

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAL JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY



Approved by: Pharmacy Council of India, New Delhi &

Affiliated to The Tamilnadu Dr. M.G.R Medical University, Chennai.

Accredited by NAAC "A" Grade and ISO Certified

Ethirmediu, B. Komarapalayam - 638183, Namakkal Dist. Tamilnadu, India.

Website: www.jkkmmrfpharmacy.edu.in / e.mail : principal@jkkmmrfpharmacy.edu.in

Contact No : +919789456750, +919943066944, +919943069944

Dr. N. SENTHILKUMAR, Ph.D.,
Principal

DATE: 15/04/2024

DEPARTMENT OF PHARMACOGNOSY

REPORT

**SEMINAR TITLE - ADVANCING WELLNESS - ENTREPRENEURSHIP IN
PHARMACOGNOSY**

VENUE: SEMINAR HALL

DATE: 12/04/2024

RESOURCE PERSON

Dr. MALARKODI VELRAJ., M.PHARM., Ph.D.
VELS INSTITUTE OF SCIENCE AND TECHNOLOGY
CHENNAI

No. of students enrolled: 350

No. of students certified: 348

No. of students certified in our institution: 39

INTRODUCTION

Advancing wellness through entrepreneurship in pharmacognosy bridges the gap between nature's therapeutic wealth and modern health innovations. Pharmacognosy, rooted in the study of medicinal plants and bioactive natural products, offers unparalleled opportunities for developing wellness-focused solutions such as herbal medicines, nutraceuticals, and cosmeceuticals. This seminar aims to explore how entrepreneurial ventures can harness scientific advancements, sustainable practices, and creative market strategies to drive growth in the natural health sector. By promoting innovation and collaboration, we seek to empower entrepreneurs to transform pharmacognosy into a cornerstone of global wellness and economic progress.

**Programme
Co-ordinator**

HOD

Principal

Dr. N.SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAL JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638 183,
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Dr. N. SENTHILKUMAR, Ph.D.,
Principal

REF.NO: JKKM/PH/SEMINAR/REQ/2024/03

DATE: 09/04/2024

From

Department of Pharmacognosy,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy,
Komarapalayam, Namakkal [Dist.],
Tamil Nadu,
PIN:638183.

To

The principal,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.
Komarapalayam, Namakkal [Dist.]
Tamil Nadu,
PIN:638183.

Respected Sir,

Subject: Letter for requesting Permission to conduct seminar regarding: -

We are writing this letter to request permission to conduct a seminar in the Seminar Hall on **12/04/2024**. We wish to conduct the seminar on. We believe that this will be a very informative session that many students will wish to attend.

We request you to kindly permit to conduct training program as this would be a great opportunity for Students to learn all about **Advancing Wellness - Entrepreneurship in Pharmacognosy** that would help to shape the students.

Looking forward for your approval.

Thank you

Yours sincerely,

Signature of HOD

Dr. N. SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
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Date: 10/04/2024

CIRCULAR

This is to inform all the students of our college that the seminar on **Advancing Wellness - Entrepreneurship in Pharmacognosy** for the academic year 2023-24 will be commenced on for all the batches. Hence request all the interested candidates to register for the seminar.

TOPIC NAME	SCHEDULE	VENUE	RESOURCE PERSON
ADVANCING WELLNESS - ENTREPRENEURSHIP IN PHARMACOGNOSY	12/04/2024 FN (10:00 am to 1:00 pm) (3 HOURS)	SEMINAR HALL	Dr. MALARKODI VELRAJ

All the above-mentioned students must enrol and actively participate in the course without fail.

NOTE: Certificates should be issued to all the students after completion of the seminar

**Programme
Co-ordinator**

HOD

Principal

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SYLLABUS

COURSE NAME	SCHEDULE	VENUE	RESOURCE PERSON
ADVANCING WELLNESS - ENTREPRENEURSHIP IN PHARMACOGNOSY	12/04/2024 FN (10:00 am to 1:00 pm) (3 HOURS)	SEMINAR HALL	Dr. MALARKODI VELRAJ

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Co-ordinator

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About Us:

Mr. JKK Munirajah founder Trustee founded Annai JKK Sampoorani Ammal Charitable Trust during 1971. He established many temples of learning to perpetuate the ever lasting memory his beloved mother. Presently the trust is run by Mrs. Vasantha Kumari Munirajah as Managing Trustee and his son Mr. J.K.M. Jayaprakash as Correspondent. Trust runs Paramedical Institutions offering Diploma, Graduate, Post Graduate & Ph.D. Courses and Research in Pharmacy, Nursing, Physiotherapy, Occupational Therapy & Allied Health Science at Komarapalayam, Namakkal District and also running Agriculture, Engineering, College of Education, Polytechnic, Community Polytechnic and an Industrial Training Centre and one more Pharmacy College at T.N.Palayam, Erode District. Also, the trust runs Matriculation School, Higher Secondary School for differently abled, deaf and dumb & mentally ill, Rehabilitation center for differently able children at Komarapalayam. These educational institutions are temples of learning and have contributed much to facilitate remarkable social changes in our society. The trust has won many national and state awards. These renowned Educational Institutions spared education to promote knowledge, wisdom and service-orientation.



Resource Person



Dr. MALARKODEVELRAJ, M.Pharm., Ph.D.
PROFESSOR & HEAD
DEPT OF PHARMACOLOGY
VELS INSTITUTE OF SCIENCE AND
TECHNOLOGY
CHENNAI

Convenor:
Dr. N. Senthil Kumar, M. Pharm., Ph. D
PRINCIPAL
Organizing Secretary:
Dr. E. Thilagam, M.Pharm., Ph.D

Registration focused on B. Pharm & M. Pharm
Students



JKKMMRF'S ANNAI JKK
SAMPOORANI AMMAL
COLLEGE OF PHARMACY,
KOMARAPALAYAM - 638183

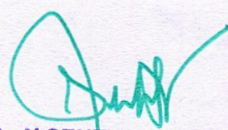
ONE DAY SEMINAR

ORGANIZED BY
DEPARTMENT OF
PHARMACOLOGY

TOPIC: ADVANCING WELLNESS
ENTREPRENEURSHIP IN
PHARMACOLOGY

Venue: Seminar Hall
Date: 12/04/2024




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PRINCIPAL,

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ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
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ABOUT THE TOPIC

SEMINAR ON ADVANCING WELLNESS - ENTREPRENEURSHIP IN PHARMACOGENOSY

Introduction Pharmacognosy is the branch of pharmacology that deals with the study of natural products derived from plants, animals, and other natural sources. These substances are often used in traditional medicine and are a rich source of therapeutic agents. In recent years, pharmacognosy has seen a resurgence in the health and wellness industries due to growing interest in natural and holistic health solutions. As a result, there is a rising opportunity for entrepreneurs to innovate in this space, blending ancient knowledge with modern science to create new wellness products, treatments, and solutions.

Entrepreneurship in pharmacognosy not only involves scientific expertise but also requires a deep understanding of the market, consumer behaviour, and trends in wellness. The following sections discuss how entrepreneurs can advance wellness through pharmacognosy, highlighting key opportunities, challenges, and the role of innovation in this sector.

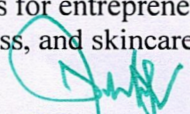
Opportunities in Pharmacognosy for Entrepreneurs:

The increasing consumer shift toward natural health products presents a wealth of opportunities for entrepreneurs in the field of pharmacognosy. As awareness of the benefits of natural remedies grows, more consumers are seeking herbal, plant-based, and sustainable wellness options. Entrepreneurs can seize this demand by exploring the following areas:

Opportunities for Entrepreneurs:

1. **Herbal Supplements and Nutraceuticals:** Rising consumer demand for herbal products, essential oils, and functional foods presents opportunities for entrepreneurs to create targeted solutions for immunity, digestion, mental wellness, and skincare.

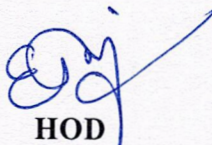



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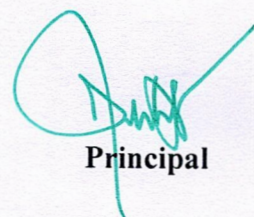
2. **Cosmeceuticals:** The combination of cosmetics and pharmaceuticals is a growing market. Entrepreneurs can innovate skincare solutions using plant-based bioactive ingredients like aloe vera, green tea, and turmeric.
3. **Natural Medicines:** By modernizing traditional medicine systems (e.g., Ayurveda, TCM, Native American healing), entrepreneurs can offer scientifically-backed natural remedies to a wellness-conscious audience.
4. **Sustainable Sourcing and Ethical Practices:** Entrepreneurs can capitalize on the growing consumer focus on sustainability by ethically sourcing ingredients, ensuring fair trade practices, and using eco-friendly packaging.
5. **Personalized Health Solutions:** Advances in genomics and data analytics allow for personalized wellness products tailored to individual needs, offering a significant opportunity for customization in supplements and plant-based therapies.



