

Instructions to Contributors

Readers can contribute to Pharma Times in the form of articles, news clips from industry, institutions & campuses, books for review & information about forthcoming events & programs. In order to maintain the quality & appeal of the magazine, we have defined some essentials for each type of contribution. We request our readers & contributors to arrange the information in the prescribed format as indicated below. Any deviation from the specified prerequisites in length & formatting of the contributed write-up would be valid grounds for rejection of the item. The decision of the Editorial Team shall be final & binding in this regard.

ARTICLES :

- Should not have been published in any other magazine / periodical.
- Should be of general type and not research based.
- Should have a crisp & relevantly indicative title along with the names of authors and the e- mail id and address of corresponding author eg. Title: Nutraceuticals and their Potential Health Benefits.
- Should have abstract/summary of article of 200-300 words.
- Should introduce the subject briefly before moving onto the main text.
- Text should indicate relevant reference number as superscript with the references listed at the end.
- Should have a 'Conclusion' not exceeding 200-300 words.
- References should be given in proper format.
eg.1. Burtone J. L., Lancet 1989, 7: 27-30

ASSOCIATION NEWS / CAMPUS NEWS :

- Announcements of events & programs should be sent well in advance to ensure publication. Announcements should clearly highlight the title of the program, dates & theme of the event & the targeted audience. Details of the program can also be attached as a brief note.
- Reports of activities & programs should be sent immediately after completion of the program. Reports received after a month of the event shall not be published.
- The report shall not exceed 400 - 500 words for 'Association News' & 250 words for 'Campus News'.
- The title of the report for 'Association News' should clearly indicate the name of the Association Branch / Division along with the name of the program. Similarly

for 'Campus News' the name of the college along with the name of the program.

- Reports should clearly indicate theme & relevance of the program, give a crisp outline of the happenings & the cross-section of the participants in the program. Contributors are requested to refrain from giving details about lamp lighting, handing over of bouquets, mementoes etc.
- Photographs should be accompanied with clear, precise captions. Photographs without captions shall not be published.
- News about papers presented in major conferences should indicate title, location & date of the conference along with the title of the paper presented & details of the authors in a clear point-wise manner. The news clip shall not exceed 150 words.

AWARDS & HONORS RECEIVED :

- Should indicate the name of the awardee, name of the award, awarding agency/ body & the awardee's contributions to merit receipt of the award, in a clear concise manner.
- The news clip shall not exceed 150 words.

BOOKS FOR REVIEW :

- All books sent for review should be accompanied with a high quality photograph print & soft copy of the cover page.

Ph.D. AWARDS :

- Should indicate IPA Membership number of the awardee. The awardee should be a member of IPA to merit publication in Pharma Times.
- Should indicate name of the awardee, title of the thesis, name of the awarding University, date of award & name & designation of the research guide in a point-wise manner.
- Should be accompanied with short summary of the thesis of the awardee in 200-300 words.

Contributions should be sent preferably as soft copies / hard copies accompanied with soft copies. Contributions not sent as soft copies will not be accepted for publication. You can mail your contributions to :

The Editor

Pharma Times

Indian Pharmaceutical Association

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E-mail : pharmatimes@ipapharma.org

Colloquium Seminar Club - Nalanda College of Pharmacy, Nalgonda, Andhra Pradesh

The 9th session of Colloquium Seminar Club was conducted on 22nd December 2008; many eminent and distinguished speakers delivered talks on 'Recent Advances In Pharmaceutical Sciences'. Dr.M.N.A.Rao, General Manager, R&D, Divis Laboratories Ltd, Hyderabad, spoke on The Indian Pharmaceutical Industry. Dr.Devela Rao, Principal, KVSR Siddhartha College of Pharmaceutical Sciences, Vijayawada, delivered the topic on 'Role of Pharmaceutical analysis with special emphasis on HPLC'. Dr.Krishnaji Rao, Asst. Manager, R&D, Divis Laboratories Ltd, Hyderabad, enlightened the audience on 'Intellectual property rights and patenting in India'.

