

NIPER Hyderabad Newsletter

Conference on

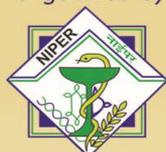
Fostering Innovation in Pharmaceutical and IPR Management



March 21 - 22, 2016
NIPER - Hyderabad



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National Institute of Pharmaceutical Education and Research (NIPER) Hyderabad organized a two day conference on 'Fostering innovation in Pharmaceutical and IPR Management' on 21st & 22nd of March 2016.

This event supported by the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Govt. of India, provided insights on contemporary issues and the emerging trends driving the Pharmaceutical industry with a clear focus on the future outlook.

The first day of the conference was dedicated to discussing issues related to Pharmaceutical Start-ups, Innovations in Pharmaceuticals Management and Skill India.



The Project Director, **Dr. Ahmed Kamal**, in his welcome address gave a brief introduction about NIPER Hyderabad and the recent emergence of MBA department. He enthused the participants to benefit from the eminent speakers who will deliberate in the two day conference. He also brought out the efforts that NIPER Hyderabad is taking in collaborating with the industry in various projects.

The keynote speaker **Mr. Utkarsh Palnitkar**, National Head Life Sciences Practice, KPMG, in his keynote address, highlighted the positive and the negative dimensions of the present approach to Innovation. Innovate or Perish was his mantra. He, while complementing that India was leader in ANDA domain, was suggesting a reduction in the number of regulators. In this context, he described **NIPER** as **Nurturing Innovation in Pharmaceuticals for Entrepreneurial Rejuvenation**.



The Chief Guest **Mr. M Gopalakrishna, IAS (Retd)** in his address stressed the need for youngsters to become innovative entrepreneurs. Quoting extensively from various texts, he indicated the need to have a mindset with quench for knowledge. Democracy, Demography, Diversity, Diaspora and Demand were India's advantages that need to be exploited. Clarity of concept, content and context were in his view essentials for innovation. He extolled the academia and Industry to come together, identify gaps and work in a collaborative fashion and move towards global excellence.



A special issue of the the in-house journal of NIPER, Hyderabad - Current Trends in Pharmaceutical Sciences focusing on pharmaceutical management edited by **Dr Shraddha Chowdhary** was released. As a convener, she also proposed the vote of thanks.

The **'Startup India' session** was in tune with Government of India's Make in India initiative. The speakers in the first sessions included Mr. Javin Bhide, Mr. Kiran Das, Dr Radhika Meenakshi Shankar, Mr. G. Bharat Kumar and Ms Kirtida Desai. They spoke about the make in India initiative and appreciated the fact that the government was playing

a role that will help drive investment, foster innovation, develop skills, protect IP and build best-in-class manufacturing infrastructure.



This session was chaired by **Mr. Javin Bhide**, Chief of SynCore consulting group. In his opening remarks Mr. Bhide indicated that the entrepreneur needs to be customer focused. His view was that an entrepreneurial venture should be feasible, sustainable, scalable and practical. Entrepreneurs need to work to provide medicines at affordable prices.

Mr. Kiran Das of Pulse Pharmaceuticals highlighted on the need to sharpen the entrepreneurial Mindset. He wanted entrepreneurs to be focused on creating value for the nation. He also highlighted options available for young aspiring entrepreneurs.



Dr Radhika Meenakshi Shankar of Wise Owl consulting wanted the budding entrepreneurs to think differently. She also indicated that in current times even employees need to behave like entrepreneurs. She brought to the table a list of successful and emerging startups in Technology and App driven domains

Mr Bharat Kumar of Goose Technologies spoke about the huge data dimensions in management and the interlinking of IT with other domains. He also said that entrepreneurs will have to aware of a lot regulatory aspects of international agencies like FDA. He also opined that difficulties in Data Integration & Reliability need to be overcome.



Ms Kirtida Desai of Viva Test, briefed the audience about her experiences in running a CRO business. An young entrepreneur that she was, she explained succinctly the challenges like Financing, Regulations, HR and Marketing as prime challenges. She indicated that proper tie-ups & enormous patience will help entrepreneurs in their first business.

The **Session on Innovations in Pharmaceutical Management** focused on various innovations that were part of the industry's foray into the future. The session was chaired by **Mr Vivek Padgoankar** of the OPPI. In his opening



remarks he brought out the changing importance of communicating to the patient, the role of speed in R & D and also the role of technology as important innovative dimensions. **Mr. Ameesh Masarekar** of the AIOCD AWACS spoke on innovations in Marketing, Sales and Channels. He also presented an opportunity map for future managers to innovate. Amongst a number of such opportunities, he highlighted Sales force automation, In-Clinic communications, Automated Batch planning, Bar coding, and Disease Detection camps as important platforms for continuous future innovation. **Mr. Pramod Bhatt** of Sanofi, spoke on the need for innovation in Anti-Counterfeiting management. The menace of counterfeit drugs is very deep and therefore needs to be addressed.

Strategies like Task force deployment, Tamper-less packaging, Mobile verification technology, Creating Awareness, Whistle blower awards were amongst possible innovative solutions to tackling counterfeit drugs.

