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*Shaping Lives...
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Brochure for SOPLS_ Expert Talk-1



PHARMACEUTICAL PRODUCTS AND ITS MARKET VALUE

Date: - 4th February 2019
(3.00-4.30 PM IST)

Organised by :
School of Pharmacy and Life Sciences

Resource Person

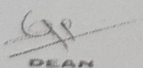


Mr. Gouri Sankar Mahapatra
Area Manager Cuttack Division
SUN Pharma

Coordinators :

Mr. Himansu Bhusan Samal
Associate Professor
NAAC Coordinator
Mob No.: 9493393994

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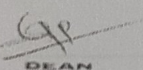
Attendance for SOPLS_ Expert Talk-1

Sl.No	Name	Regd.No.	4 th Feb
1.	Jagannath Panda	171516100002	P
2.	RinkiGauda	171516100003	P
3.	Charchit Chandan Nayak	171516100005	P
4.	PriyabratAbhisek Sarangi	171516100006	P
5.	Ananta Pradhan	171516100007	P
6.	Deepak Prasad	171516100008	P
7.	Saismita Sahoo	171516100009	P
8.	Aditya Prasad Mahapatra	171516100010	P
9.	ItishreeltismitaPaikaray	171516100011	P
10.	Chinmaya Parida	171516100012	P
11.	Nibas Kumar Harichandan	171516100013	P
12.	Soumaya Ranjan Rout	171516100014	P
13.	Poulami Mukherjee	171516100017	P
14.	Biswajeet Thakur	171516100018	P
15.	Nihar Ranjan Patra	171516100019	P
16.	Pritish Kanungo	171516100021	P
17.	Snehanjana Biswal	171516100022	P
18.	AnsumanJanmejaya Palai	171516100023	P
19.	Monika Acharya	171516100024	P

20.	Sagar Rout	171516100026	P
21.	Deba Prasad Routray	171516100030	P
22.	Sushil Kumar Chhura	171516100031	P
23.	SmrutiSmarnika Sahoo	171516100032	P
24.	Santosh Chakrabarty	171516100033	P
25.	Himansu Sekhar Panda	171516100034	P
26.	Ashiq Das	171516100035	P
27.	Debabrata Singh	171516100037	P
28.	Rangan Ghosh	171516100038	P
29.	Swoyamprava Das	171516100039	P
30.	Arghya Chandan Das	171516100040	P
31.	Sanaj Kumar Sahu	171516100041	P
32.	Kargil Biplab Dhal	171516100042	P
33.	Aditya Rath	171516100043	P
34.	Aman Kumar Sahu	171516100044	P
35.	Dibya Narayan Singh	171516100045	P
36.	Subhadip Ghosh	171516100048	P
37.	Praloy Ghosh	171516100049	P
38.	Sunitarani Panda	171516100050	P
39.	Kiran Kumar Jayasingh	171516100051	P
40.	Sourav Kumar Jena	161516100001	P
41.	SkSoyebEkbal	161516100002	P
42.	Abinash Rout	161516100003	P
43.	A. Sonali	161516100004	P

44.	Himadri Sekhar Mandal	161516100005	P
45.	Pyari Mohan Sahoo	161516100006	P
46.	Asit Kumar Tripathy	161516100007	P
47.	Budheswar Mallick	161516100008	P
48.	Chinmay Kumar Biswal	161516100009	P
49.	Rashmi Ranjan Mohanta	161516100010	P
50.	Biswajit Nayak	161516100011	P
51.	Gouresh Kumar Sahoo	161516100012	P
52.	TaushifAlam	161516100013	P
53.	Sashanka Sekhar Nayak	161516100014	P
54.	Mandeep Behera	161516100015	P
55.	TapasiBaral	161516100016	P
56.	Soumya Ranjan Mangaraj	161516100017	P
57.	Barun Kumar Pattanaik	161516100018	P
58.	B. Juli Patra	161516100019	P
59.	Ch.Omung Kumar	161516100020	P
60.	Arijit Sinha	161516100021	P
61.	Monalisa Panda	161516100022	P
62.	Tanmoy Nayak	161516100023	P
63.	Gopal Chandra Dash	161516100024	P
64.	Saswat Mishra	161516100025	P
65.	Ushaprava Swain	161516100026	P
66.	SandiptaSamanta	161516100027	P
67.	Subham Kumar Pathy	161516100028	P

68.	PritiPragatika Nayak	161516100029	P
69.	KahneiParimanik	161516100030	P
70.	Niranjan Behera	161516100031	P
71.	Priyadarshini Dey	161516100032	P
72.	Sourav Chakrabartty	161516100033	P
73.	Goutam Dev Sahoo	161516100034	P
74.	Sasmita Pradhan	161516100035	P
75.	ReetikeshParida	161516100036	P
76.	Purnendu Singh	161516100037	P
77.	Jagnesh Narayan Behera	161516100038	P
78.	Biswajit Behera	161516100039	P


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Report for SOPLS_ Expert Talk-1

**Expert talk on
Pharmaceutical Products and its Market Value
(School of Pharmacy and Life Sciences)**

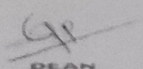
Name of the facilitator – Mr. Gouri Sankar Mohapatra,

Area Manager Cuttack Division, SUN Pharma

Date: 4th February 2019

Participants:-78

Department of Pharmacy, SoPLS conducted expert talk programme regarding “**Pharmaceutical Products and its Market Value**” 4th February 2019. In this event, the facilitator Mr. Gouri Sankar Mohapatra taught the numerical doubts asked in the different marketed value of pharmaceutical products. The concepts related to product price, promotion of product and place to sale. He also discussed about different primary key of pharmaceutical market segment. It's widely considered that market segmentation, across the pharmaceutical sectors and beyond, fall into four segmentation categories: Demographic segmentation, psychographic segmentation, behavioural segmentation and geographic segmentation. More than 60 students got benefitted from this discussion. In view of the students' interest towards the topic, another seminar will be arranged soon. Our NAAC coordinator Mr. Himanshu Bhusan Samal, SoPLS, presented the vote of thanks by expressing his gratitude to the chief speakers. He also thanked all the students and faculty present in the talk.


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