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Editorial

A warm welcome to the opening edition of SBS TIMES for the year 2014. I wish everyone a very Happy New Year. The flower on the front represents for us all the joy, peace and wisdom that have carried the whole SBS family along, through all the ups and downs for the last 20 years and will surely continue to guide us throughout the next 20 years and beyond.

The Office of Publication and Creative Writing Society at SBSPGI is always working to improve how we communicate with our student, staff and alumni. I would like to extend thanks to the management and all members of the editorial board for their constant support for publishing of the newsletter.

The main feature of this issue discusses the achievements of the staff, students and the progressive legacy of our alumni. A new addition of a segment, the dialog column, deals with the views of the teaching staff on the current matters related to their respective fields that may generate interest among the readers and we encourage more and more staff members to come and interact.

I look forward to hearing from you. For now, happy reading!

Editor-in-chief

sbspgi @ glance



Prof. Maneesh Arora, Head, Department of Physiotherapy was conferred by the Award of “PHYSIO RATAN” at 11th International conference of Physical Therapy 2013 held on 14th and 15th of Dec '13 at Jawaharlal Nehru Auditorium, AIIMS, New Delhi.

Prof. Sanjay Gupta, Head, Department of Biotechnology and Biochemistry was invited as a panel expert for brain storming session on “GM Crops– Potential for Uttarakhand”, held at 8th State Science and Technology Congress, organized by Uttarakhand State Council of Science and Technology, Govt. of Uttarakhand, at Doon University from 26-28 Dec 2013.



Dr. Yogita Dobhal, Assistant Professor, Department of Pharmaceutical Sciences has been awarded Ph.D. in Pharmaceutical Sciences from **Jodhpur National University, Jodhpur, India** on topic "Isolation, Characterization and Evaluation of active Principle From *Ocimum gratissimum* (Linn.) and *Allium humile* in Ischaemia and Reperfusion-Induced Myocardial Injury" under the Supervision of Dr. Versha Parcha, Professor and Head, Department of Chemistry, SBSPGI, Balawala.

Dr. Alok Maithani participated in National Symposium on Potentials & Prospects of Phytochemicals and Ayurveda at 1-Indir Road, Dehradun, on December 21st, 2013 and got 1st prize in poster competition. The title of the poster was "Phytochemical Screening and Antimicrobial Potential of *Potentilla fulgens* against oral microflora".

Dr. Reena, Associate professor, Department of Physiotherapy was appointed as the Chairperson for the scientific session in the IInd International Conference of Physical Therapy 2013 held on 14th and 15th of Dec '13 at Jawaharlal Nehru Auditorium, AIIMS, New Delhi.

Ms. Gauri Kukreti, Assistant Professor, Department of Pharmaceutical Sciences, attended 65th Indian Pharmaceutical Congress (IPC) held at Amity University, Noida (Dec 20-22, 2013) and presented a poster entitled "Film forming polymeric gels for topical sustained drug delivery of NSAIDS".

dialogcolumn

Blue Ocean Strategy: Exploration in Pharmaceutical Industry



Competing in over-crowded pharmaceutical industry is no way to sustain high performance. At present hour, real opportunity lies in creating Blue Ocean of uncontested market space. However, the challenge is to successfully identify, out of all the existing possibilities, commercially compelling blue ocean opportunities in pharmacy world. Unlike this, Red Ocean Strategy assumes that an industry's struc-

publications

Dobhal, Y., Parcha, V. and Dhasmana, D.C. (2013). Evaluation of cardioprotective potential of methanolic extracts and its fractions of *Allium humile* leaves. *Annals of Plant Sciences*. 02 (11): 459-463.

Kandari, V., Vajpayee, I., Kumar, D. and Gupta, S. (2013). Cellulase and beta glucosidase production by *Trichoderma viride* and *Aspergillus wentii* in submerged fermentation utilizing pretreated lignocellulosic biomass. *Journal of Microbiology and Biotechnology Research*. 3 (5): 63-78.

Seth, R., Singh, P., Mohan, M., Singh, R., Gupta, V.K., Uniyal, D.P., Dobhal, R. and **Gupta, S.** (2013). Assessment of water quality of Kosi river, Almora, Uttarakhand (India) for drinking and irrigation purposes. *Analytical Chemistry Letters*, 3(4):287-297. DOI 10.1080/22297928.2013.856151 (Taylor & Francis).

Varshney, M.M., Husain, A. and **Parcha, V.** (2013). Synthesis and characterization of 5-(Substituted phenyl)-2-furfuraldehyde from substituted anilines. *World Journal of Pharmacy and Pharmaceutical Sciences*. 2 (4): 1-5.

tural conditions are given and are forced to compete within a finite market space creating a cut throat competition. Blue Ocean Strategy is the simultaneous pursuit of differentiation and low cost. The aim is not to out-perform the competition in the pharmaceutical industry, but to create new market space or a blue ocean, thereby making the competition irrelevant. The three key conceptual building blocks of this strategy are: value innovation, tipping point leadership and fair process. This article is to highlight the need for exploration of new market space in the industry. A famous example is of Novo Nordisk, a Danish insulin producer who adopted blue ocean strategy and created new market in diabetic care by innovating Novopen, NovoLet and Innova. This explains that Blue Ocean is a reconstructionist theory where strategy shapes structure while competitive strategy (Red Ocean) is a structuralist theory where structure shapes strategy.