Mr. Kiran Das of Pulse Pharmaceuticals in his presentation talked of Track & Trace systems, Nano technology for NDD, Technology for improving span of control of first-line manager, Linking of Marketing & Sales, Systems to identify pain points in Doctor-Representative interactions and developing technology to capture primary sales as platforms for current and future practices.



A Panel discussion on Skill India was the last session of day one and was chaired by **Mr. P. Dinakaran** of Novo Nordisk. Mr. Dinakaran stressed on the fact that the industry was not getting appropriate talent and indicated that the major reason was the Skill-gap. He also mapped the relationship between Skill-gap and employment status which unfortunately results in project delays or even cancellation at times. He opined that these gaps need to be addressed using both Short term & long-term Strategies.

Dr. Sanjit Singh Lamba of Eisai Pharmaceuticals India focused his talk on Academia and Industry collaboration gaps. Highlighting the reasons for such gaps Dr. Lamba indicated that the academia and the industry were both operating in independent silos. As a result a number of students who pass out are not industry friendly. He suggested that to overcome this limitation both Industry and Academia should come together using platforms like Joint-Projects, Guest Teaching, Sabbatical, Faculty internships, Joint degree programs, Capacity building etc., He also asked the students not to network with industry professionals.

Dr. Madhav Welling, Pro Vice Chancellor of NMIMS discussing a McKinsey Report on “Employment status and skilled level” used the statistical data to highlight a few key aspects. He highlighted the use of contemporary learning tools like case studies, simulations and projects as necessary components of higher education in contemporary times. He urged institutes of higher learning to participate in offering company specific and industry focused degree programs within the realms of the law of the land. He stressed upon establishing “Centers of excellence”.

Dr. Ajit Parulekar of Goa Institute of Management stressed upon self-learning. He discussed the gap between academic curriculum and Industrial application. He discussed how academia can improve through industrial training of both students and faculty. He suggested that the students focus on three kinds of skills viz., Skill of Gathering Insights, Computational Skills and Skills of seeing the big picture in addition to small details.

Mr. Sudheendra Kulkarni, of Johnson & Johnson talked about entrepreneurial skill set. He opined that young students need to upgrade themselves at the mind level and extolled them to consider entrepreneurship as a strong career alternative. The industry he believed has seen a lot of repetitive ideas and wished that the younger generation would contribute fresh and wonderful ideas so that India could be the center for great global enterprises in the near future.

The second day started with a summing up of the first day's sessions by the convener followed by a technical session chaired by **Dr. Hirwani**, URDIP. **Dr. Premnath Shenoy**, Former Director, Regulatory Affairs, AstraZeneca discussed the regulatory environment in the Pharmaceutical Sector. His talk covered topics such as opportunities in the pharmaceutical sector, Overview of Regulatory Agencies, Regulatory requirements. He mentioned



that the Indian Pharmaceutical sector was growing at a double digit growth rate and will provide a great opportunity for new entrants to cater for domestic as well as export markets. He mentioned that the need of the hour for the young entrepreneurs is to identify the customer needs in terms of gaps in the availability of product and services. Packaging innovations, Product innovations, Testing and Analytical Solutions, Incremental Innovations and process improvements in the drug substance area are

some of the opportunities. Pharmaceutical sector is a highly regulated industry world over. He elaborated on the regulatory challenges faced by existing companies and efforts required to overcome them.

Indian Regulations were framed in the forties and amended periodically to meet the new developments in the sector. In spite of its best efforts, the agencies have not kept pace with the need of the Industry and resulted in hardships and challenges to the industry. There is a need for a think tank within the health ministry in the government to plan ahead and bring changes to the legislations in order to ensure smooth functioning of the industry devoid of periodic shocks.



Dr. Padmaja, Founder & CEO, Ipropat Solutions explained in depth about the vital role of IPR in Pharmaceutical Industry. **Dr G Bhattacharyya**, Head - Patent Attorney, K & S Partners, in his talk touched upon the role of patents in Pharmaceutical Management. He covered topics such as patent and its role in business, non patentable subject matter with reference to pharmaceutical invention and common mistakes affecting IPR.



Dr. R. R. Hirwani and **Mrs. Sivakami Dhulap** from CSIR Unit for Research and Development of Information Products conducted a workshop on Patinformatics in the afternoon. The main objectives of the workshop were to provide an overview of patents, the criteria and search methodology required to establish patentability related to pharmaceutical inventions, importance of using patent analytics not only for R&D management, but also for managing a firm/organization's IP strategy

In a global market, novel IP protected goods provide the essential competitive edge. The workshop focused on Patinformatics and its applications which will exposed the participants to IP landscapes, competitive intelligence studies, new product development, techno-legal studies like patentability, validity and Freedom to operate studies, licensing, etc. The workshop enabled the participants to get a feel of what is a patent, criteria for patenting, and the types of claims in pharma/biotech sector. The workshop also included case studies to establish the application of patent analytics in practice.

The conference concluded with summing up of the deliberations of the two day conference.