Kisan Vidya Prasarak Sanstha's Institute of Pharmaceutical Education, Dhule

The Kisan Vidya Prasarak Sanstha's, Institute of Pharmacy, Boradi arranged a 5th National level Scientific Paper Presentation for Diploma and Degree students (SPPDS) on 5th January 2009. The theme of the SPPDS was 'The healthy interaction towards upliftment of Pharmacy Education in Changing world'. This event was honored by the presence of Dr. D. K. Jain, Principal, College of Pharmacy, I.P.S. Academy, Indore. The book '*Recent Trends in Pharmaceutical Sciences and Environment*' was inaugurated by Dr. B. S. Kuchekar, Principal, M.I.T. College of Pharmacy, Pune. The college annual magazine *Siddhata 08*

was inaugurated by Dr. Rajesh Sharma, Head, School of Pharmacy, DAVV Indore. About 75 posters were presented from Maharashtra, Goa, Gujarat, Madhya Pradesh, Karnataka.

Vignan Pharmacy College, Vadlamudi

Vignan Mahotsav, annual youth festival of Vignan Pharmacy College, Vadlamudi, conducted during 29th to 30th December 2008. Mahotsav was an ideal platform for having fun, all the while in keeping with the spirit of the event.



Left to Right : Dr. K.V. Krishna Kishore, Dr.P. Srinivasa Babu, Dr. K.V.N. Srinivasa Rao, Dr. K. Nageswar, Dr.L. Rathaiah, Dr. K. Subbarangaiah, Sri P. Koteswara Rao, Dr. V. Madhusudhan Rao.

Vignan Pharmacy College conducted various competitions among all pharmacy colleges of Andhra Pradesh to promote understanding among students of various Colleges.

Srinivas College Of Pharmacy, Valachil, Mangalore- Asthma Awareness Programme

Asthma Awareness Programme was organized by Association of Community Pharmacists of India, Mangalore Nodal Centre at Srinivas College of Pharmacy Valachil, Mangalore on 1st December, 2008 for the benefit of Valachil villagers. Dr. M. Vishnusharma, Professor and Head, Dept. of Pulmonology was the chief guest.

Smriti College of Pharmaceutical Education, Indore - Felicitation of Dr. O. P. Katare

Smriti College of Pharmaceutical Education, Indore, organized a felicitation program to honor Dr. O.P.Katate, Chairperson, University Institute of Pharmaceutical sciences, Panjab University, Chandigarh and recipient of the coveted "Person of the year Award", 2006 and "Biotech Products, Process Development and Commercialization Award", 2007. The director of the institute, Dr. Sanjay Jain felicitated Dr. Katate by presenting a memento.

University Institute of Pharmaceutical Sciences, Panjab University - Professor Prem Chand Dandiya Endowment Trust Oration

The 17th Annual Oration of Professor Prem Chand Dandiya Endowment Trust was delivered by Padma Bhushan Professor Shiv Sarin, Director Professor of G. B. Pant Hospital; New Delhi on 28th December, 2008 at the SMS Medical College Auditorium, Jaipur on the topic 'Liver & Obesity'. Professor Sarin, an authority on liver diseases described the importance of liver in obesity and also in all life-style diseases including diabetes and atherosclerosis. He emphasized on the fact that the genetic make-up of an individual at birth is important in predisposing the individual to these disorders. He stressed on regular exercise, disciplined eating habits and avoiding consumption of alcohol in preventing liver disorders and obesity.

Amrita School of Pharmacy, Kochi

A day long seminar on 'Recent Trends in Pharmacy' was organized by Amrita School of Pharmacy, Amrita Vishva Vidyapeeth University on 5th January 2009 at AIMS, Kochi. Topics like career opportunities for undergraduates in pharmacy, drugs from plants and novel therapeutic targets in treatment of HIV/AIDS were the highlights of the seminar.



Inauguration of VIPS, Rajahmundry

The academic session of newly permitted Vikas Institute of Pharmaceutical Sciences, Rajahmundry inaugurated by Sri Ch. Ravindra, Honorable MLA Burugupudi constituency, A.P. Prof KPR Chodary, Principal, U.C.P.S.C. Andhra University and Dr. P.



