

# JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S

## ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY



Approved by: Pharmacy Council of India, New Delhi &

Affiliated to The Tamilnadu Dr. M.G.R Medical University, Chennai.

Accredited by NAAC "A" Grade and ISO Certified

Ethirmediu, B. Komarapalayam - 638183, Namakkal Dist. Tamilnadu, India.

Website: [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) / e.mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)

Contact No : +919789456750, +919943066944, +919943069944



Dr. N. SENTHILKUMAR, Ph.D.,  
Principal

DATE: 30.06.2023

### DEPARTMENT OF PHARMACEUTICS

#### REPORT

#### SEMINAR ON PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE PHARMACEUTICAL INDUSTRY

#### RESOURCE PERSONS

1. Mr. K. JAGANNATHAN., M. PHARM.,  
ASSOCIATE PROFESSOR

JKKMMRF'S ANNAI JKK SAMPOORANIAMMAL COLLEGE OF PHARMACY,  
KOMARAPALAYAM.

2.Mr. A. SHEIK ALISHA., M. PHARM.,  
ASSISTANT PROFESSOR

JKKMMRF'S ANNAI JKK SAMPOORANIAMMAL COLLEGE OF PHARMACY,  
KOMARAPALAYAM.

No. of students enrolled: 60

No. of students certified: 59

#### Objective:

There are several strategies to deal with the fast-changing environment, among which New product development (NPD) is a common strategy. However, almost half of the resources that companies devote to NPD are spent on products that may fail. This issue is particularly highlighted in the pharmaceutical industry mainly because of a long development-time, low success rate, high capital requirement, and market uncertainty. This study identifies critical success factors of NPD based on the relevant literatures and expert opinions in Iranian pharmaceutical industry, then prioritizes them using the methodology of multiple criteria decisions making (MCDM) through analyzing 50 filled questionnaires structured based on the AHP (Analytical Hierarchy Process) approach. Although the NPD success factors seem the same in both generic and bio-generic pharmaceutical industries,

#### Learning outcomes:

- The new product compatibility with company knowledge and expertise can increase the new product success chance in other word, company familiarity with developing and marketing similar medicines will increase its success rate in production and launch
- The next competition factor which should be considered is costumers' needs. Understanding costumer needs, translating it to value and predicting consumer doubt toward new products are consider as crucial success factors for new product development in literature. Then, the supplier competition force is considered.

Head of the Department

Co-Ordinator

Principal



Dr. N.SENTHILKUMAR,  
PRINCIPAL,  
JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
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**Dr. N. SENTHILKUMAR, Ph.D.,**  
**Principal**

REF.NO: JKKM/PHARM/CEU/REQ/2023/001

Date: 27.06.2023

**From**

Department of Pharmaceutics,  
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.  
Komarapalayam, Namakkal [Dist.]  
Tamil Nadu, PIN: 638183.

**To**

The Principal,  
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.  
Komarapalayam, Namakkal [Dist.]  
Tamil Nadu, PIN: 638183.

Subject: **Letter for requesting Permission to Conduct on one day seminar regarding: -**

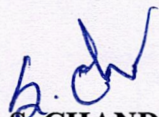
**Respected Sir,**

We are writing this letter to request permission to conduct a **ONE-DAY** seminar in the **SEMINAR HALL** on 04.03.2024. We wish to conduct seminar regarding the "**PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE PHARMACEUTICAL INDUSTRY**" We request you to kindly permit to conduct seminar program as this would be a great opportunity for Students to learn and that would help a great deal to shape the students.

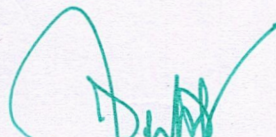
Looking forward to hearing from you.

