

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Master Class Episode no 101”**

<b>“Master Class Episode No 101”</b>
<b>Topic:</b> - Pharma and Social Responsibility: Building Trust Through Digital Marketing
<b>Date:</b> - 24th January 2024 from 02:00Pm to 03:00Pm
<b>Venue:</b> - LH-16, IIHMR University
<b>Speaker:</b> - Dr. Ruchir Saxena (Director Brand IT Digital Jaipur, Rajasthan, India)
<b>Number of participants:</b> - 112 students from Pharmaceutical Management Batch -15
<b>Introduction:</b> - The 101 episode of the Master Class titled “Pharma and Social Responsibility: Building Trust Through Digital Marketing” was held on 24 <sup>th</sup> Jan 2024, at IIHMR University. This session featured: - Dr. Ruchir Saxena (Director Brand IT Digital Jaipur, Rajasthan, India) as the guest speaker. The event was moderated by <b>Dr. Sudhinder Singh Chowhan</b> , Associate Professor, School of Pharmaceutical Management and student moderator <b>Ms. Jaya Sinha</b> from the MBA PM 15 batch. The session focus on “Digital Marketing and practical tips and actionable strategies like FOMO, SEO, SEO tools, content writing etc.”.
<b>Objective:</b> - The master class aimed to help students gain knowledge about the basics of marketing in industry and all the skills required for a marketing job role.
<b>Salient Novel Points Covered:</b> <b>Role:</b> Dr. Ruchir Saxena emphasized on the importance of sales and marketing in the industry. He also focused on brand story and how you create your blogging site and also discussed about google analytics. <b>Challenges and Opportunities:</b> In the Pharmaceutical industry, leveraging digital marketing presents both challenges and opportunities. <ul style="list-style-type: none"><li>• Ethical promotion.</li><li>• Data privacy.</li><li>• Regulatory compliance.</li><li>• Competitor analysis.</li></ul> <b>Q &amp;A and Interactive Discussion:</b> The session encouraged active participation from students, who asked insightful questions based on the digital marketing and the skills needed to work in the future.
<b>Future Scope:</b> The future scope involves continued integration of technology in pharmaceutical marketing, focusing on personalized digital strategies. AI-driven insights, virtual health experiences, and real-time engagement will play pivotal roles. Emphasis on social responsibility, sustainability, and ethical practices will likely intensify, shaping a more conscientious and patient-centric industry. Regulatory frameworks will evolve to address digital advancements, ensuring a harmonized balance between innovation, trust-building, and ethical standards in pharmaceutical digital marketing.
<b>Appropriate caption for webinar: " Navigating the Future: Ethical Digital Marketing in Pharma - Innovate with Responsibility".</b>

# Pharma and Social Responsibility: Building Trust Through Digital Marketing

Jan 24, 2024 02:00 PM to 03:00 PM (INDIA) 

IIHMR University, Jaipur, India



**SPEAKER**  
**Dr. Ruchir Saxena**  
Director  
Brand IT Digital  
Jaipur, Rajasthan, India



**MODERATOR**  
**Dr. Sudhinder Singh Chowhan**  
Associate Professor  
School of Pharmaceutical Management  
IIHMR University, Jaipur, Rajasthan, India



**STUDENT CO-ORDINATOR**  
**Ms. Jaya Sinha**  
Batch: MBAPM-15  
(MBA Pharmaceutical Management)  
IIHMR University, Jaipur, Rajasthan, India



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India  
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Note : Captured by GPS Map Camera





# Master Class Session, Episode: 101

Date: 24/1/2024(02:00 PM to 03:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1.	Jaya Sinha	MBA-PM 15	
2.	Gyanendra Tripathi	MBA-PM-15	
3.	Harsh Bansal	MBA - PM - 15	
4.	Ashutosh Kumar Gupta	MBA-PM-15	
5.	Soham Nirani	MBA-PM 15	
6.	Manvi Rana	MBA - PM 15	
7.	Ashul Ghodke	MBA - PM 15	
8.	Abhiti Sakpal	MBA - PM 15	
9.	Shruvika Sharma	MBA - PM 15	
10.	Sounabh Sharma	MBA - PM 15	
11.	Sachdeo Singh	MBA - PM 15	
12.	Amiya	MBA - PM 15	
13.	Shashank bingi	MBA - PM 15	
14.	ABHISHEK BART	MBA - PM - 15	
15.	Abhishek Hajare	MBA - PM 15	
16.	Naveen Kumar	MBA - PM - 15	
17.	Vardhan S. Patil.	MBA - PM - 15	
18.	Konatham Goutham Kumar	MBA - PM - 15	
19.	Divyanshu Bhandari	MBA - PM - 15	
20.	AKHIL SINGHA	MBA PM-15	
21.	ANSHUMAN SINGHA	MBA PM-15	
22.	Nitin Rodge	MBA PM-15	
23.	Saniksha Sankhe	MBA PM-15	
24.	Vinaykanta Shetty	MBA PM 15	
25.	Sakshi Tamore	MBA PM 15	
26.	Ruchila Fating	MBA PM - 15	
27.	Pratik Patil	MBA PM - 15	
28.	Rohit Biswal	MBA PM - 15	
29.	Ganesh Patil Dikane	MBA PM - 15	
30.	Animesh Badole	PM B PM - 15	
31.	Sakida Thakur	MBA PM - 15	