Rajashekara Rao, Dr. B. Gangarao, College of Pharmacy Andhra University, Sri MBR Prasad, ADC, Rajahmundry, Sri M. Jithendra RDO, Sri V. Naresh, Jr. Civil Judge are participated in the celebrations & D. Nagarjuna Reddy Asst. Registrar, RGUHS, Bangalore.

Awards & Honours

Dr. (Mrs.) K. K. Singh awarded BVP - Pharmacy Teacher of the Year Award 2008



Association of Pharmaceutical Teacher of India has bestowed "BVP-Pharmacy Teacher of the Year Award 2008"

on Dr. (Mrs.) K. K. Singh, Professor of Pharmaceutics at C.U. Shah College of Pharmacy, SNDT Women's University, Mumbai. Dr. (Mrs.) Singh has been in the area of teaching and research for last 25 years & has authored 16 book chapters/Monographs, 34 papers in peer reviewed journals & presented 47 papers in National and 104 papers in International meetings. Dr. Singh has undertaken 40 research projects and filed 10 patents, one of which has received Triple 'A' rating by PCT International Search Authority & is the recipient of 17 awards. She is invited member on the International Steering Committee of "Handbook of Pharmaceutical Excipients" a publication of American Pharmaceutical Association & Royal Pharmaceutical Society of Great Britain.

Ph.D. Awards



Name: Sekhar Kumar Bose, Asst. Prof. NSHM College of Pharmaceutical Technology, NSHM Knowledge Campus, Kolkata.

Title: Studies on some medicinal plants in the Himalayan region having Anti-diarrhoeal activity.

Awarding University: Jadavpur University, Kolkata.

Guide: Dr. Subhash C. Nandal, Reader, Division of Pharmacognosy,

Dept. of Pharmaceutical Technology, Jadavpur University, Kolkata and Dr. Abhijit Sen Gupta, Director-cum-Principal, Guru Nanak Institute of Pharmaceutical Technology.



Name: Mr. Gajendra Pratap Choudhary, Lecturer, School of Pharmacy, Devi Ahilya Vishwa-vidyalaya,

Indore.

Title: Evaluation of Some Indigenous Antiasthmatic Drugs.

Guide: Prof. S. Bharti, Prof. S. C. Chaturvedi



Name: Dr. Sunder Natajaran, Sr. Manager-Analytical Development, Alkem Laboratories Ltd.,

Mumbai

Title: Separation and Determination of Drugs and their Related Impurities by Chromatographic Techniques.

Guide: Dr. Bhanu Raman, Reader, K.J. Somaiya College of Science and Commerce, Mumbai.



Name: Prof. G. Krishnamoorthy

Title: Synthesis and Biological Activity of Certain Mannich Bases of 8-

Hydroxyquinolines and Derivatives of Quinazolin-4-one.

Guide: Dr. M. I. Fazal Mohamed, Professor, Research and PG Department of Chemistry, Jamal Mohamed College, Tiruchirappalli, Tamil Nadu.

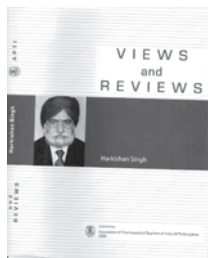
Co-guide: Dr. S. Ravisankar, General Manager, Quality Assurance, GVK Biosciences Private Limited, Hyderabad.

Book Review

VIEWS AND REVIEWS

Harkishan Singh

Lessons in Writing, Documenting and Archiving.....



Knowledge has been passed on from generation to generation by various means. Cultural variations are common and affect knowledge transfer. Talking, listening, understanding, writing [documenting], and archiving are essential steps in this process. Culturally, Indians, and Westerners differ greatly in these steps. Devdutt Pattanaik, writing in Economic Times¹ said and I quote in parts, "It is said that when Vyas [a sage of huge wisdom] narrated the epic Mahabharata, the elephant headed Ganesha served as his scribe and using his tusk as his pen wrote the epic on palm leaf manuscripts". But who read his book? Mahabharata, typically comes to us, not in a book form, but as a narration made by Sauti, the bard, to Shaunaka, the sage, in the Naimisha forest. Sauti heard the tale from his father who in turn heard it from Vaishampayana, who narrated it at the great snake sacrifice of Janamejaya, king of Hastinapur. Vaishampayana had learnt it from Vyas, his teacher. This preference for the 'spoken word' over 'the written word' in the mythological realm is a reflection of the Indian psyche. Indians prefer to say things, and hear things, rather than read things and write it down. Even Veda [treatise of knowledge of self, god and life], the collection of mantras [hymns], which contain the most primal of Hindu thoughts, are said to be '*Shruti*'-that which was heard. Revelation came to the sages in the form of divine whisper- an auditory communication. Indians are no wonder called '*Bahusrutas*' [learners by multiple listening and reciting by memory, starting from the multiplication tables or *padhes*].

