

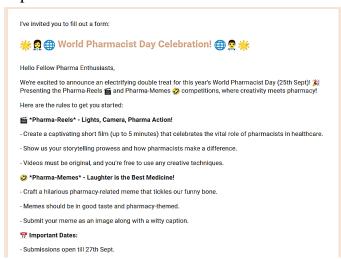
"Pharma Reel Making: Lights Camera Action."

The Pharma Reel-Making Competition was organized by Mahavir Institute of Pharmacy on 27th 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.





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