Thank you

Yours sincerely,

  
**Dr. S. CHANDRA.,**  
Head of the Department,  
Department of pharmaceutics.



  
**Dr. N.SENTHILKUMAR,**  
**PRINCIPAL,**

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
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**Principal**

DATE: 27.06.2023

### CIRCULAR

This is informed to the **III B. PHARM** Students that the following SEMINAR can be conducted by the Department of Pharmaceutics, JKKMMRF'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY, KOMARAPALAYAM and it will be commenced as per the schedule:

SEMINAR NAME	SCHEDULE	DURATION	VENUE	RESOURCE PERSON
PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE PHARMACEUTICAL INDUSTRY	30.06.2023	30.06.2023 FN (9.30- 11.30AM) & AN (2-4 PM)	SEMINAR HALL	Dr. K. JAGANATHAN & MR.A. SHEIK ALISHA

All the above-mentioned students must enroll and actively participate in the course without fail.

**NOTE:** Certificates should be issued to all the students after completion of the course and examination.



**Dr. N.SENTHILKUMAR,**  
**PRINCIPAL,**

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**Principal**

### SYLLABUS

DATE	HOURS	SEMINAR TOPIC	SUB TOPICS	RESOURCE PERSON
30.06.2023	30.06.2023 FN (9.30-11.30AM) & AN (2-4 PM)	PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE PHARMACEUTICAL INDUSTRY	PRODUCT DEVELOPMENT AND INNOVATION IN PHARMACEUTICAL INDUSTRY	Mr. K. JAGANNATHAN.
			MANAGEMENT OF INNOVATION AND PRODUCT DEVELOPMENT	Mr. A. SHEAIK ALISHA.

TOTAL HOURS = 4 HOURS

HEAD OF THE DEPARTMENT

CO-ORDINATOR

PRINCIPAL



**Dr. N. SENTHILKUMAR,**  
**PRINCIPAL,**  
JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
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**JKKMMRF's-ANNAL JKK  
SAMPOORANI AMMAL COLLEGE  
OF PHARMACY**

**Komarapalayam, Namakkal Dt-638183**

**One day Workshop on**

**ORGANISED BY**

**DEPARTMENT OF PHARMACEUTICS**

**&**

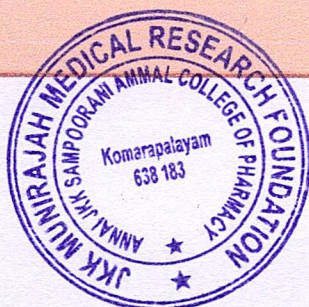
**INTERNAL QUALITY ASSURANCE CELL**

**PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE  
PHARMACEUTICAL INDUSTRY**



**Venue: SEMINAR HALL**

**DATE: 30.06.2023**



**Dr. N.SENTHILKUMAR,  
PRINCIPAL,**

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ETHIRMEDU, KOMARAPALAYAM - 638 183,  
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## **ABOUT US**


Dr.J.K.KMunirajah is a reputed industrialist technocrat and educational besides, being a social worker ,a person imbued in deep spiritual values and philanthropist. At Present Annai J.K.K Sampoorani Ammal Charitable Trust runs Paramedical Institutions offering Diploma, Graduate, Post Graduate &Ph.D, Courses and Research Scholarships in Pharmacy, Nursing, Physiotherapy and Occupational Therapy at Komarapalayam. The Trust has won many national and state awards. These renowned Educational Institutions spared education to promote knowledge, wisdom and service -Orientation.

