



**MET'S Institute of Pharmacy  
Bhujbal Knowledge City  
Alumni Association Cell  
Session on  
The Fundamentals of product**

**Details of the Expert**

**Name and address of Expert:**

Mr. Prasad Kulkarni

Brand Manager at Alkem

**Day and Date:** Saturday, 26/03/2022

**Location:** Diploma Classroom

**Audience attended the lecture:**

Final year B.Pharm (14 students)

Third year B.Pharm (19 students)

Second year B.Pharm (25 students)

Pharm D (19 students)

M.Pharm (11 students)

**Highlights of the Lecture:**

A Guest Lecture on “**The Fundamentals of product management**” Organized by **Alumni Association Cell** Department of MET's Institute of Pharmacy, Bhujbal Knowledge City, Adgaon, Nashik. Total 14 students from Final year B.Pharm, 19 students from Third year B.Pharm, 25 students from Second year B.Pharm, 19 students from Pharm D & 11 students M.Pharm have attended the session. The primary objective of this Session is very important because they'll help define if you're a team player, able to build a good relationship with your teammates and your customers.

Mr. Prasad Kulkarni explained detailed procedure of formulation in the form of story. How R & D, approval, production warehousing, and journey in to the market how this exactly occurs. How exactly the R & D, formulation and regulatory things happens that prospective was explained very well to students.

Story of the brand means how exactly the brand can be emerged into the market and for the same purpose market analysis required, regulatory approvals required, how product is promoted and post launch analysis performed in larger industry that aspect was also discussed with students.

At the end of the day program concluded with feedback from students and vote of thanks by Coordinator




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**Outcome:**

Providing session enables students to “think outside the box” both creatively and critically. Helped students to explore new career options and gain clarity about fundamentals of products and marketing strategies. The session was very informative and interesting which guided the students about various fields of industry. Overall it was very effective session for the UG & PG students.

**Photogallery**




**MET IOP ALUMNI ASSOCIATION  
(MET-ALConnect)**


**THE PHARMA FORUM**  
Guidance Sessions By:

**Mr. Shekhar Patil**  
Clinical Data Manager  
Pfizer India  
Topic: Clinical Data Management

**Mr. Prasad Kulkarni**  
Product Manager  
Aikem Laboratories  
Topic: The fundamentals of Product Management




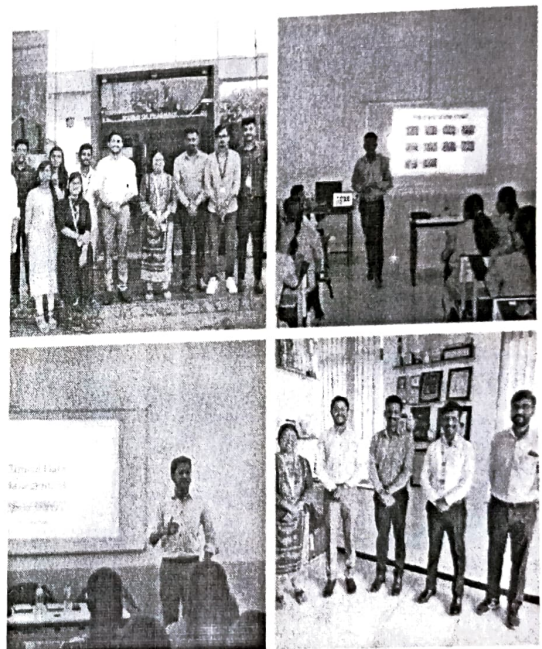
Session 1: 10am-11am



Session 2: 11am-12pm

**Date: 26th March 2022**  
**Day: Saturday**  
**Venue: Seminar Hall, Institute Of Pharmacy**

MET Bhujbal Knowledge City  INSTITUTE OF PHARMACY



*Sunita Surase*

**Dr. Sunita Surase**  
Co-ordinator



*Sanjay J. Kshirsagar*

**Dr. Sanjay J. Kshirsagar**  
Principal