



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act No.: 20 of 2007)

Reference: GTU/Pharmacy/PharmaThon/2019/3086/3963

Date: 08.05.2019

SUBJECT: GTU's INVITATION LETTER TO PHARMA/BIOTECH/HEALTHCARE/ALLIED SECTOR INDUSTRIES/INDUSTRY ASSOCIATIONS/GOVERNMENT DEPARTMENTS AND AGENCIES TO REGISTER PROBLEM DEFINITIONS FOR "PHARMATHON", IT'S A NATIONAL LEVEL FIRST OF ITS KIND PHARMACY & HEALTHCARE HACKATHON COMPETITION, TO BE HELD ON 28-29 SEPTEMBER 2019.

Dear Sir/Madam,

Pharma and healthcare industry in India comprises of pharmaceuticals, hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, medical equipment, bulk drugs, intermediates, drug formulations, biologicals, Ayush & herbal products, surgical, etc. The industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by the public as well as private players. India's healthcare market may see a threefold jump in value terms to reach \$ 372 bn by 2022. The healthcare industry in India stood as the fourth largest employer in 2017.

India is regarded as a Pharmacy of the world. The pharmaceutical industry in India Ranks 3rd in the world, in terms of volume and 14th in terms of value. India is the largest provider of generic drugs globally. Indian pharmaceutical sector industry supplies over 70 percent of global demand for various vaccines, India exports medicines to more than 220 countries, 40 percent of generic demand in the US and 25 percent of all medicine in the UK. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. The pharmaceutical sector was valued at US\$ 33 billion in 2017. The country's pharmaceutical industry is expected to expand at a CAGR of 22.4 percent over 2015–20 to reach US\$ 55 billion. India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry, and bioinformatics is expected to grow at an average growth rate of around 30 percent a year and reach US\$ 100 billion by 2025.

At the forefront of the growth in the pharmaceutical industry in India is mainly driven by Gujarat. Accounting for nearly 42 percent share of India's pharmaceutical turnover, 22 percent of its drug exports and 20 percent of its chemicals output, Gujarat's pharmaceutical industry has evolved into an innovation-driven, knowledge-focused industry.

With the lower government and per capita health spending, as a proportion of gross domestic product (GDP) the pharma and healthcare industry in India are facing numerous challenges like as to Quality and affordable medicines for increasing population, the stability of products, pollution control by pharmaceutical, API & chemical manufacturing units, healthcare awareness, easy access to healthcare needs, poor health infrastructure, speedy and affordable diagnostic and preventive care, quality and trained staff requirement to the industry, disposal of bio waste, health insurance for all, neglect of rural population and their healthcare needs and many more.

Gujarat Technological University (GTU) has planned a first of its kind National level PharmaThon (Pharmacy & Healthcare Hackathon) competition during 28-29 September 2019, Wherein students from different domains viz Pharmacy, Biotech, Nursing, MBBS and allied sectors from across India will be invited to participate and represent innovative solutions to key problem definitions submitted by various



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Pharma/Healthcare/Biotech/Allied Sector industry/Industry Associations/Government departments and agencies.

Hackathon is a programme, which provide grounds for new ideas generation. They're especially good tools to stimulate creativity and problem-solving through fresh talent. In a hackathon, there is a low cost of failure. The time limit in hackathon forces participants to distill their visionary concepts down to actionable solutions. Outsiders can bring a fresh perspective to business challenges, as well as give an outside-in view of products and organization. Engaging with participants during the hackathon is an excellent way to get feedback on what they love and what suggestions for improvement they come up with.

Hereby this letter, Gujarat Technological University (GTU) is inviting problem definitions to organize PharmaThon competition from various Industries and government associations like as from Indian Drug Manufacturers Association (IDMA), Ayurvedic Drug Manufacturers Association (ADMA), Bulk Drug Manufacturers Association (BDMA), Drug Controller General of India (DCGI), Food & Drug Commissioner's of all states of India, Ministry of Health, Health Department of states of India, Gujarat Chemical Association, Gujarat Ayurvedic Aushadh Manufacturers Association (GAAMA), Chemical Industry Associations, Association of Healthcare Providers India (AHPI), Healthcare Federation of India and other similar industry associations related to pharma/biotech/healthcare/allied sector industries in India.

