Editorial

A warm welcome to the opening edition of SBS TIMES for the year 2014. I wish everyone a very Happy New Year. The flower on the front represents for us all the joy, peace and wisdom that have carried the whole SBS family along, through all the ups and downs for the last 20 years and will surely continue to guide us throughout the next 20 years and beyond.

The Office of Publication and Creative Writing Society at SBSPGI is always working to improve how we communicate with our student, staff and alumni. I would like to extend thanks to the management and all members of the editorial board for their constant support for publishing of the newsletter.

The main feature of this issue discusses the achievements of the staff, students and the progressive legacy of our alumni. A new addition of a segment, the dialog column, deals with the views of the teaching staff on the current matters related to their respective fields that may generate interest among the readers and we encourage more and more staff members to come and interact.

I look forward to hearing from you. For now, happy reading!

Editor-in-chief

Prof. Sanjay Gupta, Head, Department of Biotechnology and Biochemistry was invited as a panel expert for brain storming session on “GM Crops– Potential for Uttarakhand”, held at 8th State Science and Technology Congress, organized by Uttarakhand State Council of Science and Technology, Govt. of Uttarakhand, at Doon University from 26-28 Dec 2013.

Prof. Maneesh Arora, Head, Department of Physiotherapy was conferred by the Award of “PHYSIO RATAN” at IIrd International conference of Physical Therapy 2013 held on 14th and 15th of Dec ’13 at Jawaharlal Nehru Auditorium, AIIMS, New Delhi.
Dr. Yogita Dobhal, Assistant Professor, Department of Pharmaceutical Sciences has been awarded Ph.D. in Pharmaceutical Sciences from Jodhpur National University, Jodhpur, India on topic “Isolation, Characterization and Evaluation of active Principle From Ocimum gratissimum (Linn.) and Allium humile in Ischaemia and Reperfusion-Induced Myocardial Injury” under the Supervision of Dr. Versha Parcha, Professor and Head, Department of Chemistry, SBSPGI, Balawala.

Dr. Alok Maithani participated in National Symposium on Potentials & Prospects of Phytochemicals and Ayurveda at 1-inde Road, Dehradun, on December 21st, 2013 and got 1st prize in poster competition. The title of the poster was “Phytochemical Screening and Antimicrobial Potential of Potentilla fulgens against oral microflora”.

Dr. Reena, Associate professor, Department of Physiotherapy was appointed as the Chairperson for the scientific session in the II International Conference of Physical Therapy 2013 held on 14th and 15th of Dec ‘13 at Jawaharlal Nehru Auditorium, AIIMS, New Delhi.

Ms. Gauri Kukreti, Assistant Professor, Department of Pharmaceutical Sciences, attended 65th Indian Pharmaceutical Congress (IPC) held at Amity University, Noida (Dec 20-22, 2013) and presented a poster entitled “Film forming polymeric gels for topical sustained drug delivery of NSAIDS”.


Blue Ocean Strategy: Exploration in Pharmaceutical Industry

Competing in over-crowded pharmaceutical industry is no way to sustain high performance. At present hour, real opportunity lies in creating Blue Ocean of uncontested market space. However, the challenge is to successfully identify, out of all the existing possibilities, commercially compelling blue ocean opportunities in pharmacy world. Unlike this, Red Ocean Strategy assumes that an industry’s structural conditions are given and are forced to compete within a finite market space creating a cut throat competition. Blue Ocean Strategy is the simultaneous pursuit of differentiation and low cost. The aim is not to out-perform the competition in the pharmaceutical industry, but to create new market space or a blue ocean, thereby making the competition irrelevant. The three key conceptual building blocks of this strategy are: value innovation, tipping point leadership and fair process. This article is to highlight the need for exploration of new market space in the industry. A famous example is of Novo Nordisk, a Danish insulin producer who adopted blue ocean strategy and created new market in diabetic care by innovating Novopen, NovoLet and Innova. This explains that Blue Ocean is a reconstructionist theory where strategy shapes structure while competitive strategy (Red Ocean) is a structuralist theory where structure shapes strategy.

Apoorva Agarwal
Assistant Professor,
Dept. of Pharmaceutical Sciences
Dr. Ranjai Kumar was awarded with Postdoctoral Research Associate Fellowship given by Department of Biotechnology (DBT), Govt. of India. Interview is conducted by Indian Institute of Sciences, Bangalore and the research work will be carried out in Indian Institute of Science Education and Research (IISER), Mohali on the topic “Host-Immunomodulatory studies of Salmonella spp. Type III secretion system (T3SS) translocated Proteins”.

Dr. Prithwish Ghosh (M.Sc. Pharmaceutical Chemistry) joined as Scientist in the R&D Department of Piramal Healthcare, Gujrat. He was earlier working as Research Associate in Pharma Affiliates, Panchkula, Haryana.

Dr. Prithwish Ghosh
M.Sc. Pharmaceutical Chemistry
Class of 2007

Dr. Vijay Saklani (M.Sc. Pharmaceutical Chemistry) joined as Scientist-B in the R&D Department of Micolabs, Bengaluru. He was earlier working as Scientist-A in Jubliant, Chemsys, Noida.

Dr. Vijay Saklani
M.Sc. Pharmaceutical Chemistry
Class of 2007

Dr. Deepak Kumar, M.Sc. Pharmaceutical Chemistry, Class of 2007, has been awarded Ph.D. in Pharmaceutical Sciences from Jodhpur National University, Jodhpur, India on topic “Isolation, Characterization and Evaluation of active Principle From Ocimum gratissimum (Linn.) and Allium humile in Ischaemia and Reperfusion -Induced Myocardial Injury ” under the Supervision of Dr. Versha Parcha, Professor and Head, Department of Chemistry, SBSPGI, Balawala.
Another proud moment for SBSPGI wherein four students got selected in WIPRO VISTA as Trainee Executives.

In the Photograph: Ishita Bhattacharya (M.Sc. Microbiology), Surmil Bathla (M.Sc. Microbiology), Priya Gupta (M.Sc. Biotechnology) and Yagyadeep Sharma (M.Sc. Microbiology).

Sukanya Buzar Baruah  
M.Sc. Biotechnology  
Class of 2013  
Placed in Planet Herbs Ltd., Selaqui, Dehradun.

Manisha Semwal  
M.Sc. Biotechnology  
Class of 2013  
Placed in Victoria Herbal Biomedi Sciences, SIDKUL, Pantnagar, U.S. Nagar, U.K.

Akshay Raj  
M.Sc. Microbiology  
Class of 2013  
Placed as Microbiologist & QC-Production, Tethys Foods & Beverages, Indore.

Nitesh Mishra  
M.Sc. Pharmaceutical Chemistry  
Class of 2013  
Placed as “QC - officer” in Akums Pharmaceuticals Ltd., SIDKUL, Hardwar.

Vijay Pal Pundir  
M.Sc. Pharmaceutical Chemistry  
Class of 2013  
Placed as “QC - officer” in Akums Pharmaceuticals Ltd., SIDKUL, Hardwar.