## **RESOURCE PERSONS**

**MR. K. JAGANATHAN., M.PHARM.,**  
**ASSOCIATE PROFESSOR,**  
**JKKMMRF'S COLLEGE OF PHARMACY,**  
**KOMARAPALAYAM-638183**

**MR. A. SHEIK ALISHA., M.PHARM.,**  
**ASSISTANT PROFESSOR,**  
**JKKMMRF'S COLLEGE OF PHARMACY**  
**KOMARAPALAYAM-638183**



  
Dr. N.SENTHILKUMAR,  
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
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**Dr. N. SENTHILKUMAR, Ph.D.,**  
**Principal**

## DEPARTMENT OF PHARMACEUTICS

### ONE-DAY SEMINAR ON: PRODUCT DEVELOPMENT AND INNOVATION STRATEGIES IN THE PHARMACEUTICAL INDUSTRY

#### ABOUT THE SEMINAR

The company capabilities are the most important factor affecting new product development success in both pharmaceutical generic and bio-generic industry. The results of this study contribute to create baseline information for pharmaceutical industry especially Iranian pharmaceutical companies to be more effective in budget allocation on improving nod success factors so that they can boost the success rate of nod more effectively.

Besides the quality of product, mentioned that the development speed is the main success factor for pharmaceuticals. In the absence of other competitors, the first to market product can be efficiently marketed, and being pioneer is an extremely important competitive advantage for companies. However, even for the pioneers, the price proposed by companies for new medicine is one of the most important factors which determines the chance of new product for being welcomed by patients and health system.

Finally, the new product compatibility with company knowledge and expertise can increase the new product success chance. In other word, company familiarity with developing and marketing similar medicines will increase its success rate in production and launch

New products can show R&D efforts in a company and its ability to integrate internal and external competences to address rapidly changing environments. In the case of generic/bio-generic pharmaceutical producers, as the 'r' and 'd' activities have already been done by innovator companies, the development activities are just limited to replicate an accurate equivalent, thereby allocating less resources to r&d efforts and resulted in higher success rate. However, the failure risk in this industry is not negligible where about 27% of developed medicines by Iranian generic producers are never entered to the market. Therefore, this study aimed to increase new product success in Iranian bio-generic and generic pharmaceutical companies through identifying and prioritizing nod success factors



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Principal

## DEPARTMENT OF PHARMACEUTICS

### STUDENT FEEDBACK FORM

NAME OF STUDENT:  
COURSE:  
SEMINAR TOPIC:

REGISTRATION NO:  
YEAR & SEMESTER:  
DATE & TIME:

1. Overall, how satisfied were you with this seminar?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

2. How clear were the ideas and concepts we presented?

- ☐ Extremely clear
- ☐ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear

3. What percentage of the information was new to you?

- ☐ 100%
- ☐ 75%
- ☐ 50%
- ☐ 25%
- ☐ 0%



4. **How informative did you find our seminar?**

- ☐ Extremely Informative
- ☐ Very Informative
- ☐ Moderately Informative
- ☐ Not very informative
- ☐ Not informative at all

5. **Were there any technical issues that prevented you from seeing or hearing the seminar?**

- ☐ Yes
- ☐ No

6. **Would you like to learn more about this topic?**

- ☐ Yes
- ☐ No

7. **Rate the content of the slides/virtual aid?**

- ☐ Extremely clear
- ☐ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear

8. **How accurate was the session description?**

- ☐ Extremely clear
- ☐ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear



9. How did the session compare to your expectations?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Not at all clear

10. How Would you rate the content of the seminar?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Student Name with Signature



A handwritten signature in green ink, appearing to be "Dr. N. Senthil Kumar".

Dr. N.SENTHILKUMAR,  
PRINCIPAL,  
JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
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**Principal**

**DATE: 30.06.2023**

### STUDENTS FEEDBACK ANALYSIS

S.NO	QUESTION DESCRIPTION	ANSWERS	MARKS	TOTAL MARKS
1	Satisfaction	Very satisfied	5	5
		Satisfied	3	
		Neutral	2	
		Dissatisfied	1	
		Very dissatisfied	0	
2	Clarity	Extremely clear	5	5
		Very clear	4	
		Moderately clear	2	
		Not very clear	1	
		Not at all clear	0	
3	The percentage of the information was new	100%	5	5
		75%	4	
		50%	3	
		25%	2	
		0%	1	
4	Informative	Extremely Informative	5	5
		Very Informative	3	
		Moderately Informative	2	
		Not very informative	1	
		Not informative at all	0	
5	Technical issues	Yes	5	5
		No	0	
6	Like to learn more about this topic	Yes	5	5
		No	0	
7	Rate the content of the slides/virtual aid	Extremely clear	5	5



