latitude
28.5171068°

Local 02:25:52 PM
GMT 08:55:52 AM

Longitude
77.2247569°

Altitude 13.23 meters
Friday, 25.11.2022



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**Expert lecture on “Innovative practices during Covid19 pandemic: Experience of a community Health department” by Dr. Abha Mangal
16 November, 2022**

The School organized an expert lecture along with an interaction with Masters in Public Health and BBA Community Healthcare students on the topic, “Innovative practices during Covid19 pandemic: Experience of a community Health department” by Dr. Abha Mangal (MD, Community Medicine), Head Community Health Dept. of St. Stephen's Hospital, New Delhi on 16 November, 2022. The lecture commenced by a formal welcome and introduction by Dr. Jaseela Majeed, Dr. Abha, having a rich experience in the field of epidemiology and biostatistics, explained the Innovative Practices introduced by the medical team under her guidance during Covid-19 pandemic to reach the needy population of Sunder Nagri where the Community Health Department is situated. Online sessions were conducted by the medical experts to spread the awareness & preventive measures on Covid-19 and also online classes were arranged for the children in Day care centre facility so that their education were not hampered. Under the Mid day meal programme run by the Community Health Department, the parents were asked to collect the food packages for their children to follow the Covid-19 protocols. The ANMs visited the community weekly or after every two weeks and guided the people of the community by regular health communication through health talks. Overall the lecture provided an idea about the success model of the CHD which helped the society and set an example in the community which could have been possible only by the combined effort and zeal of the staff and medical fraternity of the hospital.

The entire session was well moderated and co-ordinated by Dr. Puneeta Ajmera and Dr. Sarika Singh, under the able guidance of Dr. Jaseela Majeed.





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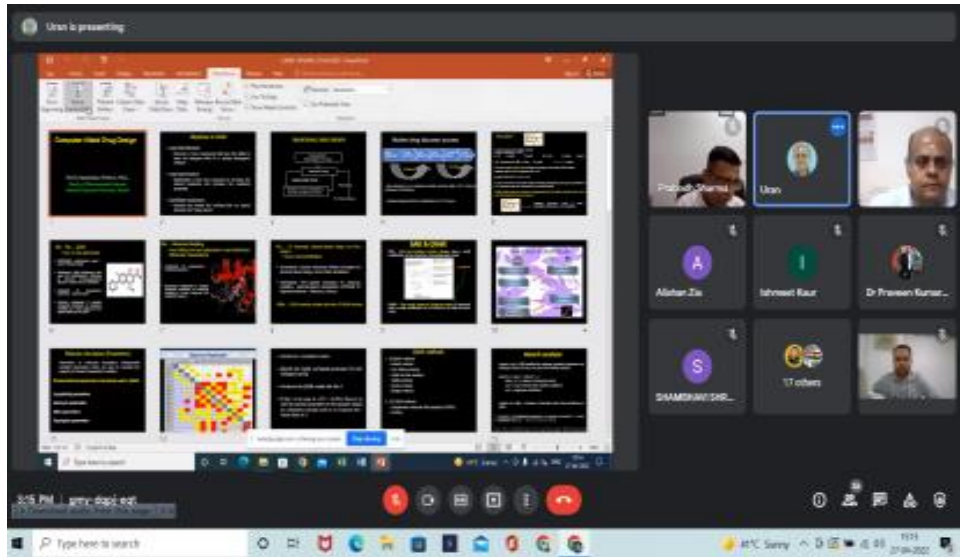
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Report on
(22rd to 28th, April 2022)
Series of Guest Lectures for M.Sc. in Artificial Intelligence and Precision
Medicine

The School of Allied Health Sciences and Management of DPSRU is one of the pioneers in the establishment offering various courses related to Hospital Administration, Public Health, Pharmaceutical Management, Precision Medicine, Artificial Intelligence etc. In a leap ahead the school has achieved various milestone in this journey of nation building. Continuing its legacy, the School organized Series of six (6) numbers of Online/Offline Guest Lectures by various domain experts with diverse horizons during 22rd to 28th, April 2022. The sessions were attended by faculties, research scholars and students of various courses such as Ph.D., M.Sc. (Artificial Intelligence and Precision Medicine), M.Pharm etc.