GTU will organize this programme in partnership with various national and state ministry, departments, agencies, and various industry associations from across India.

GTU will also, provide prize money for the most innovative problem solutions provided by any student teams.

Interested pharma/biotech/healthcare/allied sector industries, government departments, industry associations, social organisations can register and provide their problem definition for this India's first unique kind of National level PharmaThon (Pharmacy & healthcare Hackathon) competition before 31st May 2019, Friday at <https://forms.gle/xRkvK8he9jYFpGKq6>.



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**The proposed programme planner for this
PharmaThon (Pharmacy & healthcare Hackathon) competition is as below:**

Sr. No.	Date	Plan of Work & Action Agenda
1	08.05.2019 to 31.05.2019	<ul style="list-style-type: none">● GTU starts inviting problem definitions from various industry associations and individual industry players from varied domains.● Invitation letter to companies/Industry Associations to take part and submit their problem definitions
2	27.05.2019 to 31.05.2019	<ul style="list-style-type: none">● Screening of problem definition by The Technical Committee based on: How vital is the problem for Industry or Society How vital is the problem for specific product etc
3	01.06.2019	<ul style="list-style-type: none">● Publish the list of problem definitions via GTU Circular and invite student teams to participate from all parts of India having pharma/biotech/healthcare/allied sector background.
4	01.06.2019 to 25.06.2019	<ul style="list-style-type: none">● Student Team Registration
5	25.06.2019 to 30.06.2019	<ul style="list-style-type: none">● Screening of student team by The Technical Committee based on the team and mentor profile, availability of resources and proposed novel aspect for problem solution with plan of work.
6	30.06.2019 to 10.09.2019	<ul style="list-style-type: none">● Approved teams by The Technical Committee have to work on the selected problem definition at their respective institutes.
7	10.09.2019 to 15.09.2019	<ul style="list-style-type: none">● Project report submission by approved teams to GTU.
8	28.09.2019 to 29.09.2019	<ul style="list-style-type: none">● Team have to represent their work, results, novelty aspects and benefit of their proposed solution to overcome selected problem definition, during a PharmaThon competition at GTU Chandkheda Campus, Ahmedabad.

GTU looks forward for your active and gracious participation to make this initiative evocative. Your early confirmation and problem definition registration will be highly appreciated. Your positive response would be obliged to us.

Thanks and Regards

Dr. J. C. Lilani
Registrar, GTU



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About Gujarat Technological University (GTU):

Gujarat Technological University (GTU) is India's one of the most innovative affiliating type university established by the Government of Gujarat vide Gujarat Act No. 20/2007. GTU caters to the entire field of Engineering, Pharmacy, Business Studies (MBA programs), Architecture and Computer Applications (MCA) in Gujarat. Today the university has about 480 affiliated colleges, 17,000 plus faculty members, 4.5 lakh students, a large number of master's programs and a robust doctoral program. Gujarat Technological University has set up 14 Postgraduate Research Centers to foster research activities and initiatives are taken up at GTU such as GIC Sankul, Student Start-up Policy, Intellectual Property (IP) literacy programs, Research week activities and many more which are being followed by other universities of India.

For further queries related to this initiative, you may contact:

Mr. Amitkumar Patel

Assistant Professor (IPR/Patents)

Registered Indian Patent Agent (IN/PA/2874)

GTU Innovation Council - IPR Cell

Gujarat Technological University

Nr. Visat Three Roads, Visat - Gandhinagar Highway

Chandkheda, Ahmedabad – 382424 – Gujarat

Mob: +91-9898801467

Email: ipr_projectofficer@gtu.edu.in