

***School of Pharmaceutical Management  
The IIHMR UNIVERSITY, Jaipur***

Announces

***MANTHAN 2025***  
***'11<sup>th</sup> All India Online Essay Contest'***  
for  
Final Year B.Pharm Students

**REWARDS:-**

***1<sup>st</sup> PRIZE: Rs 15,000/-***

***2<sup>nd</sup> PRIZE: RS 10,000/-***

***3<sup>rd</sup> PRIZE: Rs 5,000/-***

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- CERTIFICATE OF PARTICIPATION FOR ALL THE PARTICIPANTS
- NO FEE WILL BE PAYABLE BY THE PARTICIPANTS AT ANY STAGE OF THE CONTEST

## ABOUT THE ALL INDIA ONLINE ESSAY CONTEST

### **About the Contest**

School of Pharmaceutical Management, The IIHMR University, Jaipur is inviting B Pharm Final year students all across India to enter an **ALL INDIA ONLINE ESSAY CONTEST-MANTHAN 2025**

### **Objectives:**

The essay contest is organized with an objective to harness the energy, imagination and creativity of the budding pharmacy professionals in developing an in depth understanding of the pharmaceutical field and exploring new career avenues in the field of pharmaceutical management.

### **About MBA Pharmaceutical Management**

The genesis of IIHMR University dates to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. IIHMR University has been established and incorporated as a postgraduate research university by the Government of Rajasthan vide the IIHMR University, Jaipur Act, 2014 (Act No. 3, of 2014). IIHMR University is UGC recognized, NAAC accredited and ranked 90th NIRF 2022 (Management).

The University offers 02 year full time MBA Pharmaceutical Management, which has attained the status of a premier MBA PM program in the country.

<https://iihmr.edu.in/program/mba-pharmaceutical-management>

## TOPICS

**(Write on ANY ONE topic):-**

1. *Pharma Brand Managers: A Dynamic Career Path for Pharmacy Graduates*
2. *Artificial Intelligence in the Pharmaceutical Sector: Opportunities and Challenges*
3. *"Harnessing Technology for Better Health: The Rise of Digital Therapeutics"*

## **ELIGIBILITY:-**

Final year students of B.Pharm (Year of passing should be 2023 or after 2023)

## STEP 1

### Submission of registration form:- (Deadline May 31, 2025)

#### Registration link

<https://iihmr.digiicampus.com/publicEvent/926>

#### REGISTRATION FORM

1. Name of the participant.....
2. Age.....
3. Gender.....
4. Name of the Institute/University.....
5. Year of study/passout ( B Pharm, Final year).....
6. Title of the essay.....
7. Email.....  
**(Please mention the correct email for communication)**
8. Active mobile number .....  
**(Please mention the current mobile number for communication)**

## STEP 2

**Submission of the Completed Essay:**  
(Submit the complete essay along with the  
registration form at [manthan@iihmr.edu.in](mailto:manthan@iihmr.edu.in)  
**(Last date of essay submission- June 16, 2025)**

### ***INSTRUCTIONS:-***

1. The essay should be written in English
2. Write the Essay on **ONLY ONE TOPIC**
3. Only individual entries will be accepted. Co-authorship is not permitted
4. **The essay should not be more than 1000 words.** Entries more than 1000 words will be rejected
5. The essay should be written in MS word file (doc.docx)
6. Verbatim of the internet sources or from the journals on the mentioned topic will not be accepted. **Only original work will be accepted**

7. Submit the Plagism report from Turnitin or Ubuntu along with the Essay Word File  
**(The plag should be below 10 %)**
8. Font size-Times New Roman, Font size 12, Spacing 1.5
9. Individual entries to be submitted **ONLY IN SOFT COPY** via email at **manthan@iihmr.edu.in**
10. ***The soft copy of certificate of participation will be send to only those candidates who will submit the complete essay, mere submission of registration form will not make the candidate eligible to receive the certificate***
11. The decision regarding acceptance, rejection and the award of the prizes for the essay would be solely of The IIHMR University, Jaipur and remain abiding to all the participants.

#### EVALUATION CRITERIA

The evaluation of the essay will be done based on the following criteria:-

- Originality
- Relevance to the topic
- Adherence to the guidelines mentioned in the information brochure

### Declaration of results

**The result of the contest will be declared in first week of July 2025 on the IIHMR University website in the section EVENTS/News & Announcements**

**In case of any query, please feel free to write to:**

Dr.Saurabh kumar Banerjee  
(Program Coordinator)

MANTHAN 2025:-'All India Online Essay Contest'  
The IIHMR UNIVERSITY

*1 PrabhuDayal Marg, Near Sanganer Airport  
Jaipur (Pin-302029), Rajasthan, INDIA*

*Email: [saurabh@iihmr.edu.in](mailto:saurabh@iihmr.edu.in)*

# PREVIOUS YEAR WINNERS

## *MANTHAN 2024 (10th All India Online Essay Contest)*

### ***1st Position (Jointly shared)***

- Ms Archi Shukla, College of Pharmacy, Govt. MVM Bhopal- Barkatullah University, Madya Pradesh  
( <https://www.linkedin.com/in/archi-shukla-b08666228/> )  
&
- Ms. Jinal Jain, TMV'S Lokmanya Tilak Institute of Pharmaceutical Sciences, Pune, Maharashtra

### ***2nd Position***

- Ms Aparna Sharma, IPS Academy, College of Pharmacy, Indore, Madya Pradesh

### ***3rd Position***

- Mr. Dhruv Malik, K.R. Mangalam University, Gurugram, Haryana

## *MANTHAN 2023 (09th All India Online Essay Contest)*

### ***1st Prize***

- Ms. Ayushi Rai, Innovative College of Pharmacy, Knowledge Park-II, Greater Noida, U.P.

