



IPA Bengal Branch lead by IPA Vice President and Chairperson of Regulatory affairs Division, Dr. Subhash C. Mandal, promoted the National Pharmacy Week (NPW) in a novel way by creating a visual on the NPW theme, which was aired on TV channels before and during the NPW. It helped to create tremendous awareness about the IPA and NPW theme “Responsible Use of Antibiotics Saves Lives“. The Week long NPW activities received coverage in **17 newspapers**.