Contrast this "with Biblical tradition where God communicated his commandments in the form of ten laws written on two stone tablets that Moses brought down from Mount Sinai". It is also understood that wherever Christianity went replicates of

the stone slab [Xeroxes??] were made and carried. This clearly articulates of the cultural differences in matters of communication.

If we fast forward to today, Indians are still considered wanting in 'documentation', as is evidenced by the huge efforts that are seen in the Indian Pharma Industry to meet the US FDA Guidelines for any drug approvals. Westerners believe and subscribe to the dictum, "what is not documented is not done" while many Indians believe "If I say, then it is true and is done".

This dilemma is equally applicable when it relates to anything that we do in the area of research publications, professional articles, talks delivered in scientific/professional meetings- symposia-conference-workshops. How many of us document all these, preserve for posterity. Many would not even have a copy of all their research publications which we value when we worked to publish them, and the scramble that one goes through when one has to produce them for any occasion [say at times of interviews and promotions] is well known.

Seen in this background the Book "Views and Reviews" by Professor Harkishan Singh, is a true "Lessons in Writing, Documenting and Archiving".

The book contains reproduction of 101 write ups of Professor Harkishan Singh, written over the last 50 years, from as early as 1954 till 2007. These are not his research publications, but deal with diverse subjects and are related to the profession of pharmacy, biographies and musings on personalities, teachers and his contemporaries, key note address delivered in various meetings, symposia/conferences, about Pharmacopoeia commission, NIPER, about pharmacy education, pharmacy associations and their history [including breakups and starting of new associations]. His recommendations about pharmacy education, restructuring of same, pharmacy in colonial Indian and independent India, research in India make an interesting read. A number of his write ups on what we now call "Community Pharmacy"-referred to as chemists, retail pharmacy, rural pharmacy, Chemist and druggist organizations, universality of pharmacy practice, give a glimpse of his

value addition in areas that he himself did not practice. Some thing he wrote on International Nonproprietary Names [INN] in 1996 holds relevant even today. What HKS wrote about "Pharmaceutical education at Sagar", or "A Place for Pilgrimage for pharmacists- The Dept of Pharmaceutics at BHU", is some-thing that is a model for any one to see on "How to write on such topics about great institutions".

Huentsang wrote History of India long ago, and HKS has compiled in this book the "*recent history of pharmacy*" seen through the eyes of a teacher, who is a "Chronicler par excellence", and it is that history in which many of today's generation have played some part, and is not too distant period. Pharmacy students of today who want to know - "Who coined the name Indian Pharmaceutical Association", OR "Is Holding a position in a University a privilege?" and other questions, can find answers in this book.

Professor Harkishan Singh deserves compliments for compiling this book and APTI deserves great appreciation for publishing the same. The book comes with detailed CV of the author/complier and a well made index. It has reader friendly fonts in printing, and as it happens, the copy which came for my review has many pages blank, a thing that calls for better QA. Whatever were the reasons for APTI to bring out this book, it will not suffice if it just rests with this act, but make every college, teachers, students read it, go through it, and see the demonstration of importance of writing and archiving the same. The same applies to all pharmacists and associations to not only document their activities but also archive them properly. This book is highly recommended to all in the profession, and colleges who buy them should not keep them in their libraries to "decorate the cupboards" but 'start a new compulsory reading session', may be once a week in each class to read one chapter from this book, so as to inculcate the habit of reading and documenting.

More such champions, like APTI are needed today, and hope that this book would enthuse researchers and entrepreneurs to learn these lessons in documentation.

Reviewed by:

D B Anantha Narayana, Bangalore