

## About the Events

### Industrial Problem Solving Approach (IPSA)

IPSA is a platform for evaluating mental ability of students for finding solutions for given problem related to the industry. Student will have to face a challenge of finding the best solution for a pharma industry based problem. The problem will be posed by an industry associated personnel. The entire competition may be based on theoretical or practical concept.

**Rules:** Each team consists of two participants. Problem will be given 3 hours before the actual event. Utilization of internet and any other means of resources will be allowed. The team will have to present their analysis through power point in maximum ten minutes.

### Pharma Innovation

This event is for a really genius student who is not only able to find out a problem existing in the healthcare/pharma industry but also is able to find a sensible solution for it through innovative idea using the present day available technology in pharma and healthcare sector.

**Rules:** Innovation should be in the form of new drugs, vaccines, formulations, healthcare services, software, medical devices, surgical, and Pharmaceutical packaging. Maximum ten minutes will be allotted to each team (max. four students) for presentation on problem of pharma and healthcare sector followed by three minutes of questions & answers. For more rules, [click here](#).

### Pharma Film

Pharma Film is creative and effective way to present the current scenario of Pharma and healthcare sector. Students will be creating a short film/video.

**Rules:** Students (maximum four in a team) can chose any theme for film (.mp4) which sensitized the viewers to at least one present day problem in the pharma and healthcare sector or social awareness. Short film (of 2-5 minutes) may include images, photos, videos, etc.

### Pharma Poster

Participants have to make poster comprising of textual and graphical elements by selecting any of the current pharmaceutical topics.

**Rules:** Participants (maximum three in a team) have to present e-poster (.jpeg or .pdf) by selecting any of the current pharmaceutical topic. The names of the author(s), title of poster, etc. should be clearly mentioned in poster (size: 0.95 m wide X 1.2 m height).

### Pharma Ad

Pharma Ad is an event for the participant to come up with an innovative way of marketing and advertisement of products, accessories, etc.

**Rules:** A team comprising of maximum 4 students create an e-advertisement of 1-2 min for the pharmaceutical products with using their own jingles and slogans in Hindi/Gujarati/English.

## PharmaFest 2020

### Celebration of Pharmacy Week

as a part of

### World Pharmacist Day 2020



-:Organized By:-

L. M. College of Pharmacy,  
Ahmedabad, Gujarat



**Conveners:** Prof. Mahesh T. Chhabria (Principal)  
Prof. Mamta B. Shah

**Co-ordinators:** Dr. Been R. Prajapati  
Dr. Mehul R. Chourawala  
Dr. Tejas M. Dhameliya

### Organizing Committee:

Prof. Anita A. Mehta	Dr. Yamini D. Shah
Prof. Praful D. Bharadia	Dr. Sunita S. Goswami
Prof. Gaurang B. Shah	Prof. Jayant B. Dave
Dr. Shrinivas S. Savale	Prof. Anuradha K. Gajjar



## About LMCP

L. M. College of Pharmacy is one of the premier pharmacy institutes of India. The college was established in 1947 with a vision to impart quality pharmacy education. It is successfully run by Ahmedabad Education Society for more than 70 years. The college is affiliated to Gujarat Technological University since 2008. The college offers D.Pharm, B.Pharm, Pharm.D., M.Pharm and Ph.D. courses which are approved by All India Council for Technical Education (AICTE) and Pharmacy Council of India (PCI). The College was awarded "A" grade by NAAC. The college has contributed immensely to the profession of Pharmacy in terms of research out-put. L. M. College of Pharmacy is the only pharmacy college in the country to get financial assistance from NITI Aayog's Atal Innovation Mission to set up the Atal Incubation Centre-LMCP (AIC-LMCP) Foundation. LMCP is also the grantee nodal centre for Student Start-up and Innovation Policy (SSIP), Government of Gujarat and Institute Innovation Council (IIC), Ministry of Human Resource Development (MHRD).

## Link for Registration

<https://forms.gle/kWLSUkRrVYhM3rfj7>

**Registration Deadline: Sept 10, 2020**

**Preliminary Rounds: Sept 14-19, 2020**

**Final Rounds: Sept 21-25, 2020**

**The events will be offered free of cost.**

**The winners will be awarded with attractive cash prizes.**

**Each participants will be given the e-certificates.**

**Note: Don't reveal/discard the identity of your Institute during the presentation/video/poster to maintain transparency in the evaluation process.**

**Eligibility: Any Pharmacy Student of Gujarat**

**Mode of Events: Online**



Events	Student Coordinators (Contact No.)
IPSA	Mr. Abhay Kethwas (6354013703) Mr. Vivek Sheth (9998685887)
Pharma Ad	Ms. Vidhi Patel (6354541405) Mr. Soham Rajyaguru (9484677686)
Pharma Film	Mr. Rutvik Modi (7990719484) Ms. Shrushti Patel (7567457218)
Pharma Poster	Mr. Bhavya Mehta (9727283862) Ms. Aastha Joshi (6356524910)
Pharma Innovation	Mr. Yash Shah (9714901908) Ms. Niyati Laad (7698026084)