



**Shri Vile Parle Kelvani Mandal**  
**Dr. Bhanuben Nanavati College of Pharmacy**  
**Vile Parle (W), Mumbai 400 056**

Approved by AICTE, PCI, DTE & Affiliated to University of Mumbai



**AWARENESS SESSION ON HYPERTENSION AND  
BLOOD PRESSURE CHECK UP CAMP  
&  
ALUMNI INTERACTION : REPORT**



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**TOPIC:** Awareness session on hypertension and Blood pressure check up camp.

**DATE:** 01/08/2022

**TIME:** 3pm to 5pm

- An awareness session on hypertension along with a blood pressure check up camp was organized on 1<sup>st</sup> August, 2022 by the alumni committee of BNCP in association with Glenmark pharmaceuticals.

-The objectives of the session were:

- To create awareness on hypertension management and diagnosis
- To give a push to the “ Take charge at 18” initiative by Glenmark pharmaceutical
- To acquaint the students with marketing as a career option after graduation.

-The event started with warm greetings from our faculty coordinator Dr. Pramod Kadu, who also briefed everyone about the event.

- In the first segment of the program, our guest Mr. Dhairya Joshi who works as a marketing intern at Glenmark pharmaceuticals, shared about his journey and his opinions and suggestions regarding the trends in the pharmaceutical marketing field today.



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- Mr. Joshi also patiently addressed the questions and concerns that students had and highlighted the following points:
  - Importance of developing relevant skills for the marketing industry, like, good and fluent communication skills, presentation skills and a good grasp of MS excel.
  - Hierarchy in marketing field
  - Timely preparation of entrance exams.
- Next, we were joined by our esteemed alumni, Ms. Aditi Daftary, who is currently working as a product manager for TELMA , the biggest cardiology brand at Glenmark pharmaceuticals.
- Ms. Aditi started off by reminiscing her days at the college as an undergrad and also shared about her professional journey in brief.
- She gave the students a detailed explanation about the various career options after B.pharm both in India and abroad.
- She gave a thorough guidance on marketing as a career, focussing on all aspects , right from educational institutes to salary trends to branding and marketing strategies.



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- In the second segment of the session we were joined by Dr. Jagdish Shah, a consulting physician , who highlighted the importance of timely diagnosis and treatment of hypertension.
- In an interesting and fun way he discussed how family history, gender, age and an unhealthy lifestyle can lead to chronic diseases like diabetes and hypertension.
- In conclusion he discussed about the benefits of exercising, eating healthy and making healthy changes to our lifestyle in order to avoid the development of such chronic diseases.
- After the session all faculty and students were provided with a free blood pressure check up.

Thus, the event was a great learning experience for both the students and the faculty. Lastly, the guests were felicitated by our faculty coordinator Dr. Pramod Kadu and the student head of the alumni committee , Aayush Kansara.



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IN ASSOCIATION WITH  
ALUMNI COMMITTEE

**Awareness session on Hypertension and Blood Pressure checkup camp**

**An Initiative by Glenmark Pharmaceuticals.**

**Organized By :**

**Aditi Daftary**  
BNCP Alumni

**Dr. Jagdish Shah**  
Consulting Physician



**Svkm's BNCP**



**3 PM to 5 PM**



**1st, August 2022**

**Dr. Munira Momin**  
(Principal)

**Dr. Sujata, Dr. Pramod &  
Dr. Kedar**  
(Faculty Coordinators)

**Aayush Kansara**  
(Student  
Coordinator)



<https://instagram.com/svkm>



<https://youtube.com/channel/UChQ3i3NZ3mE24l6BkwEIZpQ>



<https://www.facebook.com/profile.php?id=100009452533813>



[https://twitter.com/SVKM\\_BNCP](https://twitter.com/SVKM_BNCP)





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Organised by alumni committee.

Alumni interaction.

1st August, 2022



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**Report prepared by :**

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Kadu**

**Dr. Kedar  
Prabhavalkar**

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Savarkar**