Apoorva Agarwal
Assistant Professor,
Dept. of Pharmaceutical Sciences

Flowers, they whisper beauty to the world, a soul blossoming in nature

The shiny morning of 30th November 2013 brought all the shades of happiness with the commencement of flower show "HEMANT SHRINGAR" inaugurated by Sardarni Harenderpal Kaur in the premises of

SBSPGI. The event was organized by the Nature Club, SBSPGI and has been one of the most awaited events of the Institute. The whole campus garden was bedecked with more than 80 varieties of Chrysanthemum. The Chrysanthemum is one of the most popular flowers for beds and pots, as well as for flower arrangement. The bloom lasts over a period of almost 1-2 months. It is easy to grow and is not fussy about soil, light or moisture. It has a wide range of colours, shapes and sizes. The Chrysanthemum has the advantage of multiplication from cuttings taken from chosen plants.

The Chrysanthemum thrive in sunshine. In the plains, it needs a semi-shaded corner in the summer and protection from the rain. It needs fairly rich soil with deep digging of about 60cm(2ft). Good drainage and good compost is necessary. Varieties as Haldighati, Ganga, Pom-pom etc were displayed in the show.



SBSPGI at IInd INCPT, AIIMS, New Delhi

IInd International conference of Physical Therapy 2013 held on 14th and 15th of December 2013 at Jawaharlal Nehru Auditorium, AIIMS, Delhi was another platform that brought laurels to SBSPGI. The conference was attended by faculties and students of physiotherapy across the length and breadth of India. SBSPGI was the scientific partner for the conference. Eleven students from MPT presented their research papers and had an active participation in the cultural events.

Ms. Maitri Chaturvedi, MPT IInd year won the 2nd prize for her paper presentation in Ortho and Sports Physiotherapy category. Ms. Jaswinder Kaur MPT Ist year (Ortho) and Ms. Priyanka Gill, MPT Ist year (Ortho) won 2nd and 3rd prize respectively in the miscellaneous category for their paper presentations. Ms. Jaswinder Kaur won the 1st prize in singing competition.

Dr. Ranjai Kumar was awarded with **Postdoctoral Research Associate Fellowship** given by Department of Biotechnology (DBT), Govt. of India. Interview is conducted by Indian Institute of Sciences, Bangalore and the research work will be carried out in Indian Institute of Science Education and Research (IISER), Mohali on the topic "Host-Immunomodulatory studies of *Salmonella spp.* Type III secretion system (T3SS) translocated Proteins".



Dr. Ranjai Kumar,
M.Sc. Biotechnology
Class of 2006
Post-Doc Fellow
Indian Institute of
Science Education and
Research (IISER), Mohali

Dr. Prithwish Ghosh (M.Sc. Pharmaceutical Chemistry) joined as Scientist in the R&D Department of Piramal Healthcare, Gujrat. He was earlier working as Research Associate in Pharma Affiliates, Panchkula, Haryana.



Dr. Prithwish Ghosh
M.Sc. Pharmaceutical Chemistry
Class of 2007

Mr. Vijay Saklani (M.Sc. Pharmaceutical Chemistry) joined as Scientist-B in the R&D Department of Micolabs, Bengluru. He was earlier working as Scientist-A in Jubilant, Chemsys, Noida.



Dr. Vijay Saklani
M.Sc. Pharmaceutical Chemistry
Class of 2007

Dr. Deepak Kumar, M.Sc. Pharmaceutical Chemistry, Class of 2007, has been awarded Ph.D. in Pharmaceutical Sciences from **Jodhpur National University, Jodhpur**, India on topic "Isolation, Characterization and Evaluation of active Principle From *Ocimum gratissimum* (Linn.) and *Allium humile* in Ischaemia and Reperfusion -Induced Myocardial Injury" under the Supervision of Dr. Versha Parcha, Professor and Head, Department of Chemistry, SBSPGI, Balawala.

placements

Young
Achievers

Another proud moment for SBSPGI wherein four students got selected in WIPRO VISTA as Trainee Executives.

In the Photograph: Ishita Bhattacharya (M.Sc. Microbiology), Surmil Bathla (M.Sc. Microbiology), Priya Gupta (M.Sc. Biotechnology) and Yagyadeep Sharma (M.Sc. Microbiology).



Akshay Raj
M.Sc. Microbiology
Class of 2013
Placed as Microbiologist & QC-
Production, Tethys Foods & Bev-
erages, Indore.



Nitesh Mishra
M.Sc. Pharmaceutical Chemistry
Class of 2013
Placed as "QC - officer" in Akums
Pharmaceuticals Ltd., SIDKUL,
Hardwar.



Vijay Pal Pundir
M.Sc. Pharmaceutical Chemistry
Class of 2013
Placed as "QC - officer" in Akums
Pharmaceuticals Ltd., SIDKUL,
Hardwar.



Sukanya Buzar Baruah
M.Sc. Biotechnology
Class of 2013
Placed in Planet Herbs Ltd., Se-
laqui, Dehradun.



Manisha Semwal
M.Sc. Biotechnology
Class of 2013
Placed in Victoria Herbal Bio-
medi Sciences, SIDKUL, Pantna-
gar, U.S. Nagar, U.K.

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