Programme
Co-ordinator



HOD



Principal



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STUDENT NAME:
YEAR/ COURSE :
SEMINAR TITLE :

DATE:

DURATION:

EVALUATE HONESTLY:

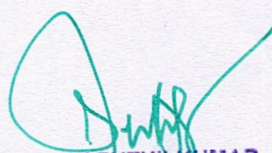
Questions	Excellent	Good	Fair	Poor
The objectives of the training were				
The instructor's contribution to the course was:				
The presentation materials were relevant				
The instructor's effectiveness in teaching the subject matter was:				
Answers to the students' questions by the instructor				
The venue was appropriate for the event				
Course organization was:				
Level of course was				
Course content was:				

Student Participation

1. On average, how many hours a week did you spend on this course (in and out of class)?
A)0-2 B) 2-5 C)6-10 D)11-14 E)15-16
2. What grade do you expect in this course?
A) BELOW 50% B) 50-60% C) 60-70% D) 70-80% E) ABOVE 80%

Signature of the student




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DEPARTMENT OF PHARMACOGNOSY

STUDENT FEEDBACK FORM

NAME OF STUDENT:
COURSE:
SEMINAR TOPIC:

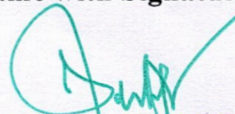
REGISTRATION NO:
YEAR & SEMESTER:
DATE & TIME:

1. **Overall, how satisfied were you with this seminar?**
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied
2. **How clear were the ideas and concepts we presented?**
 - Extremely clear
 - Very clear
 - Moderately clear
 - Not very clear
 - Not at all clear
3. **What percentage of the information was new to you?**
 - 100%
 - 75%
 - 50%
 - 25%
4. **How informative did you find our seminar?**
 - Extremely Informative
 - Very Informative
 - Moderately Informative
 - Not very informative
 - Not informative at all
5. **Were there any technical issues that prevented you from seeing or hearing the seminar?**
 - Yes
 - No

6. Would you like to learn more about this topic?
- Yes
 - No
7. Rate the content of the slides/virtual aid?
- Extremely clear
 - Very clear
 - Moderately clear
 - Not very clear
 - Not at all clear
8. How accurate was the session description?
- Extremely clear
 - Very clear
 - Moderately clear
 - Not very clear
 - Not at all clear
9. How did the session compare to your expectations?
- Excellent
 - Good
 - Fair
 - Poor
 - Not at all clear
10. How would you rate the content of the seminar?
- 1
 - 2
 - 3
 - 4
 - 5



Student Name with Signature


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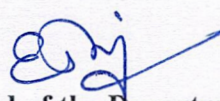
STUDENTS FEEDBACK ANALYSIS

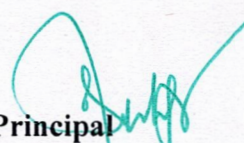
DATE: 28/10/2023

Total marks = 50

S.NO	QUESTION DESCRIPTION	ANSWERS	MARKS	TOTAL MARKS
1	Satisfaction	Very satisfied	5	5
		Satisfied	3	
		Neutral	2	
		Dissatisfied	1	
		Very dissatisfied	0	
2	Clarity	Extremely clear	5	5
		Very clear	4	
		Moderately clear	2	
		Not very clear	1	
		Not at all clear	0	
3	Percentage of the information was new	100%	5	5
		75%	4	
		50%	3	
		25%	2	
		0%	1	
4	Informative	Extremely Informative	5	5
		Very Informative	3	
		Moderately Informative	2	
		Not very informative	1	
		Not informative at all	0	
5	Technical issues	Yes	5	5
		No	0	
6	Like to learn more about this topic	Yes	5	5
		No	0	

7	Rate the content of the slides/virtual aid	Extremely clear	5	5
		Very clear	3	
		Moderately clear	2	
		Not very clear	1	
		Not at all clear	0	
8	Accuracy of the sessions	Extremely clear	5	5
		Very clear	3	
		Moderately clear	2	
		Not very clear	1	
		Not at all clear	0	
9	Session expectations	Excellent	5	5
		Good	3	
		Fair	2	
		Poor	1	
		Not at all clear	0	
10	Rate the content of the seminar	1	1	5
		2	2	
		3	3	
		4	4	
		5	5	


