The first pharmacy college in the portfolio of Malla Reddy Group of Institutions, MRCP is dedicated to educate aspiring students in the field of Pharmaceutical sciences. It is approved by AICTE and PCI under section 12 of Pharmacy act. The college offers, B.Pharm and M.Pharm with specializations in Pharmaceutics, Pharmaceutical Chemistry, Pharmaceutical Analysis & Quality Assurance, Pharmacology.

Dr. M. Sudhakar, M.Pharm., Ph.D.
Principal & Professor

I am happy to know that, PharmaCognizance, the newsletter of MRCP is releasing for publication. This newsletter updates the co-curricular and extracurricular activities of the staff and students of the college. The college aims at preparing the students as Pharmacists and making them aware of their rights and duties stipulated on moral issues based on pharmacy ethics and values. I am sure that most parents would have a major attraction to such a specialized institution to educate their wards and enable them to grow in a caring environment to adopt a meaningful and successful career.

Message from Chairman

Sri. Ch. Malla Reddy
Chairman, MRGI

PharmaCognizance has been developed to provide timely updates about various activities in the college as well as news from the pharma world. This newsletter talks about the people and the programs which make MRCP one of the leading education centers in India. News about the ongoing research projects, research papers published by the faculty and students of MRCP, various co-curricular and extracurricular activities offer an insight into the highly vibrant atmospheres in the college at any given time. Research paper and review article written by senior staff members makes this issue interesting and informative.

The innovative ideas and advances presented from around the world will keep the students and the staff updated about the challenges of the ever changing demands of the profession and ensures that all have access to the highest levels of teaching and learning opportunities at MRCP.
With the increase in competition in the corporate world, we have realized the need to connect to the industry, professionals and experts. We are fetching out the first news letter PharmaCognizance at Mallareddy College of Pharmacy for the benefit of the stake holders of the college. My hearty congratulations to all editorial members and teaching staff who involved in bring out the MRCP news letter, PharmaCognizance.

Ch. Mahender Reddy
Secretary

Dr. Ch. Bhadra Reddy
Treasurer

I am happy to know about the release of first edition of news letter PharmaCognizance from Mallareddy College of Pharmacy. I extend all my support and congratulate the editorial team for the new initiative.

Prof. R. Madan Mohan
Director-Academics

G. Ramireddy
Director-Administration

Mallareddy College of Pharmacy as an acknowledged premier institution has been an embodiment of pharmaceutical excellence along with emphasis on the overall development of the students. The college news letter, PharmaCognizance gives generous opportunities to both the staff and the students to share their invaluable information and opinion on current hottest topics in the pharmaceutical sciences. My best wishes for the success of the news letter and future endeavours.
Mall Reddy College of Pharmacy (MRCP) with the Motto of “Tama Soma Jyothirgamaya” exists to provide exemplary student centered undergraduate and post graduate education, training and research in time with public health needs and extends in constructing team spirit, originality, competence in students as per global challenges to make them pioneers of Indian vision of modern society.

**Quality Policy**

Malla Reddy College of Pharmacy aims at excellence in Pharmacy education to provide responsible Pharmacists for Healthy Nation through,

- Continual improvement of teaching learning process.
- State of art of infrastructure and expertise to impart quality education.
- Incorporating standard practices and ethical codes.
- Application of new technologies in teaching learning and research.
- Promoting research which is of relevance to industry.
- Augmenting “Self regulation and professional standards” among the teachers to guide the students and to help the institution to scale greater heights.

Mall Reddy College of Pharmacy (MRCP) is a constituent college of Mall Reddy group of institutions, established in 2004, Approved by AICTE, PCI, affiliated to Osmania University. Programs offered by college are designed by O.U, Hyderabad, to incorporate a blend of knowledge, skills and the right attitude. The syllabus of each program is designed to enable students to be at par with the needs of the industry. The continuous assessment ensures quality learning and allows for mid-course corrections. Mid term examinations and term end examinations ensure integrity of learning. MRCP is equipped with state-of-art laboratories, richly stacked library and with necessary amenities for co-curricular and extra curricular activities.

**Laboratories:**

- Medicinal Chemistry
- Pharmaceutics
- Industrial Pharmacy
- Bio-pharmaceutics
- Pharmacology
- Pharmaco-Informatics
- Pharmacognosy
- Pharmaceutical Analysis
- Pharmacy Practice
- Pharmaceutical Bio-Technology
- Pharm Organic Chemistry
- Clinical & Hospital Pharmacy

Mall Reddy College of Pharmacy aim at bringing about a confluence of both education and entrepreneurship by imparting technical knowledge, character building traits and code of professional and social ethics to the student fraternity. We believe in the concept of quality assurance in its educational programs. We inculcate accountability amongst students and teachers.

