

**Workshop On  
Product Development and Analytical Development (API & Formulations)  
(D<sub>4</sub>PS), NIPER - Hyderabad & ICT**

**Module-III:**

**Day – 1 (18<sup>th</sup> October, 2012) at NIPER, Hyderabad**

09:00 am – 09:15 am	<b>Opening Remarks</b>
9:15 am – 10:00 am	<b>Lecture – 1 – Development and Analysis of Active Pharmaceutical ingredients including NDS – Dr R Nageswara Rao, Scientist, ICT, Hyderabad</b>
10:00 am – 11:00 am	<b>Lecture – 2 – Development and Analysis of Formulations – Conventional products – Dr Kona Srinivas, Daiichi</b>
11:15 am – 12:00 pm	<b>Lecture – 3 – Topic: Bioanalytical Method development and validation in drug development- special focus on BA/BE Investigations - Dr A T Bapuji, Aurobindo Pharma Ltd Research Center</b>
02:00 pm – 06:00 pm	<b>Workshop on PK of NDDS profiles</b>

**Day – 2 (19<sup>th</sup> October, 2012) at NIPER, Hyderabad**

09:00 am – 09:15 am	<b>Opening Remarks</b>
9:15 am – 10:00 am	<b>Lecture – 1-IPR for Pharmaceutical Research Careers</b>
10:00 am – 10:45 am	<b>Lecture – 2 - Overview of Patent landscape – Dr R. Poonam, Dr Reddys Laboratories</b>
11:15 am – 12:00 pm	<b>Lecture – 3 – Challenges in Intellectual property – Dr Padmaja, NIPER Guest Faculty</b>
02:00 pm – 06:00 pm	<b>Workshop by Dr Padmaja</b>

**Day – 3 (20<sup>th</sup> October, 2012) at NIPER, Hyderabad**

09:00 am – 09:15 am	<b>Opening Remarks</b>
9:15 am – 10:00 am	<b>Lecture – 1 – Basics of Pharma Marketing</b> (Anchal Joshi, Global Associate brand Director, India)
10:00 am – 10:45 am	<b>Lecture – 2 – Promotion of Pharma products</b> (Mr. Sankar Das, DrReddys)
11:15 am – 12:00 pm	<b>Lecture – 3 –Marketing plan</b> ( Vijay Zutshi/ Rohit)
02:00 pm – 06:00 pm	<b>Workshop</b> (Vijay Zutshi & team GPS&C)