		Moderately clear	2	
		Not very clear	1	
		Not at all clear	0	
8	Accuracy of the sessions	Extremely clear	5	
		Very clear	3	
		Moderately clear	2	5
		Not very clear	1	
		Not at all clear	0	
9	Session expectations	Excellent	5	
		Good	3	
		Fair	2	5
		Poor	1	
		Not at all clear	0	
10	Rate the content of the seminar	1	1	
		2	2	
		3	3	5
		4	4	
		5	5	

**Total marks = 50**

*S. Chint*

**HEAD OF THE DEPARTMENT**



*[Signature]*

**CO-ORDINATOR**

*[Signature]*

**PRINCIPAL**

**Dr. N.SENTHILKUMAR,  
PRINCIPAL,**

**JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
, ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
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**Principal**

**DATE: 30.06.2023**

### REPORT SUMMARY

Duration of the Course	4 HOURS
Total participants Enrolled	60
Successfully Completed	59
Type of Feedback Assessment	Multiple Choice Questions (MCQ's)
Course Outcome	<ul style="list-style-type: none"><li>➤ The company position with respect to its competitors from product, process and technological perspective and the company position within the national innovation system</li><li>➤ The technological roadmaps available to the company based on its accumulated competences and emerging opportunities</li><li>➤ The organization processes applied by the company for the purpose of integrating the strategic training (mastering knowledge) by cross-cutting the functional and organizational-structural boundaries</li></ul>

### Feedback Question Analysis – Question Asked-Feedback Rating

1. Satisfaction	6. Like to learn more about this topic
2. Clarity	7. Rate the content of the slides/virtual aid
3. Percentage of the information was new	8. Accuracy of the sessions
4. Informative	9. Session expectations
5. Technical issues	10. Rate the content of the seminar



**Dr. N.SENTHILKUMAR,**  
**PRINCIPAL,**

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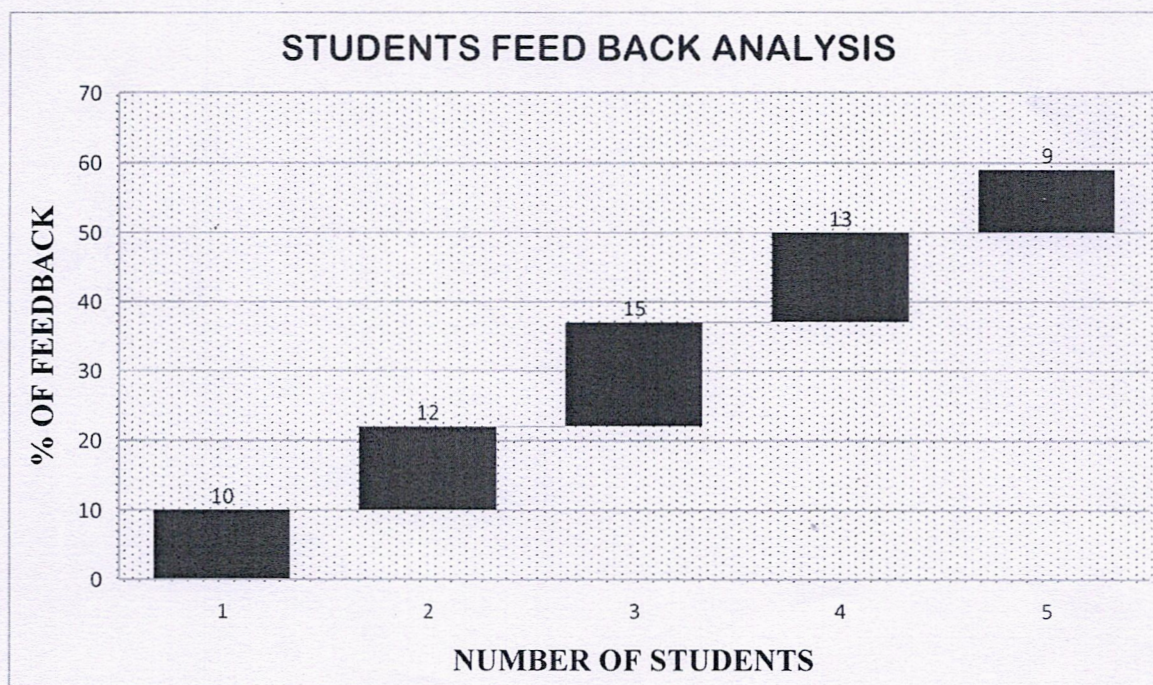
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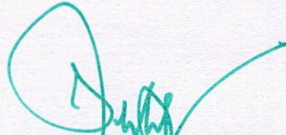
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## STUDENT FEEDBACK ANALYSIS