### ***2nd Prize***

- Ms. Deepanshi Gupta, United Institute of Pharmacy, Naini, Allahabad, Uttar Pradesh  
( <https://www.linkedin.com/in/deepanshi-gupta-b862aa1ab/> )

### ***3rd prize***

- Mr. Jayesh S. Malu, Marathwada Mitra Mandal's College of Pharmacy, Pune, Maharashtra,

## *MANTHAN 2022 (08th All India Online Essay Contest)*

### ***1st Prize***

- Mr. Hirakjyoti Das, Assam Downtown University, Guwahati, Assam

### ***2nd Prize***

- Mr. Priyanshu Rai, Patel college of Pharmacy (RGPV University), Bhopal (M.P)  
( <https://www.linkedin.com/in/priyanshurai24/> )

### ***3rd prize***

- Ms. Rishika Kumari, Delhi Institute of Pharmaceutical Sciences & Research (DIPSAR), New Delhi

**MANTHAN 2021 (07<sup>th</sup> All India Online Essay Contest)**

**1st Prize**

- Ms. Neha khanzode, Indore Institute of Pharmacy, Indore, Madya Pradesh
- Ms. Tanya Gupta, Gupta College of Technological Sciences, Asansol, West Bengal

**2nd Prize**

- Mr. Vaibhav kumar Singh, Oriental College of Pharmacy Bhopal, Madhya Pradesh
- Ms. Glory Samal, University Department of Pharmaceutical Sciences, R. T. M. Nagpur University, Nagpur, Maharashtra

**3rd prize**

- Mr. Tapas Pal, School of Pharmaceutical Sciences, Delhi Pharmaceutical Sciences and Research University, New Delhi

**MANTHAN 2020 (06<sup>th</sup> All India Online Essay Contest)**

**1st Position**

- Ms. Harsha Negi, Amity Institute of Pharmacy, Amity University, Noida
- Ms. Neha Sharma, Invertis University Bareilly, Uttar Pradesh

**2nd Prize**

- Ms. Swesha Chhabra, Devsthali Vidyapeeth College of Pharmacy, Uttarakhand
- Mr. Seikholet Haokip, Regional Institute of Paramedical and Nursing Sciences, Aizawl

**3rd prize**

- Mr. Rajesh Kumar, Institute of Biomedical Education & Research, Mangalayatan University, Uttar Pradesh

**MANTHAN 2019 (05<sup>th</sup> All India Online Essay Contest)**

**1st Position (Jointly shared by)**

- Ms. Riyama Shirin V.K, College of pharmacy, kannur medical college, kerala
- Mr. Bidye durgesh paresh, yashwantrao bhonsale college of pharmacy, sawantwadi, maharashtra, india.

**2nd Position**

- Mr. Debraj Mukhopadhyay, College of pharmacy, Grd(pg)-IMT, Dehradun, Uttarakhand Technical University, Uttarakhand

**3rd Position**

- Ms. Deepinder kaur , College of Pharmacy, govt. Polytechnic college for girls , Patiala , punjab.

**MANTHAN 2018 (04<sup>th</sup> All India Online Essay Contest)**

*1<sup>st</sup> Position (Jointly shared by)*

- *Mr. Thomas Kuruvilla, Amrita School of Pharmacy, Kochi, Kerala*
- *Ms. Arpita Mishra, Dr. B.C. Roy College of Pharmacy and Allied Health Sciences, Durgapur, W.B*

*2<sup>nd</sup> Position*

- *Ms. Divya Lalwani, Lal Bahadur Shastri College of Pharmacy, Jaipur*

*3<sup>rd</sup> Position*

- *Ms. Tripti Paul, PDM College of Pharmacy, Bahadurgarh, Haryana,*

**MANTHAN 2017 (03<sup>rd</sup> All India Online Essay Contest)**

*1<sup>ST</sup> Position: Mr. Lithin Eldo, College of Pharmacy, Kannur Medical college, Kerala*

*2<sup>nd</sup> Position: Ms. Anshu Sharma, Delhi Institute of Pharmaceutical Sciences and Research (DIPSAR), Delhi University, New Delhi*

*3<sup>rd</sup> Position (jointly shared by)*

- *Mr. Chakrant, College of Pharmacy, Pt. B.D. Sharma University, Rohtak (Haryana)*
- *Ms. Manjula Begum, School of Pharmaceutical Sciences, VELS University, Chennai*

**MANTHAN 2016 (02<sup>nd</sup> All India Online Essay Contest)**

*1<sup>st</sup> Position: Ms. Sneha Vinod kumar Rathi, Hi-tech College of Pharmacy, Chandrapur, Maharashtra*

*2<sup>nd</sup> Position: Siddharth Gaur, Jaipur National University, Jaipur, Rajasthan*

*3<sup>rd</sup> Position: Ms. Safa Osman Ahmed Elsharief, Oxbridge college of pharmacy, Bangalore*

**MANTHAN 2015 (01<sup>st</sup> All India Online Essay Contest)**

*1<sup>st</sup> Position: Thummala Varun Reddy, Geethanjali College Of Pharmacy, Hyderabad  
( <https://www.linkedin.com/in/varunreddythummala/> )*

*2<sup>nd</sup> Position: Kaja Naga Chandra Sekhar, Chebrolu Hanumaiah Institute of Pharmaceutical Sciences (CHIPS), Guntur, Andhra Pradesh.*

*3<sup>rd</sup> Position: Anikate Sood, Department Of Pharmacy, Jaypee University of Information and Technology, Himachal Pradesh*