



SARASWATI INSTITUTE OF PHARMACEUTICAL SCIENCES

(Managed by Shree Saraswati Education Sansthan –Gujarat)

Recognized by the Government of Gujarat & Affiliated to Gujarat Technological University, Ahmedabad

Approved by the All India Council of Technical Education (AICTE) & Pharmacy Council of India (PCI), New Delhi

DATE: 16/06/2020

NAME OF SPEAKER	Mr. Amin Roy
TOPIC	Pharmaceutical Marketing: Yesterday, Today and Tomorrow
DATE	16 th June 2020
TIME	2.00 to 3:00 p.m.
NUMBER OF PARTICIPENTS	148

Report

A Webinar on “Pharmaceutical Marketing: Yesterday, Today and Tomorrow” was arranged on 16th June 2020.

Very informative online talk was given by Mr. Amin Roy. He explained very nicely about pharmaceutical marketing and how it is useful! He discussed history, current situation of Pharma marketing in Pharma industries and how it is implemented in Pharma growth at global level.

He talked about drug cost that must be available at affordable prize and explained about technology, innovation and globalization very well.

He also enumerated various tools of Pharma marketing and importance of Pharma marketing at past, present and in future. He also explained about future growth of Indian pharam sector globally.

He presented very nicely and explained in the way of very interestingly.

Students and faculties from various institutes like Marwadi University, Dhanvantary College of Pharmacy, Dharamsinh Desai University, Government College of Pharmacy Gandhinagar, SSR college of Pharmacy participated in this webinar.

Prepared by:

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