The modus operandi of our pharmacy colleges is to harness and channelize the creative conceit of the student community, shape their energy and ideas into a meaningful contribution to the society. We aim to produce quality pharmacists with a clear grasp of principles, correct attitude, simple a humane spirit.

**Our Motto**

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Faculty Research Articles

About Faculty
Today the teaching faculty strength of MRCP is the best in terms of staff to student ratio. A number of professors and associate professors are involved in academic and research activities which have generated a large number of research publications in journals of national and international repute.

Awards & Registrations
Mrs. Yasmin Begum and Mrs. K. Raja Rajeswari have successfully completed their Ph.D. thesis and have submitted the same to J.N.T.U., Hyderabad. The following faculty members have recently registered for their Ph.D. program, Mrs. Uma Rani, Ms. G. Jyothi, Ms. Rahamat Unissa, Ms. Sunitha and Mr. Ajay.

Recent Seminars and Publications
Prof. M. Sudhakar led a strong delegation of senior faculty members and associate professors to attend the international seminar “Indo-American Pharmaceutical Regulatory Symposium” from 18th-20th October held at JNTU Hyderabad in association with the Northeastern University of Boston, USA. Prof. Sudhakar was bestowed with the honor of being a member of technical committee in this seminar.

Honours
A number of faculty members also participated actively in the national seminar “Preparing Pharmacists for the Global Challenges and Emerging Opportunities in Clinical Research & Novel Drug Delivery Systems” in the month of September 2012 held at Malla Reddy Institute of Pharmaceutical Sciences. Dr. S.B. Bhanja had the honor of chairing one session in this important national level seminar.

Dr. K. K Kumar, had the honor of chairing a session in the international seminar “3rd World Congress on Biotechnology” conducted from 13th to 15th September 2012, held at HITEX, Hyd.

Mr. I. Madhusudhan reddy, presented a paper entitled “Simultaneous estimation of Efavirenz and Lamivudine in tablets dosage form by Liquid chromatography” at the 17th national convention held at Manipal college of Pharmaceutical sciences during 12th to 14th of October 2012. This paper was selected for the best paper award.

Research papers
Prof. Dr. Vinay Umesh Rao

Dr. S.B. Bhanja
Macromolecular excipients are unique in that each (macro) molecule or polymer chain can chemically differ significantly from another. However, these differences may not be detected across different lots or different samples because the analytical methods used to characterize such samples typically can only detect the average of the different individual molecular chemical attributes. As an example, the percent substitution of hydroxypropyl groups in the macromolecular excipients, hydroxypropyl cellulose (HPC), is the average molar ratio of hydroxypropyl groups to a hydroxyl glucose groups in the sample. This result does not preclude one subpopulation of polymeric HPC chains being sparsely substituted (with HP groups) and another subpopulation of polymeric chains being densely substituted. As a result, it may be possible that different lots of macromolecular excipients that nominally conform to certain set specifications (degree of substitution, molar substitution, % content of hydroxypropyl groups) may yet contain subpopulations, whose chemical attributes may differ widely from the average, and also differ widely from subpopulations in other lots.

Such a scenario can always exist in the case of macromolecular excipients derived, harvested or modified from natural sources such as the cellulosic polymers and their derivatives, gums, starch, gelatin etc. This is especially important when the excipients manufacturer changes the source of raw material used to manufacture the excipients and/or the manufacturing process, when lots are procured from different manufacturers, or when different grades of raw material are mixed together. Finally, because the most widely used excipients (by volume) are produced using continuous processing, some process variability over time is inevitable. As an example, the complexity of analysis of a naturally occurring macromolecule, Inulin, can be ascertained by a read of the review by Barclay et al. Analytical method limitations (for macromolecules), thus force the categorization of such attributes as being ‘un-characterizable’. Such un-characterizable attributes, as related to an individual polymer chain or macromolecule, may also include the following:

- The length of a ‘block’ in a block may affect surfactant associated properties.
- The ratio of different sugars in the polymer backbone or the degree of branching (such as in the case of polysaccharides) may affect multiple functional properties including viscosity, agglomeration profile, shear thinning (or thickening) behavior and propensity to degrade.

Un-characterized attributes, on the other hand, include those attributes which are not specified in the compendia and which the end-user may not test routinely on incoming raw material. For example, several macromolecular monographs do not yet specify the molecular weight, molecular weight distribution or polydispersity, yet these attributes can play a major role in several performance related properties.
The polydispersity index, for example, can potentially be used as a first approximation surrogate for the uniformity of hydroxypropyl substitution between polymer chains. Because quality-by-design (QbD) product development processes typically gather data using a representative range of excipients lots and because a dosage form will typically incorporate millions of individual polymer chains, the limitation of being able to determine only an average for a given excipients attribute (uncharacterizable attributes), at first glance, may not seem detrimental to product quality and/or performance and may assume lesser significance.