An online session on topic “Machine Learning in Image Processing” comprising (i) Introduction to image processing, (ii) Machine Learning and Deep Learning using Python, (iii) Practical applications of image processing using ML, (iv) Future scope and new direction to AI was conducted by Dr. Suresh Chand Raikwar, Assistant Professor, Thapar University, Patiala, Punjab on 22nd April 2022. Dr. Pankaj Nanglia, Associate Professor & Deputy Registrar, Maharaja Agrasen University, Baddi, HP delivered an online lecture on the topic “Bio-Medical Image Classification of Lung Cancer through AI Techniques” on 23rd April, 2022. On 24th April, 2022 an online session on topic “Introduction to Data Science (Scipy, Matplotlib and Tensor Flow)” was conducted by Mr. Manoj Sekar, Team Lead, WIPRO, Chennai. An enlightening online session was delivered on the topic “Introduction to Artificial Intelligence & its applications in Healthcare” by Prof. Sohan Chitlange, Principal, Dr. D Y Patil Institute of Pharmaceutical Sciences and Research, Pune on 27th April, 2022. One more resourceful session in online mode was conducted on 27th April, 2022 on topic “Computer Aided Drug Design” by Prof. B. Narasimhan, Department of Pharmaceutical Sciences, MD University, Rohtak. The last session for the guest lecture series was conducted in an offline mode on 28th April, 2022 by Prof. Ram Sagar, School of Physical Sciences, Jawaharlal Nehru University, New Delhi on the topic “Efficient Synthesis of Natural Product inspired carbohybrids for biological applications”





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**Report on
25th March 2022**

Marketing Research - The key Ingredient in Pharmaceutical Marketing

The School of Allied Health Sciences and Management organized a guest lecture on Marketing Research - The key Ingredient in Pharmaceutical Marketing, by Ms. Reena Bhattacharya, on 25th March 2022, from 11 AM onwards, in offline mode at LT 501, Fifth Floor, DPSRU.

Ms Rakhi Ahuja introduced the guest speaker, Ms. Reena Bhattacharya, New Age Entrepreneur, Founder & Strategy Consultant, Renuto Consulting deliberated to the students about the marketing policies, factors influencing Pharmaceutical Marketing and Marketing Risks. She also discussed about Branding and Product Extension Strategies. She conversed with the students on various promotion decisions, factors affecting Market Research, and creative decisions in Pharmaceutical Marketing.

The lecture ended with a vote of thanks by Ms Rakhi Ahuja, who also co-ordinated the event, under the able guidance of Dr. Jaseela Majeed, Head, School of Allied Health Sciences and Management.



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**Report on
21st March 2022
Pharmaceutical Brand Fair activity**

Pharmaceutical Brand Fair activity was organized on 21st March 2022 by Department of Pharmaceutical Management under the School of Allied Health Sciences and Management, In brand fair activity students of Pharmaceutical management plan and present different product brands under consumer healthcare and prescription medicines segments. The brand fair activity is a part of the course curriculum in MBA Pharmaceutical management (2nd semester) wherein students are getting an opportunity to develop and present their product brand positioning which enables them to showcase their creativity and knowledge about pharmaceutical product and brand architecture in context to pharmaceutical business. The brand fair activity was conducted by course coordinator Dr. Abhishek Dadhich and industry resource person Ms. Reena Bhattacharya, Founder Strategic Consultant, Renuto Consulting, New Delhi.





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**Report on
One day seminar “The overarching importance of regulatory
compliance in the Pharmaceutical industry”
11 March 2022**

Delhi Pharmaceutical Sciences and Research University (DPSRU), School of Allied Health Sciences and Management organized a one-day Seminar on “The overarching importance of regulatory compliance in the pharmaceutical industry” on March 11 2022 in LT 401, with a special focus on MBA- Pharmaceutical management and Drug Regulatory Affairs final year students. The seminar was coordinated by faculty of DPSRU, Dr. Jaseela Majeed (Associate Professor and Head School of Allied Health Sciences and Management), Dr. Abhishek Dadhich (Assistant Professor), and Mrs. Rakhi Ahuja (Assistant Professor). The dignitary speaker was Dr. Asaf Shamsi (CEO and Director, International Operations at the PharmAlliance, Ahmedabad). The Programme was started at 11:00 Am with a welcome address by Dr. Jaseela Majeed.

