

## A milestone achieved with the 10th edition of BioCamp coming to a close

48 students made it to the 10th edition of Novartis Biotechnology Leadership Camp. The theme 'Future of Medicine: New frontiers for reaching and meeting patient needs' was a topic that was engaging for both participants and speakers. Introducing the program was Milan Paleja, Country President, Novartis in India who explained the business aspects of the pharma industry and encouraged students to always have a purpose to life especially when it comes to learning.

Several topics were covered such as the Role of Science addressed by Julius Vaz, Global Program Head, Global Health DU, GDD, Novartis India; the digital health piece was delivered by Anu Acharya, CEO, Mapmygenome India; Chetan Mallik, Head Communications NBS, Novartis India brought alive the patient perspective while the Evolving commercial operations landscape was deftly handled by Mayur Bhargava, Business Head, IHD, Neurosciences & Established Medicines, Novartis India with an all pictures presentation. Evolution in brand planning and stakeholder engagement was effectively conveyed by Deviprasad Singh, Head Brand Effectiveness Services, NBS, Novartis India.

Yet another topic of interest to students was the Role of Innovation & Entrepreneurship, by Mahesh Iyer, Co-Founder Sineflex Solutions LLP. The Role of Data Analytics by Ramesh Loganathan, Professor of Practice, Co-Innovations, IIIT was an interesting session so also was the topic on Ethics by Ashwini Mathur, Head Data Sciences, Novartis Ireland. The two panel discussions with the leadership saw animated discussion.

Dr Ajit Rangnekar, Director General, Research and Innovation Circle of Hyderabad concluded this fascinating event with his valedictory address which resonated well with every student speaking as he did on the journey of life.

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