# Master Class Session, Episode: 101

Date: 24/1/2024(02:00 PM to 03:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
31	Ahiket garhane	PM-15	
32	Adarsh Kale	PM-15	
33	Koustav Sankar	PM-15	
34	sukip Guechait	pm-15	S.G.
35	Suyash Mishra	PM-15	
36	Rajendra Bal	PM-15	
37	Ramesh Patidar	PM-15	
38	Suwikram Tiwari	PM-15	
39	Sumit Patel	PM-15	
40	Yash Soni	PM-15	
41	Himanshu Agarwal	PM-15	
42	chandrupal singh	PM-15	
43	Annavi	PM-15	
44	Jarvi Agarwal	PM-15	
45	Tanu Sharma	PM-15	Tanu
46	<del>Mam</del> Rana Harshit Patidar	PM-15	
47	Karbikey Kumar	PM-15	
48	Dinesh Sahare	PM-15	
49	Pramodita Shende	PM-15	
50	Mitali Bisen	PM-15	
51	Anjum Naqz	PM-15	Anjum
52	DEEPANSHU YADAV	PM-15	
53	Ashish Saneel	PM-15	
54	Nupur M. Kalambe	PM-15	Nupur
55	Abhishek Tragi	PM-15	
56	Shubham Verma	PM-15	
57	Harshal Baghel	PM-15	
58	shantanu shende	PM-15	
59	Shrinivas Madhekar	PM-15	
60	Joshi Sathak Sukhima	PM-15	
61	Manore Vaibhavi Anant	PM-15	

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Sr. No.	Students Name	Stream with Batch	Sign
62	Hritisha Kadu	PM-15	Hritisha
63	Atharva Swyawanishi	PM-15	Atharva
64	Naina Soni	PM-15	Naina
65	Yash Chauhan	PM-15	Yash
66	Pardeep Arya	PM-15	Pardeep
67	Mouham Khumari	PM-15	Mouham
68	Pramav Agresh	PM-15	Pramav
69	Selony Priya	PM-15	Selony
70	Sankalp Otkar	PM-15	Sankalp
71	Sakshi Mishra	PM-15	Sakshi
72	Shayna	PM-15	Shayna
73	Purva Pandya	PM-15	Pandya
74	Shreya Gattani	PM-15	Shreya
75	Shefali Karmore	PM-15	Shefali
76	Sanad Paliwal	PM-15	Sanad
77	Jainam Kothari	PM-15	Jainam
78	Cradhya Yash	PM-15	Cradhya
79	Bhargav Matarkana	PM-15	Bhargav
<del>80</del>	<del>Amshul Ghodke</del>	<del>PM-15</del>	<del>Amshul</del>
<del>81</del>	<del>Aditi Salpale</del>	<del>PM-15</del>	<del>Aditi</del>
82	Gaurang Yadav	PM-15	G Yadav
83	Vedant Bhatt	PM-15	Vedant
84	Prizanka Pramanick	PM-15	Prizanka
85	Sakshi Lod	PM-15	Sakshi
86	Deepesh Gaurkhwad	PM-15	Deepesh
87	Anjali Agarwal	PM-15	Anjali
88	VAISHNAVI SHRIVASTAVA	PM-15	Vaish

89. Mevin Mathew MBA-PM15  
 90. Pushpraj Patel MBA-PM-15  
 91. Narayani Tiwari MBA-PM15  
 92. Psachi Pandey MBA-PM15  
 93. Pooja Pathale MBA-PM15  
 94. Shrushti Khedkar MBA-PM15  
 95. Mansi Jariya MBA-PM15  
 96. HARSH PATIDAR MBA-PM15  
 97. Sakshi Patidar MBA-PM-15  
 98. Priya Nandi MBA-PM15  
 99. Ashutosh Kaurav MBA-PM15  
 100. Shreuti Shukla MBA-PM15  
 101. YASH SARDA MBA-PM15  
 102. Yash Jadhav MBA-PM15  
 103. Nani Choudhary MBA-PM15  
 104. Hasnukh ~~Patel~~ Chaudhary MBA-PM15  
 105. Harshvardhan Nalawade MBA-PM15  
 106. AKSHAT MEETE MBA-PM15  
 107. ASHISH GAIKWAD  
 108. ANUJ VERMA MBA-PM15  
 109. VINAYAK VISWANATH MBA-PM15  
 110. NAMBIAR KRISHNAPRIYA MBA-PM-15  
 111. RAJAT SAINI MBA-PM15  
 112. Soumya Rajan Dhruval MBA-PM-15

- Mevin Mathew  
Pushpraj Patel  
Narayani  
Psachi  
Pathale  
Shrushti  
Mansi  
Patidar  
 24-01-24  
Sakshi  
Priya  
Ashutosh  
Shukla  
Yash  
Jadhav  
Nani  
Hasnukh  
Harshv.  
Akshat  
Ashish  
Anuj  
Vinayak  
Nambiar  
Rajat  
Soumya