The Opening remarks and Introduction of the Programme were given by Dr. Asaf Shamsi at 11:10 AM. The importance of regulatory compliances in the pharmaceutical industry were briefed during the session which aims at highlighting the significance of different Regulatory aspects, quality system development and implementation, the importance of audits and inspections, an overview of CGXP (GMP, GLP, GCPI) Regulations, the requirements and necessities for a manufacturing facility like the importance of well-constructed buildings, suitable equipment, well defined operating system, procedure, and well-trained functioning. He also highlighted Product compliance, approvals, and the different processes and application requirement for different countries. A brief overview about the common technical document which is a common format for presentation of technical information of a drug product to the regulatory authorities according to agreed international standards, the various modules in the common technical documents and their significance was highlighted by the honorable speaker during the session.

At last, the speaker pointed out the importance of product labeling for prescription and OTC drug requirements by the companies for better patient compliance.

Followed by the speech, there was a wonderful interactive question and answer session where the audience interacted with the speaker clarify their doubts, and asked interesting questions. The Programme was conducted successfully and ended around 12:15 PM with a vote of thanks by Dr. Abhishek Dadhich (Assistant Professor, DPSRU). The Seminar was very informative and provided the participants with enormous and vast knowledge on various aspects of pharmaceutical regulatory compliances and their importance.





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Report on

Advertising and Pricing Decisions in Hospitals

15.02.2022

The School of Allied Health Sciences and Management organized a guest lecture on Advertising and Pricing decisions in Hospitals, on 15.02.2022, from 2 pm to 5 pm, in online mode. The students of Masters in Hospital Management – Third Semester and Masters in Hospital Administration – First Semester, attended the lecture.

Dr Sheetal Yadav introduced the guest speaker, Ms. Sonia Balwani, Head Sales and Marketing – Fortis LA Femme, GK-2. Dr. Balwani, deliberated to the students about the Pricing policies, factors influencing pricing decisions and Marketing Risks. She also discussed about Branding and Product Extension Strategies. She conversed with the students on various promotion decisions, factors affecting sales promotion, and creative decisions in hospital advertising.

The lecture ended with a vote of thanks by Dr. Sheetal Yadav, who also co-ordinated the event, under the able guidance of Dr. Jaseela Majeed, Head, School of Allied Health Sciences and Management.

The image displays two screenshots from a digital meeting. The left screenshot shows a Zoom meeting in progress with a slide titled "SWOT" (Strengths, Weaknesses, Opportunities, Threats) presented. The slide content is as follows:

Strengths	Weakness	Opportunity	Threat
<ul style="list-style-type: none">15 years of legacyStar doctors/nurses & ReputationCheapest NICU in Delhi & NCRFirst choice of elitesCash rates for Pvt CorporateGPSA patient (except oriental)Poor Google ratings	<ul style="list-style-type: none">Old infrastructure80-10 payout to VCs, Competition paying 100 %15% TPA deduction + credit 80 deduction.No 15 % deduction in competition hospitalHighest delivery chargesNO ICU back up for high risk cases	<ul style="list-style-type: none">Underserved Pediatric businessUnderserved private Corporate businessNICU referral/nursing home tie up - UpcountryGynae business- UpcountryHP tie-upsFetal Medicine	<ul style="list-style-type: none">Competition infrastructure & services100 % payout to VCs + 10% referral on NICU admissionsNO TPA Deductions

The right screenshot shows a WhatsApp group chat interface with a grid of participants' video feeds. The group name is "oru-typy-xjn". The participants visible are Noor, Varun, Sanjana, Vaishali, Navya, and Varnika. A notification at the bottom states "Varun Balwani has left this call".



