

## “Pharma Reel Making: Lights Camera Action.”

The Pharma Reel-Making Competition was organized by Mahavir Institute of Pharmacy on 27<sup>th</sup> September 2023 in the campus itself, with the aim of fostering creativity, innovation, and awareness within the pharmaceutical industry. Total number of 92 participants were tasked with creating short video reels and memes that effectively communicated key messages related to healthcare, pharmaceutical advancements, or public health issues.

The reels and memes submitted were judged on the basis of creativity and innovation, clarity of message, technical quality, relevance to pharmaceutical industry, impactfulness.

Participants explored a wide range of topics, including the importance of vaccination, breakthroughs in drug research, healthcare accessibility, and patient empowerment. The competition provided a platform for participants to go through the recent topics in pharma field, fostering potential collaborations and career opportunities.

The Pharma Reel-Making Competition succeeded in engaging participants from various sectors of the pharmaceutical industry and promoting dialogue on important healthcare issues. The creativity and passion demonstrated by the participants underscore the potential of multimedia platforms in advancing public health awareness and education.

I've invited you to fill out a form:

🌟🌍👩🏫 World Pharmacist Day Celebration! 🌍👩🏫🌟

Hello Fellow Pharma Enthusiasts,

We're excited to announce an electrifying double treat for this year's World Pharmacist Day (25th Sept)! 🎉  
Presenting the Pharma-Reels 🎬 and Pharma-Memes 😄 competitions, where creativity meets pharmacy!

Here are the rules to get you started:

🎬 **\*Pharma-Reels\* - Lights, Camera, Pharma Action!**

- Create a captivating short film (up to 5 minutes) that celebrates the vital role of pharmacists in healthcare.
- Show us your storytelling prowess and how pharmacists make a difference.
- Videos must be original, and you're free to use any creative techniques.

😄 **\*Pharma-Memes\* - Laughter is the Best Medicine!**

- Craft a hilarious pharmacy-related meme that tickles our funny bone.
- Memes should be in good taste and pharmacy-themed.
- Submit your meme as an image along with a witty caption.

📅 **Important Dates:**

- Submissions open till 27th Sept.

**Reel Making Competition**

\*NO REGISTRATION FEES

Theme for Reel: Mahavir Education Society's Engineering/ Polytechnic/ Pharmacy college In-campus videos.  
(Duration : 90 sec Max)  
Final Date of submission : 15 Feb 2024  
Contact person for Registration:  
Dr. Atul Bendale (Pharmacy)

Scan the QR to upload your reel

*Cultivating Creativity, Crafting Culture: Shree Mahavir Fest - ANTARANG 2024*

Prepared by:

Ms. Nikita Rathod

Principal