  
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**Dr. N. SENTHILKUMAR, Ph.D.,**  
**Principal**

### LIST OF PARTICIPANTS

S.NO	NAME OF THE CANDIDATE	YEAR
1	KUPENDRAN S	III B. PHARM
2	LINDA DINOLIN B A	III B. PHARM
3	LOGESH S	III B. PHARM
4	MANOJ K	III B. PHARM
5	MARIYA BENIT D	III B. PHARM
6	MATHAN RAJ R	III B. PHARM
7	MEGAVARSHINI V G	III B. PHARM
8	MEIYARASAN K	III B. PHARM
9	MOHAN M	III B. PHARM
10	MUGILARASU S	III B. PHARM
11	NANDHAKUMAR T	III B. PHARM
12	NAVEENKUMAR T	III B. PHARM
13	NAWIN S	III B. PHARM
14	NIDESHWAR G	III B. PHARM
15	PARAMESH K	III B. PHARM
16	POORNIMA D	III B. PHARM
17	PRABHAKARAN P	III B. PHARM
18	PRAKASH S R	III B. PHARM
19	PRIYADHARSHINI P	III B. PHARM
20	RAJESHKUMAR R	III B. PHARM
21	RANJITH R	III B. PHARM
22	SABARINATHAN M	III B. PHARM
23	SANTHOSH S	III B. PHARM
24	SARAN S	III B. PHARM
25	SARANYA S	III B. PHARM
26	SATHIYANARAYANAN M	III B. PHARM
27	SHIVA G	III B. PHARM
28	SHIVAGURU M	III B. PHARM
29	SOWMIYA J	III B. PHARM
30	SRINITHI N	III B. PHARM
31	SURENDHAR J	III B. PHARM
32	SURYASUGANTHAN D	III B. PHARM
33	SUSIENDRAN CHANDRAN	III B. PHARM
34	TAMILAMUTHAN S J	III B. PHARM




**Dr. N. SENTHILKUMAR,**  
**PRINCIPAL,**

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
NAMAKKAL DISTRICT, TAMILNADU.