Head of the Department


Principal

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Principal

REPORT SUMMARY

DURATION OF COURSE	3 HOURS
TOTAL PARTICIPANTS ENROLLED	350
SUCCESSFULLY COMPLETED	348
TYPE OF FEED BACK ASSESSMENT	Multiple choice questions (MCQ'S)
COURSE OUTCOME	<p>This course explores the intersection of pharmacognosy, entrepreneurship, and wellness. Participants will learn about the latest trends and opportunities in the field, as well as the skills and knowledge needed to succeed as an entrepreneur in pharmacognosy.</p> <p>Understand the principles of pharmacognosy and its application in wellness.</p> <p>Explain the concept of entrepreneurship in pharmacognosy and its role in advancing wellness.</p> <p>Describe the latest trends and opportunities in pharmacognosy and entrepreneurship.</p> <p>Analyse the regulatory and intellectual property landscape in pharmacognosy.</p> <p>Evaluate the feasibility of a business idea in pharmacognosy.</p>



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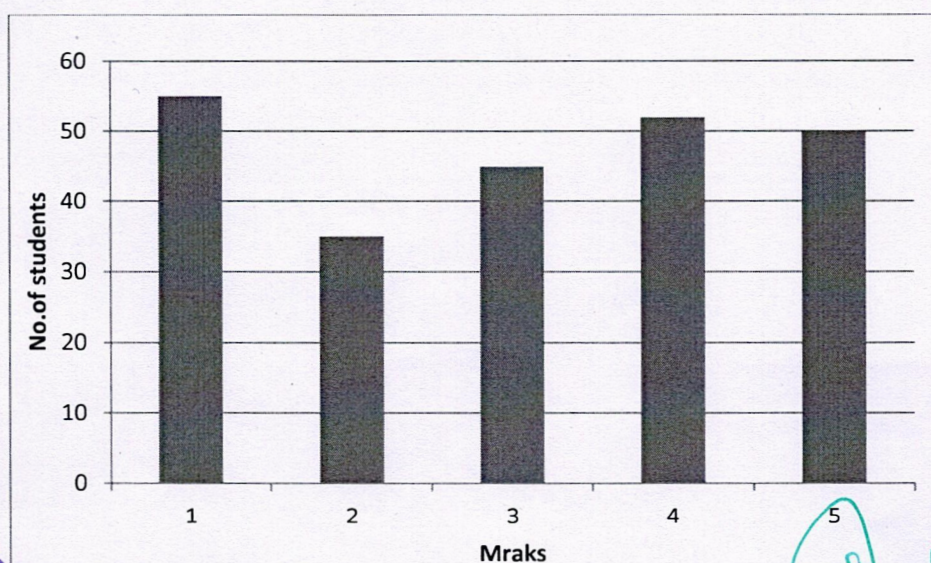
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Feedback Question Analysis – Question Asked-Feedback Rating

1.Satisfaction	6.Like to learn more about this topic
2.Clarity	7.Rate the content of the slides/virtual aid
3. Percentage of the information was new	8.Accuracy of the sessions
4.Informative	9.Session expectations
5.Technical issues	10.Rate the content of the seminar



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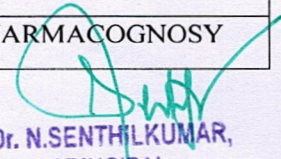
Contact No : +919789456750, +919943066944, +919943069944



Dr. N. SENTHILKUMAR, Ph.D.,
Principal

LIST OF PARTICIPANTS

S.NO	NAME	COURSE
1.	AJITH KUMAR K	M.PHARM III SEM PHARMACOGNOSY
2.	VIJAYAKUMAR S	M.PHARM III SEM PHARMACOGNOSY
3.	ABINAYA V	M.PHARM IV SEM – PHARM. CHEMISTRY
4.	ANITHA M	M.PHARM IV SEM – PHARM. CHEMISTRY
5.	DHIVYA K	M.PHARM IV SEM – PHARM. CHEMISTRY
6.	MANISHA M	M.PHARM IV SEM – PHARM. CHEMISTRY
7.	PAVITHRA K	M.PHARM IV SEM – PHARM. CHEMISTRY
8.	PRIYANKA V	M.PHARM IV SEM – PHARM. CHEMISTRY
9.	SANTHANAKRISHNAN K	M.PHARM IV SEM – PHARM. CHEMISTRY
10.	SOJARNA K	M.PHARM IV SEM – PHARM. CHEMISTRY
11.	SUBHASHINI D	M.PHARM IV SEM – PHARM. CHEMISTRY
12.	SURYAMATHI P	M.PHARM IV SEM – PHARM. CHEMISTRY
13.	AJITH KUMAR A	M.PHARM (IV SEM) - PHARMACOGNOSY
14.	GOWTHAMRAJ S	M.PHARM (IV SEM) - PHARMACOGNOSY
15.	HEMA T	M.PHARM (IV SEM) - PHARMACOGNOSY
16.	LILLYJUDI J	M.PHARM (IV SEM) - PHARMACOGNOSY
17.	PARAMESHWARI L	M.PHARM (IV SEM) - PHARMACOGNOSY
18.	PRINCY JEMIMA J	M.PHARM (IV SEM) - PHARMACOGNOSY
19.	SANTHOSH S	M.PHARM (IV SEM) - PHARMACOGNOSY
20.	SURYADEVI M	M.PHARM (IV SEM) - PHARMACOGNOSY


