



School of Pharmaceutical Sciences

Mahiravani, Trimbak Road, Nashik – 422 213

Website: <http://www.sandipuniversity.edu.in> Email : info@sandipuniversity.edu.in

Ph: (02594) 222 541/42 Fax: (02594) 222 555

Event Details:

- **Name of Event:** *Pharmacy Week Celebration 2026–27*
- **Academic Year:** 2026-2027
- **Event Title:** *Pharmacovigilance (PV) Awareness Debate Competition*
- **Organizing Institute:** School of Pharmaceutical Sciences, Sandip University
- **Event Venue:** School of Pharmaceutical Sciences, Seminar Hall.
- **Event Date:** 22th September 2026
- **Event Duration:** 4:00 pm to 5:00 pm
- **Names of the coordinators:** Dr. Pradeep Deshmukh, Dr. M. Kaleem, Dr. Sunil Patnaik
- **Judges:** Dr. Balaji

Event Outline & Outcome of the event:

Outline of Program:

The Pharmacovigilance (PV) Awareness Debate Competition was organized under the Pharmacy Week Celebration 2026–27 for B. Pharm students. The programme focused on developing students' understanding of the differences, advantages, limitations, affordability, quality, availability, and appropriate use of branded and generic medicines. Three groups of participants took part in the competition and presented arguments from different perspectives. The participants actively engaged in presenting their views, responding to counterarguments, and discussing the role of pharmacists in promoting rational and informed medicine use. The activity provided students with an opportunity to connect their academic knowledge with practical issues in the pharmaceutical and healthcare sectors. The debate also encouraged effective communication, teamwork, confidence, logical reasoning, and critical thinking. Based on overall performance, Winner and Runner-up awards were presented to the deserving groups.

Objective of Program:

1. To enhance knowledge about branded and generic medicines, their characteristics, uses, and significance in healthcare.



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2. To develop critical thinking by encouraging students to analyse branded and generic medicines from different perspectives.
3. To improve communication and public speaking skills through structured presentation of arguments and participation in the debate.
4. To promote teamwork and confidence by encouraging students to collaborate, present their views, and respond effectively to opposing arguments.
5. To connect academic learning with practical healthcare issues and encourage students to discuss relevant topics in the pharmaceutical field.

Outcome of Program:

The debate enabled students to gain a broader understanding of branded and generic medicines, including aspects such as **cost, quality, accessibility, availability, and patient awareness**. Participants demonstrated improved confidence in expressing their views, presenting arguments, and responding to opposing opinions. The activity strengthened students' communication, analytical, teamwork, and decision-making skills. The recognition of the **Winner and Runner-up groups** further motivated students to participate actively in future academic and co-curricular activities.

Session Highlights

Faculty Participants: 20

Student Participants: 5

Teams: 3

Debate Competition Rounds: 1

Time: 4:00 PM–5:00 PM

Awards: Winner and Runner-up teams were felicitated with prizes and certificates.

Certificates: The remaining three teams received E-Certificates for participation.

Felicitations: Prizes and certificates were presented by the esteemed Chief Guest, Dr. Amol B. Patil, Nicolaus Copernicus University, Toruń, Poland.

Overall: The Debate Competition successfully enhanced students' knowledge, communication, critical thinking, teamwork, and awareness of branded and generic medicine use.



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Glimpses of the Programme.





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SANDIP UNIVERSITY | **School of Pharmaceutical Sciences** | **NBA NAAC GRADE A**

KNOWLEDGE | INNOVATION | SERVICE | A HEALTHIER TOMORROW

Organizes
PHARMACY WEEK
Celebration

21 – 24 SEPTEMBER 2026
4 DAYS | ONE VISION
From Knowledge to a Healthier Tomorrow

“Pharmacy People for a Healthier World”

INTERNATIONAL THEME
World Pharmacists Day 2026 (FIP)
“Empowering pharmacists for healthier futures”

INDIAN THEME (Our Focus)
Swastha Bharat: Combating Antimicrobial Resistance (AMR)

LEARN | **ENGAGE** | **INNOVATE** | **CELEBRATE**

DAY 1
21 SEPTEMBER 2026
Rally to Belgaon Dhaga
Road Safety Awareness Campaign
Safer Roads Healthier Communities

DAY 2
22 SEPTEMBER 2026
Blood Donation Camp
Inter-College Poster Presentation
Pharma Quiz
Debate Competition
Awareness Today A Healthier Tomorrow

DAY 3
23 SEPTEMBER 2026
Pharma Talent Show
Pharma Treasure Hunt
Discover • Showcase • Connect

DAY 4
24 SEPTEMBER 2026
Pharmacist Day Celebration
Grand Celebration / Valedictory Ceremony
Celebrating Pharmacists Celebrating a Healthier India

VENUE: SCHOOL OF PHARMACEUTICAL SCIENCES SANDIP UNIVERSITY

INNOVATIVE MINDS | **HEALTHIER COMMUNITIES** | **RESPONSIBLE ANTIBIOTIC USE** | **A STRONGER INDIA**

PHARMACY • PEOPLE • PROGRESS

Together for a Healthier Tomorrow



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SANDIP
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Learn | Practice | Make a Difference

BRANDED DRUGS vs GENERIC DRUGS

Same Medicine | Different Names | Similar Purpose

Quality | Safety | Better Healthcare for All



Right Drug
Right Choice
Better Health

What are Branded Drugs?

- Sold under a specific brand name.
- Manufactured and marketed by a company.
- Usually cost more due to brand value and marketing.
- Same active ingredient as their generic equivalents.

Example: Crocin® (Paracetamol)



VS

BRANDED DRUGS

GENERIC DRUGS

Different Labels...
Same Active Ingredient...
Same Therapeutic Effect

Key Differences

Feature	Branded Drugs	Generic Drugs
Name	Brand name	Non-proprietary name
Manufacturer	Original company	Multiple companies
Price	Higher	Lower
Availability	May be limited	Widely available
Marketing	High (advertising & promotion)	Minimal
Appearance	Unique (colour, shape, logo)	May vary (different look)
Quality	Meets same standards (as per regulatory bodies)	Meets same standards (as per regulatory bodies)

Advantages of Branded Drugs

- Strong brand recognition and trust
- Extensive research and development
- Wide availability in urban areas
- Consistent quality from the same manufacturer

Advantages of Generic Drugs

- More affordable and cost-effective
- Same quality, safety and efficacy
- Widely available
- Helps in reducing the financial burden on patients and healthcare systems

Why It Matters?

- Both branded and generic drugs contain the same active ingredient and work the same way.
- Choice depends on factors like cost, availability, patient preference, and healthcare needs.
- Pharmacists play a vital role in guiding patients for the right choice.

Same Medicine...
Different Names...
Equal Value in Healthcare!

Limitations of Branded Drugs

- Higher cost
- May not be affordable for all
- Marketing can influence prescribing

Limitations of Generic Drugs

- Brand recognition may be low
- Availability may be inconsistent
- Some patients may prefer branded names

Rational Use + Informed Choice = Better Health for All

Co-ordinator

Dean

Dr. M. Kaleem, Ph.D.

Prof. (Dr.) Abhijeet Kulkarni