



SEVEN HILLS COLLEGE OF PHARMACY

(Autonomous)

Venkatramapuram, Tirupati – 517561, A.P., India

One Day National Seminar on

**TRADITIONAL MEDICINE POTENTIAL TO MODERN THERAPEUTICS:
EXPLORING NEW HORIZONS AND CUTTING EDGE APPLICATIONS**

Date: 30th March 2024

Venue: Prof. K. ChinnaSwamy Auditorium, SHCP Campus

In association with

**ASSOCIATION OF PHARMACEUTICAL TEACHERS OF INDIA (APTI),
AP STATE BRANCH**



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ABOUT COLLEGE

Seven Hills College of Pharmacy (SHCP) was started in 2007 as an institution exclusively specialized in Pharmacy Education by Global Vision Educational & Welfare Society (Regd.No.: 296/2005), a non-profit organization registered under the Registration of Societies Act with the Registrar of Societies, Balaji's Registration District. The College has been precisely launched & nurtured by its founders & visionaries Shri M. Venkatrama Raju & Dr. M. Niranjana Babu, who have been admired educationists themselves. Presently the College is offering B.Pharmacy, M.Pharmacy (Pharmaceutics, Pharmaceutical Analysis & Pharmacology), Pharma D & Ph.D in Pharmaceutical Sciences. SHCP is a one-step solution for all the higher education & research requirements of Pharmacy students. SHCP is crowned Autonomous status by University Grants Commission, New Delhi & JNTU Anantapur, Ananthapuramu for a period of ten years from 2020-21 to 2029-30, Accreditation of "A" Grade by NAAC, Recognition from UGC under 2(f) and 12(B) of UGC Act 1956, NIRF Rank band of 102-125 in Indian Rankings 2022 and Swachh Campus ranking 50 by MHRD, Govt. of India, Recognized Research Centre for Pharmaceutical Sciences by JNTUA, Ananthapuramu.

ABOUT THE SEMINAR

"Traditional Medicine Potential to Modern Therapeutics: Exploring New Horizons and Cutting Edge Applications" is aimed at bridging the gap between traditional medicinal practices and modern therapeutic approaches. This seminar provides a platform for experts, researchers, practitioners, and enthusiasts in both traditional and modern medicine to come together, share knowledge, and explore innovative ways to integrate traditional medicine into contemporary healthcare systems. The seminar likely features keynote speeches, panel discussions, paper presentations covering various aspects of traditional medicine and others. Moreover, the seminar may delve into cutting-edge research, technologies, and methodologies that can enhance the understanding, validation, and integration of traditional medicine into mainstream healthcare. To gain insights into the synergies between traditional and modern medicine, identify opportunities for collaboration, and explore ways to leverage the rich heritage of traditional healing systems for the benefit of public health.

OBJECTIVES OF THE SEMINAR

- ❖ To showcase the rich heritage and knowledge base of traditional medicine systems.
- ❖ To explore the potential synergies between traditional medicinal practices and modern therapeutic approaches, fostering integration and collaboration between the two.
- ❖ To discuss and present scientific research that validates the efficacy and safety of traditional medicinal practices, providing evidence-based support for their integration into modern therapeutics.
- ❖ To identify areas where traditional medicine can offer novel insights or solutions to contemporary healthcare challenges, sparking new research directions and innovation.
- ❖ To increase awareness among healthcare professionals, policymakers, and the general public about the potential benefits and importance of integrating traditional medicine into modern healthcare systems.

PROGRAMME OUTCOMES

- ❖ Exchanged knowledge regarding the traditional medicinal practices and their potential applications in modern therapeutics.
- ❖ Participants will identify the gaps in research and knowledge related to integrating traditional medicine into modern therapeutics.
- ❖ The seminar provides a platform for researchers, practitioners, policymakers, and industry representatives to identify potential collaborations.
- ❖ Awareness about the potential benefits of traditional medicine in modern therapeutics.
- ❖ Acceptance and utilization of traditional medicinal practices by both healthcare providers and the general public.



WHO SHOULD ATTEND

- ❖ Industry Professionals
- ❖ Health Care Providers & Policy Makers
- ❖ Academicians and Educators
- ❖ Research Scholars
- ❖ UG & PG Students of Life Sciences

CALL FOR ABSTRACTS

Abstracts of original research in Pharmaceutical Sciences / Life sciences covering the following areas

- ❖ Pharmacognosy & Phytochemistry
- ❖ Pharmaceutical Chemistry
- ❖ Pharmacology & Toxicology
- ❖ Pharmaceutics
- ❖ Pharmacy Practice
- ❖ Pharmaceutical Drug Regulatory Affairs
- ❖ Pharmaceutical Analysis

Abstract with author affiliation and contact details should be submitted to shcpfeedback@gmail.com

Oral Presentation: Max. of 15 slides with a time limit of 10 + 2 min discussion

Poster Presentation: e-Poster should be presented with 56 (width) x 42 (height) inches; landscape orientation
Max. Of 05 + 02 Min discussions

REGISTRATION

- ❖ Registration Amount of Rs. 100/- to be paid through Gpay or PhonePay to 7702484511.
- ❖ Participants will be provided with a certificate of Participation.
- ❖ Presentation certificate will be provided for the participants upon Poster / Oral presentation only.

IMPORTANT DATES

- ❖ Submission of Registration – 20.03.2024
- ❖ Submission of Abstract – 26.03.2024
- ❖ Acceptance for Abstract – 27.03.2024

Topics to be Covered

- ❖ Development of Phytopharmaceuticals
- ❖ *In-vitro* tools for Plant tissue cultures
- ❖ Pharmacological drugs and treatments derived from medicinal plants and traditional medicine techniques
- ❖ Herbal remedies and treatments for Chronic Ailments
- ❖ Modern Medicine Approaches and Challenges

For Further details regarding Registration, Abstract
submission & Seminar

Kindly contact

Dr. A. Sanjeeva Kumar - 9441538714



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Chief Guest



Prof. MD . Karvekar
Director (Academics)
Krupanidhi College of Pharmacy
(Autonomous)
Bengaluru

Key Note Speaker



Dr. Raman Dang
Secretary – APTI
Professor and Principal
Krupanidhi College of Pharmacy
(Autonomous), Bengaluru

Distinguished Speakers



Dr. C. K. Ashok Kumar
Deputy Director
Amity Institute of Pharmacy
Amity University, Haryana

Dr. R. Jayaraman

Professor and Principal
Shri Venkateswara College of Pharmacy
Puducherry



Special Guests



Dr. D. Swarnalatha
Principal
Annamacharya College of Pharmacy
(Autonomous)
Rajampeta, A.P.



Dr. C. Madhusudhana Chetty
Principal
Santhiram College of Pharmacy
(Autonomous)
Nandyal, A.P.



Dr. D. Jothieswari
Principal
Sri Venkateswara College of Pharmacy
(Autonomous)
Chittoor

Convener



Dr. M. Niranjan Babu
Professor & Principal
Seven Hills College of Pharmacy
(Autonomous)
Tirupati, A.P., India

Co-Convener

Dr. K. Venkata Ramana

President, APTI
A.P. State Branch, Andhra Pradesh
Principal, ASN College of Pharmacy,
Tenali, A.P., India.



Organizing Committee

Prof. K. Saravanakumar, Academic Director
Dr. B. Jyothi, Professor

Registration Committee

Mrs. B. Sivagami, Associate Professor
Mr. V. Pavan Kumar, Associate Professor

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Mr. V. Prudhvi Raj, Assistant Professor