



Isthmus brings to you on a lighter note the Poster-it-out contest. Poster-it-out is a one of its kind poster presentation contest attracting students from all over the country to run brush strokes of information and knowledge, views and ideas wrapped in creativity and color.

The Poster-it-out contest gives an opportunity to amateur creative heads to give their Pharma aptitude a bold and effective platform. The poster is an outburst of their innovation trapped within and the depiction of their ideas is indeed a treat to the eyes.

The student response in the last year was overwhelming indeed and to house the enthusiastic growing number of participants, the event has expanded this year. Poster-it-out is indeed an eagerly awaited event for students all across.

OBJECTIVES:

The objectives of the Poster Presentation have been developed in accordance with the National Seminar.

- To reward excellence in research conducted
- To encourage and support new arenas for research activities in the interdisciplinary area of healthcare management and medico-legal systems

PARTICIPATION PROCEDURE:

-The participants first have to submit their abstracts online on one of the topics listed. This is the elimination round. **The last date to submit the abstract is 31st December, 2009.**

- The results of the abstracts will be declared on 1st January, 2010.

-If the abstract is selected, the participant needs to present a poster for the final round on the 4th & 5th of January, 2010 in Mumbai.

ELIGIBILITY:

Minimum qualification: The participant should be a graduate or pursuing graduation.

RULES & REGULATIONS:

Abstract Rules:

1. The team should consist of a **maximum** of two people only: Author and a Co-author. An Author alone can participate in the competition too.
2. Abstracts to be submitted on one of the topics listed under the categories only.
3. Abstract must be in comprehensible English, typed in Microsoft Word in Black Arial Font.
4. Use single line spacing throughout the abstract.
5. Word limit: 250-300 words
6. Write distinctly the name of the author. This should be followed by the name of the co-author (only 1) along with the institute name and city. Rest of the abstract should not exceed 300 words.
7. Abstracts with more than 300 words will be marked negatively.
8. The abstract should be informative, containing specific aims & objectives, materials and methods and conclusion of the study in the end. The abstract should convey the message and should justify the topic.
9. Statements such as “Results will be discussed” are not acceptable.
10. The decisions of the judges will be final and binding.
11. **LAST DATE FOR SUBMITTING THE ABSTRACT IS 31st DECEMBER, 2009 BEFORE 5 P.M.**

[Submit your Abstract online at www.isthmussptm.com.](http://www.isthmussptm.com)

Once the abstract is selected for the final round, the participants need to present a poster.

POSTER SPECIFICATIONS:

1. If the abstract is selected for the poster presentation, a unique code will be sent to the participants which should be present on the poster. No other details about the participants (author and the co-author) like name, institute, city, etc. should be present on the poster. The poster will be identified by the code name only.
2. The printable area in the poster should be of 1.0 x 1.0 meter and a margin of 2x2 inches should be present on all the four sides.
3. The title of the poster should be present on the top and should cover the full width of the poster. It should be brief and written in bold letters.

TOPICS

Category 1. Intellectual Property Rights

1. Patent Term Extension – a strategy for drug repositioning
2. Is India beneficiary from product patent?
3. Biosimilars

Category 2. Drug design

1. Molecular medicines and diagnostics
2. Computer aided drug design
3. Fragment based drug discovery

Category 3. New approaches in pharma

1. Business intelligence in pharmacy
2. Telemedicine: healthcare at the bottom of pyramid
3. Importance of IT in pharma

Category 4. Managing pharma

1. Solid and liquid waste management and carbon foot printing reduction
2. Supply chain management in pharma
3. Medical tourism- a boost to the Indian economy
4. Business venture in stem cells research

Category 5. Biotechnology

1. Human genome project and its impact on drug discovery
2. Bioethics
3. Recombinant technology in pharma
4. Stem cell therapy: the ultimate treatment

Category 6. Brand India

1. Pharmacoeconomics v/s DPCO
2. Crams: changing face of Indian pharma
3. Vision 2020: A need for paradigm shift in pharma education
4. India's preparedness to handle another pandemic

Category 7. Management Topics

- 1. Shaping Organization Behavior: How to Make Organizations More Creative**
- 2. Bottom of The Pyramid: A Whole Market to Tap**
- 3. Health Insurance: Emerging Model in India**
- 4. Strict Product Liability**
- 5. E-Business in India: Tapping into a World of Talent (with reference to TopCoder model)**
- 6. Entrepreneurship in India: Challenges and Payoffs**
- 7. Warehouse Performance and Supply Chain Management: Current Practices in the use of Performance Measures**