25	SARANYA S	III B. PHARM
26	SATHIYANARAYANAN M	III B. PHARM
27	SHIVA G	III B. PHARM
28	SHIVAGURU M	III B. PHARM
29	SOWMIYA J	III B. PHARM
30	SRINITHI N	III B. PHARM
31	SURENDHAR J	III B. PHARM
32	SURYASUGANTHAN D	III B. PHARM
33	SUSIENDRAN CHANDRAN	III B. PHARM
34	TAMILAMUTHAN S J	III B. PHARM
35	THARAKESH S	III B. PHARM
36	THARUN R	III B. PHARM
37	THIRUMURUGAN D	III B. PHARM
38	UDHAYAKUMAR S	III B. PHARM
39	VAISHNAVI V	III B. PHARM
40	VARUNKUMAR S	III B. PHARM
41	VEERAYUVARAJ P	III B. PHARM
42	VENKATESH G	III B. PHARM
43	VENKATESH S	III B. PHARM
44	VIGNESH K	III B. PHARM
45	VIGNESH R	III B. PHARM
46	VIGNESHWARAN R	III B. PHARM
47	VIJAY R	III B. PHARM
48	VISHWA S	III B. PHARM
49	YASAR ARAFATH H	III B. PHARM
50	ARULKUMAR G	III B. PHARM
51	BALAMURUGAN S	III B. PHARM
52	HEMAVARSHINY K	III B. PHARM
53	KANNAN M	III B. PHARM
54	KARTHIK K	III B. PHARM
55	LOKESH R	III B. PHARM
56	NAVEENKUMAR M	III B. PHARM
57	PONNUVEL M	III B. PHARM
58	PRABHU M	III B. PHARM
59	VELMURUGAN D	III B. PHARM



  
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# JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY



Approved by: Pharmacy Council of India, New Delhi &

Affiliated to The Tamilnadu Dr. M.G.R Medical University, Chennai.

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Contact No : +919789456750, +919943066944, +919943069944

Dr. N. SENTHILKUMAR, Ph.D.,  
Principal

DATE: 30.06.2023

## SEMINAR PHOTOS

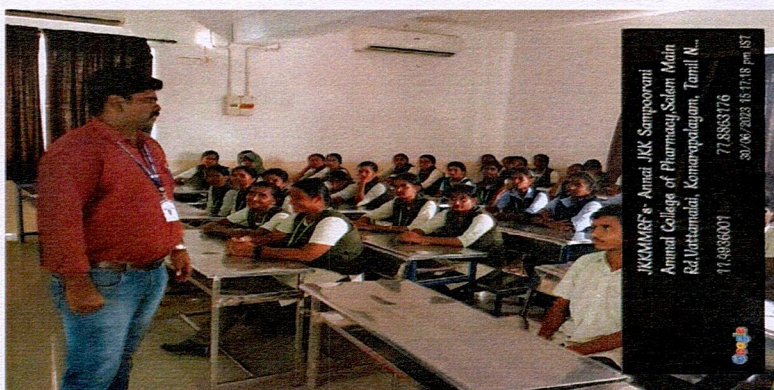
### Resource person speech

#### PRODUCT DEVELOPMENT AND INNOVATION IN PHARMACEUTICAL INDUSTRY



### Resource person discuss with students

#### MANAGEMENT OF INNOVATION AND PRODUCT DEVELOPMENT



Dr. N. SENTHILKUMAR,  
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NAMAKKAL DISTRICT, TAMILNADU.





**JKKMMRF'S ANNAI JKK SAMPOORANI  
AMMAL COLLEGE OF PHARMACY  
KOMARAPALAYAM. 638-183.**



**SEMINAR ON**

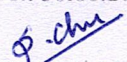
**TOPIC: PRODUCT DEVELOPMENT AND INNOVATION  
STRATEGIES IN THE PHARMACEUTICAL INDUSTRY**

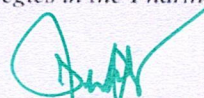
**ORGANIZED BY**

**DEPARTMENT OF PHARMACEUTICS**


**CERTIFICATE OF PARTICIPATE**

*This certify that Mr./ Ms./ Mrs./ Dr. \_\_\_\_\_ has participated in  
SEMINAR ON on Product Development And Innovation Strategies in the Pharmaceutical  
Industry held on 30.06.2023.*

  
\_\_\_\_\_  
**Organizing Secretary**

  
\_\_\_\_\_  
**Convenor**



  
**Dr. N.SENTHILKUMAR,**  
**PRINCIPAL,**  
**JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION**  
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