

International Conference on The role of Generic Medicine in sustaining health care and challenges dated on 24th

September, 2024

Report

Departments of Life Sciences organized a bimodal conference on the topic – The role of Generic Medicine in sustaining health care and challenges on 24th September, 2023. The conference commenced at 10:00 A.M with the welcome of guests. After the dignitaries graced the dias, Invocation was started. Then the Principal I/c of the college Dr.K.Jhansi Rani has given the welcome address. She welcomed all the esteemed dignitaries to the conference and her address gave insights about the college and the organization of this notable conference. This was followed by the address from Honorary Secretary and Correspondent Dr.P.Rajani. She congratulated the organizers for such an excellent and conveyed her best wishes to the successful conference.

Succeeding this, the Chief Guest of the Conference was introduced to the audience. The Chief of this conference was Dr.Bharat Vatwani, Ramon Magsaysay Awardee. He delivered the key note address focusing on his social work. He enlightened the audience regarding his social service and inspired them to practice such noble services in daily life. Dr.Vatwani shared some of the cases he dealt with in his career. He highlighted the need of social work and was however an epitome of it. Dr.Vatwani also elaborated about the Shraddha Foundation he established. He presented videos on how he along with his wife and other supporters are completely indulged into this pious work.

The Guests of Honour were Dr Ravi Jandhyala, Intervention Cardiologist, California, USA, Dr Dasaradha Ram Reddy, Orthopedician, Yashoda Hospital. Dr Vamsi Krishna, Associate Professor, Neurosurgeon, NIMS , Dr Bala Raju - Vice President, Yashoda Hospital, Dr Subodh Kandamoothan, Chairman of ASCI

Centre for Health MBA, Dr N. Meghana Rao, Student of Psychology, Cambridge, UK, Mr Chinnu Srinivasan, CEO Locost, Vadodara, Prof. Peesapati Venkatesh, Special Advisor, RSC – LSD, India.

Dr.Ravi Jandhyala has delivered his presentation on the US Perspective of Generic Medicine. He addressed the pros and cons of the pharmaceutical product. He focused on the youngsters and guided them to have good nourished intake of food and an activity to strengthen a healthy lifestyle.

Dr.Chinu Srinivasan then took over with his presentation. His presentation was a spotlight onto a clear definition of generic medicine, its usage, difference from branded drugs and the awareness onto these aspects. He focused on the roles of government, society and citizens, the challenges in bringing up the usage of generic drugs.

This was followed by the presentation of Dr.Dasharadha Rama Reddy. He emphasized on key policy to decrease expenditures, improve access to medicines and extend the medical coverage, Improve compliance etc., He also discussed the Indian scenario of Generic Medicine and Future aspects in his talk.

Then, Dr.Vamshi Krishna has given a glimpse on the usage of generic medicine and a general thinking of a doctor and pharmaceutical people regarding the generic medicine.

Dr.Bala Raju continued with his talk. In his speech Dr.Raju has also shared some of his personal case studies on patients and generic medicine. He told the mentalities of different professions and common man in regard with generics and explained in very easy, understandable terms.

Dr.Subodh then presented his thoughts on history of generic medicine, the challenges at policy level, implementation level. He also stressed on the NMC

Guidelines and discussed about the way forward and concepts like 4Es in Generic Medicine.

Dr.Meghana was the final speaker for this conference. She focused her presentation on Psychological Factors in Generic Medicine Substitution Unlocking Minds: The Hidden Power of Perception in Generic Medicine Substitution. She explained regarding Placebo effect and others and their applications in Generic Medicine.

All the dignitary speakers focused on the topics like The USA Perspective of Generic drug usage, Psychological factors in Generic Medicine Substitution, Issues in Generic Prescribing, The principles involves in Generic Medicine, The adoption and application of generic medicine etc. They cleared the doubtful mentality of the society regarding generic medicine and paved a clear way for everyone to explore this arena. Shri.D.Chakrapani IAS(Retd.), Chairman, Dr.P.Rajani, Hon Secretary and Correspondent, Dr.K.Jhansi Rani, Principal I/c., Dr.K.Karuna Devi, Academic Coordinator, Dr.A.Pramila, IQAC Coordinator, Dr.K.Kiranmai, Mrs Sandhya, Ms. Akhila, Ms. Jaya Madhuri along with the faculty and students of AMS ASCW actively took part in the conference.

The conference was concluded by Vote of Thanks presented by Dr.A.Pramila, Head, Department of Botany. As the Convenor of this conference, she conveyed her whole hearted gratitude to all the dignitaries for taken time out and accepting the invitation. She also extended her thanks to all the participants who attended the conference and also to each and every person who made this conference a grandeur. The programme was successful in spreading the knowledge and clearing the queries on generic medicine and its future prospects. On the whole it was a noteworthy programme.

Dr.A.Pramila
HoD, Dept. of Botany