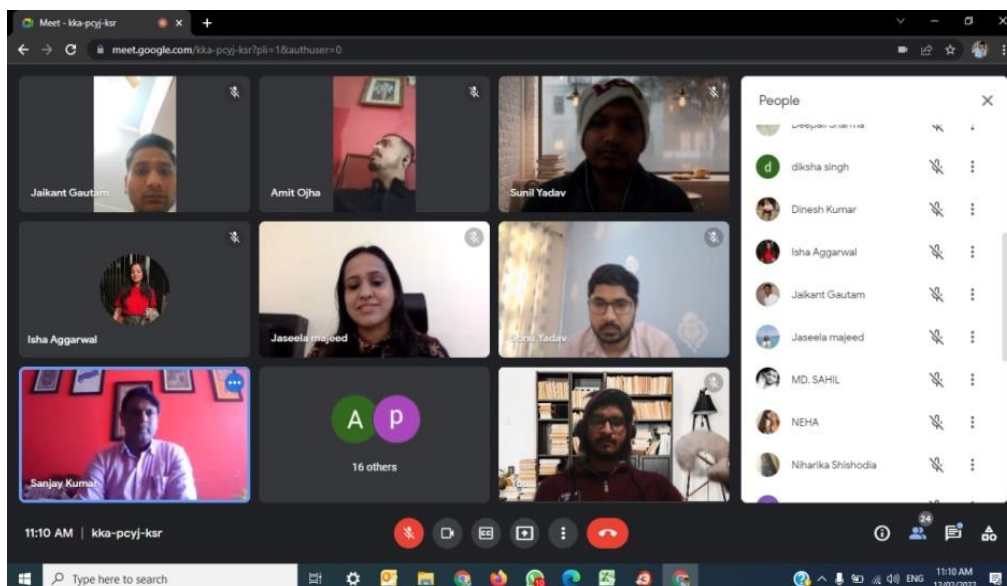
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Report on 12th February 2022 Expert Lecture on Leveraging Economics for Managerial Decisions

The School of Allied Health Sciences and Management organized an expert lecture on the topic "Leveraging Economics for Managerial Decisions" for MBA- PM and MBA-PET students by eminent speaker Dr. Sanjay Kumar, Assistant Professor, School of Management Studies, Guru Gobind Singh Indraprastha University (GGSIP) on 12th February 2022 from 11 am-1 pm.

The expert lecture covered an introduction of stock market and economics, industrial aspects of managerial economics and effects of economics on the decisions of managers. Dr. Sanjay made session interactive and participative. Overall the session was very much beneficial to each participants as the speaker correlates the concept of Economics by providing real life illustrations and practical examples. The lecture was attended by 32 students and gave a very positive feedback. The Dr. JaseelaMajeed, Head School of Allied Health Sciences and Management coordinated the lecture.



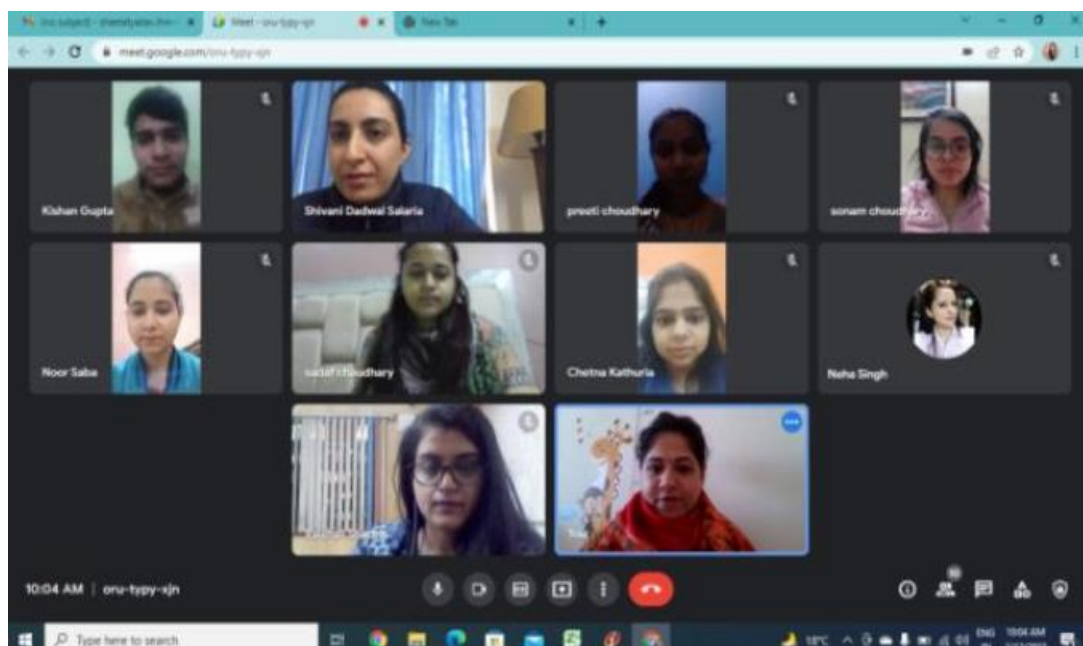


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Report on
Role of public relations in hospitals
12.02.2022