To quote a statement attributed to Lord Kelvin "I often say that when you can measure what you are speaking about, and express it in numbers, you know something about it, but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind..." "In the case of macromolecular excipients, monograph modernization to include as yet uncharacterized attributes, and attempts to better characterize the material on a molecular level perhaps using ‘derivative functions’ of the average attribute value(s) may yet obviate the need for performance related testing.

Research
Anti-obese activity of Butea monosperma bark extract in obese rats. Prakash T, Dixit Patel, M. Sudhakar

Monosodium glutamate induced obesity

Induction of neurotoxicity with monosodium glutamate was performed by the method reported by Campos-Sepulveda et al. On the day of delivery, pups were randomly divided into two groups: Group I (control, received normal saline) and Group II (Monosodium glutamate obese rats). Pups in Group II received a dose of 2 mg/g monosodium glutamate subcutaneously, once a day, on the 2nd and 4th postnatal days and 4 mg/g, sc., monosodium glutamate once in a day on 6th, 8th, and 10th postnatal days. The injection volume was 8 ul/g body weights. Pups in Group I was injected with equivalent volume of normal saline.

The animals were weaned at the 21st postnatal day and housed under control condition. At the age of 65 days the rats in Group I & II divided in to two subgroups respectively.

Subgroup I & II of monosodium glutamate obese rats were received normal saline and ethanolic extract of B.monosperma bark orally at doses of 200, 400 and 800 mg/kg/day respectively. Subgroup I & II of control were received normal saline solution and 800 mg/kg of ethanolic extract of B. monosperma bark respectively. The effect on glucose, total cholesterol and triglycerides produced by the daily administration of the ethanolic extract of B. monosperma bark. Difference in initial glucose, total cholesterol and triglycerides were statistically significant between vehicle control and monosodium glutamate control group (P< 0.01). The extract (400 and 800 mg/kg) significantly reduced glucose and triglycerides levels in monosodium glutamate obese rats on the 60th day, but not changes the cholesterol level in monosodium glutamate obese rats. In vehicle control treated with B. monosperma extract there was a slight but not statistically significant reduction in glucose, total cholesterol and triglycerides levels on 60th day in comparison with vehicle control group. It is well known that the parenteral administration of monosodium glutamate in newborn rodent produces adiposity when the animals reach adulthood. Monosodium glutamate obese animal resemble genetically obese animal in their greatly increased body lipid content, greatly decreased rates of hormone-stimulated lipolysis, and similar states of transient hyperglycemia.
My Journey

For the last 7 years, it has been a great pleasure and honour working with MRCP, where I’ve had every opportunity to grow. Positive work environment, a culture of knowledge sharing, understanding and cooperation from seniors are some of the qualities that compelled me to stay with this institution for so long. I would like to thank strongly believe MRCP senior management for the opportunities given and with it all the best.

- Mrs. M. Yasmin Begum

My journey of 7 years in MRCP has been really fantastic and sometimes challenging. This platform gave me great opportunities to develop my skills and at the same time allowed me to pursue higher education. I would like to believe that we have evolved, and are continuing to do so every day.

- Dr. B.V.S. Lakshmi

Rhimes and Artistic Expressions

Enlightenment - What is that?

The word enlightenment conjures up the idea of some superhuman accomplishment and the ego likes to keep it that way, but it is simply your natural state of felt oneness with Being. It is a state of connectedness with some thing immeasurable and indestructible, some thing that almost paradoxically, is essentially you and yet is much greater than you. It is finding your true nature beyond name and form. The inability to feel this connectedness gives rise to the illusion of separation, from your self and from the world around you. You then perceive your self, consciously or unconsciously as an isolated fragment.

- Mrs. Aruna Pai

We Hyderabadi’s are crazy . . Seasons come and go, trafficking rules formulated by every commissioner on onset of his term try to mark their dent and disappear as days unroll , but we people never ever leave irani cafes, no matter what, at cost of even self respect. If its winter, we feel warmth amidst smoke exhaled and in every sip of hot chai . If its summer, at least to spend time hanging on those freely movable 4 legged chairs in which one of them is partially paralysed. We assassinate our self respect for hikes, not on petrol prices, but hike in temperature on onset of every summer season. How befikar are we supposed to be.. Truth be told, those people at the counter are big hearted and small headed. Patience personified for being there all the day…….. Solitude prevails here, few inches away form stupendous conversations. Unnoticed!!

- Dheeraj II Year B.Pharm
Office Staff Corner

This will be a platform to encourage the employees to contribute and learn more about the various activities in academics and research. The work culture here is very good and team building activities help in organisational and individual growth. So I urge my non-teaching team to continue the management expectations and deliver delight.