Dr. N.SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638 183,
NAMAKKAL DISTRICT, TAMILNADU.



21.	THAMILARASAN M R	M.PHARM (IV SEM) - PHARMACOGNOSY
22.	GIFFRIN DONA E	M.PHARM (I SEM) - PHARMACOGNOSY
23.	GINI JAMEENA Y	M.PHARM (I SEM) - PHARMACOGNOSY
24.	PINCY MOL F	M.PHARM (I SEM) - PHARMACOGNOSY
25.	PRADEEP R	M.PHARM (I SEM) - PHARMACOGNOSY
26.	PRIYANKA P	M.PHARM (I SEM) - PHARMACOGNOSY
27.	SATHYAMOORTHY K	M.PHARM (I SEM) - PHARMACOGNOSY
28.	ALWIN AMBUROZE A	M.PHARM (I SEM) - PHARM.CHEMISTRY
29.	DHIVYA K	M.PHARM (I SEM) - PHARM.CHEMISTRY
30.	JEEVANRAJ S	M.PHARM (I SEM) - PHARM.CHEMISTRY
31.	KOSHILA K S	M.PHARM (I SEM) - PHARM.CHEMISTRY
32.	LOGANANTHAM P	M.PHARM (I SEM) - PHARM.CHEMISTRY
33.	MAHARAJOTHI P A	M.PHARM (I SEM) - PHARM.CHEMISTRY
34.	PORSEELVI R	M.PHARM (I SEM) - PHARM.CHEMISTRY
35.	RASIKA T	M.PHARM (I SEM) - PHARM.CHEMISTRY
36.	SOWMIYA S	M.PHARM (I SEM) - PHARM.CHEMISTRY
37.	SRIMATHI D	M.PHARM (I SEM) - PHARM.CHEMISTRY
38.	NANDHINI.S	M.PHARM (III- SEM) PHARM. CHEMISTRY
39.	RAJESH KUMAR S	M.PHARM (III- SEM) PHARM. CHEMISTRY




Dr. N.SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY
ETHIRMEDU, KOMARAPALAYAM - 638 183,
NAMAKKAL DISTRICT, TAMILNADU

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Ethirmedi, B. Komarapalayam - 638183, Namakkal Dist. Tamilnadu, India.

Website: www.jkkmmrfpharmacy.edu.in / e.mail : principal@jkkmmrfpharmacy.edu.in

Contact No : +919789456750, +919943066944, +919943069944



Dr. N. SENTHILKUMAR, Ph.D.,
Principal

Seminar photos

Title: Advancing Wellness - Entrepreneurship in Pharmacognosy

Date: 12/4/2024

Resource person explain the seminar topic



Dr. N. SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY
ETHIRMEDU, KOMARAPALAYAM - 638 183.
NAMAKKAL DISTRICT, TAMILNADU.



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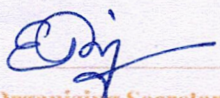
**SEMINAR ON
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PHARMACOGNOSY**

**ORGANIZED BY
DEPARTMENT OF PHARMACOGNOSY**

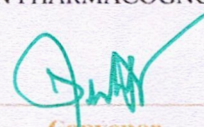
CERTIFICATE OF PARTICIPATION

This certify that Mr./ Ms./ Mrs./ Dr _____

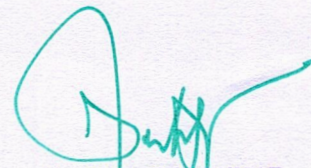
has participated in Seminar on
ADVANCING WELLNESS - ENTREPRENEURSHIP IN PHARMACOGNOSY
held on 12/04/2024


Organizing Secretary




Convenor





**Dr. N.SENTHILKUMAR,
PRINCIPAL,**

**JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638 183,
NAMAKKAL DISTRICT, TAMILNADU.**