The school organized a guest lecture on 'Role of Public Relations in Hospitals', on 12.02.2022, from 10 am to 12 noon, in online mode. The lecture was attended by the students of Masters in Hospital Management – Third Semester and Masters in Hospital Administration – First Semester. Dr Sheetal Yadav introduced the guest speaker Dr. Shivani Dadwal Salaria, an MBA in Hospital Administration, along with an MDS in Periodontics. Dr. Salaria discussed with the students about, public relation processes, evaluations of public relations, community opinion surveys, public relation tools and role and responsibilities of public relations officer. She also talked about new product development as well as product life cycle. The lecture ended with a vote of thanks by Dr. Sheetal Yadav, who also co-ordinated the event, under the able guidance of Dr. Jaseela Majeed, Head, SAHSM.



Shivani Dadwal Salaria is presenting

PERSONAL CARE				FOOD & DRINKS	
Soap	Shampoo	Deodorant	Toothpaste	Ice	Tea
Lux	Clear	Ponds	Clear up	Corretto	Lipton
Dove	Dove	Dove	Peppermint	Magnum	Supreme
Libby's	Libby's	Fair & Lovely			

Product Line Length

Product Line Length

Product Mix Depth

Product Mix Width

Consistency

Product Line - 1

Product Line - 2

08/2021 04:24:27:14, 3.0, 100%

08/2021 04:24:27:14, 3.0, 100%

Shivani Dadwal Salaria

sonam choudhary

Varnika Nayak

Noor Saba

Vaishali Sharma

Prerna Sirohi

4 others

You

oru-typy-xjn

Shivani Dadwal Salaria is presenting

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graph TD
    Product[Product] --> User[Based on User value]
    Product --> Durability[Based on Scope of Durability]
    Product --> Tangibility[Based on Tangibility]
    
    User --> Consumer[Consumer Goods]
    User --> Industrial[Industrial Goods]
    
    Consumer --> Consumer1[Consumer Goods]
    Consumer --> Specialty1[Specialty Goods]
    Consumer --> Specialty2[Specialty Goods]
    
    Industrial --> Raw[Raw Materials]
    Industrial --> Tech[Techonology/Machinery/Parts]
    Industrial --> Invest[Investment]
    
    Durability --> Durable[Durable Goods]
    Durability --> NonDurable[Non-Durable Goods]
    
    Tangibility --> Tangible[Tangible Goods]
    Tangibility --> Intangible[Intangible Goods]
  
```

Product Classification and Characteristics

Product

Based on User value

Based on Scope of Durability

Based on Tangibility

Consumer Goods

Industrial Goods

Consumer Goods

Specialty Goods

Specialty Goods

Raw Materials

Techonology/Machinery/Parts

Investment

Durable Goods

Non-Durable Goods

Tangible Goods

Intangible Goods

Figure 1.2 - Classification of Product

Shivani Dadwal Salaria

Shivani Dadwal Salaria

sonam choudhary

Varnika Nayak

Noor Saba

Vaishali Sharma

Prerna Sirohi

4 others

You

oru-typy-xjn



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**Report On
01 Feb, 2022
Pro Quest training and demonstration program**

School of Allied Health Sciences and Management DPSRU in collaboration with ProQuest organize training and demonstration program for students and faculty members on 01 Feb, 2022. At the Outset, opening remarks were given by Dr. Jaseela Majeed, Head SAHSM. Further, the welcome address was by Prof. (Dr.) Ramesh K. Goyal (Hon'ble Vice Chancellor), also a brief introduction about ProQuest E Database was given by Dr. Abhishek Dadhich. Training and demonstration was done by Mr. Sanjay Rajan (senior training and consultant partner ProQuest). Through this program students and staff members can search many e-books journals and business reports for their research projects. ProQuest E-library provides DPSRU and DIPSAR students and faculty remote access for searching various databases. This E-library having from worldwide. This E-library having international content coverage from over41000 institutions from worldwide.The program provide detail procedure to setup their own accounts and searching various database through Proquest.