- K. Mohan Rao
  Office Superintendent

- K.V.R. Murthy
  Administrative Officer

News & Events

Blood donation camp was conducted by Mallareddy College of Pharmacy and collaborated with Mallareddy Institute of Management on 17th September 2012 held at Main campus of Mallareddy Group of Institutions, Dhillapally. Dr. K. Kishore Kumar, Mr. T. Hanuman, Mr. V. Balakrishna co-ordinated the programme and Mr. J. Narasimha Rao, Mr. T. Sandeep, Mrs. V. Neelima, Ms. D. Sravanthi and Mrs. Manjusha were harmonized the entire event. Further Prof. Vinay Umesh Rao donated the blood at the camp. More than 80 students participated in this blood donation camp. We would like to thank to teaching staff and students who selflessly donated to the cause.
One day National conference was organised by Mallareddy College of Pharmacy on “Recent Trends in Pharmaceutical Sciences”, March 3rd 2012. Session was inaugurated by Chairman Sri Ch. Mallareddy by lightening the the lamp and Prof. Dr. M. Sudhakar proceeded the session as convenor. The chief guest and Resource person, Prof. Dr. T.V. Narayana, Vice President, IPA (Student forum) addressed the students. He explained the career prospects for pharmacy students, National elocution competition and job opportunities for female pharmacists.

Dr. P. Uday Kumar, Scientist E, HOD, Pathology, National Institute of Nutrition explained the basics of safety/ toxicology testing of biological and therapeutic products. Dr. Millind Pande, Novartis Health Care, delighted about the “role of regulatory affairs in the drug development”. He discussed the role of clinical, Pharmacological, Biopharmaceutical, toxicological and basic research aspects. Prof. T. V. Narayana and Prof. A. Ravindranath, Osmania University, were felicitated by Chairman Ch. Mallareddy. More than 250 poster presentations were presented and National level pharma quiz was conducted. The seminar was coordinated by Dr. T. Prakash and Dr. S. Sridhar (Co-ordinators) and all the teaching and non-teaching staff members were involved in the success of the national seminar.
Orientation programme

Orientation program was organized for the B.Pharm first year students in the auditorium of Malla Reddy Group of Institutions (MRGI) on 11th October 2012. Chairman, Shri Ch. Malla Reddy inaugurated the function and gave a rousing and inspiring speech to a rapt audience of parents and young students. Prof R. Madan Mohan, Director- Academics and Col. G. Rami Reddy, Director- Administration, MRGI, also talked about the academic environment, opportunities and challenges of life in a professional course. Prof M. Sudhakar gave a masterly power point presentation on the infrastructure of the college and details about the teaching staff. Dr. Bhanja, HOD, for B.Pharm, talked about the rules and regulations of the college. Mr. K. Mohan Rao and Mr. K. V. R. Murthy, senior administration persons co-ordinated the whole program and ensured that it was a grand success.

News

The 64th Indian Pharmaceutical Congress will be convened at SRM University, Chennai during the 7th to 9th December 2012, B.Pharm, M.Pharm & Teaching Staff are being advised to utilize as platform to attain knowledge.

Tech geek

Doctors And Patients Go Mobile:
The mobile health technology market including devices, applications, and services is expected to exceed $8 billion by 2018.

Samsung Galaxy S III beats iPhone 4S to become no. 1 smartphone.

Lenovo becomes world’s no. 1 consumer PC maker.

Google reaches out to people in the developing world via basic mobile phones.

Microsoft working on design of own smartphone.

Soon, Facebook users can enjoy free Wi-Fi at coffee shops.
MOU's with Hospitals

Malla Reddy College of Pharmacy is collaborated with MALLA REDDY HOSPITAL & NARAYANA HRUDAYALAYA - MALLA REDDY HOSPITAL

Duties Performed In Hospital:
- Ward round participation (to understand the principles and practice involved in ward round participation and clinical discussion on selection of drug therapy)
- Providing drug information and poison information to healthcare professionals in any aspect of drug use. (even to patients)
- Patient counseling FOR CHRONIC DISEASES
- Assisting doctors to take Medical & Medication history interview
- Monitoring Adverse drug reactions
- Interpreting selected laboratory results of specific disease states & Dosage adjustments for patient with organ dysfunctions.
- HOSPITAL PHARMACY: Dispensing practice WITH PATIENT COUNSELING

Nominations & Committees
Dr. T. Prakash and Dr. K. Hemalatha, Mrs. Aruna Pai, Mr. C. Parthiban, and Mr. I. Madhusudhan Reddy were appointed as anti ragging committee members for MRCP. Mr. B. Siddhartha was appointed as cultural and sports incharge.

Industry Institute Interaction
Dr. Vinya U Rao and Mr. Narasimha Rao were nominated as placement cell committee members.

PharmaTrain
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SPECTRUM
PHARMACEUTICALS

Aizant

If you have any suggestions of what you like to see included like classroom photos, lab photos etc. please let us know by sending your comments and suggestions, articles, photographs by email to editors.

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