

## Message from Director,NIPER-Kolkata on The World Pharmacists Day

My Dear Fellow Pharmacists,

Today is Pharmacist Day ! I am proud to be a Pharmacist!

The theme for Pharmacist Day 2017 is Pharmacist role in healthcare.

Pharmacy profession is evolving and the role of Pharmacists from research to healthcare is continuously expanding. The need for newer medicines for combating newer diseases, manufacturing of quality medicines at affordable costs, ensuring accessibility and availability of medicines even in the remotest areas and last but not the least managing the medications for best outcomes by being a link between the Physician and the patient has always challenged the Pharmacists of our country to rise to the occasion and prove their mettle .

The society and the humanity presently faces challenges in the form of patents driven by profit margins, the possible harm that may be caused due to errors in the distribution of medicines through e-pharmacies on the pretext of ease and convenience, Generic prescribing VS branded drug prescribing, compromising the professional expertise of the pharmacist required by the patients and health professionals by underutilising Pharmacists beyond dispensing of medicines and lastly creating a perception that the role of a pharmacist can be carried out by any person who is trained for a short time. The society looks towards Pharmacists and pharmacy professionals to help them, guide them and ensure that they are getting the right medicine, at the right dose and at the right time.

Pharmacy institutions, pharmacy professional organisations, statutory bodies , pharmaceutical industry , Regulatory workforce and Pharmacists should join hands to lead the profession and raise the standards of the delivery of pharmaceutical care to the next level so that the patients and the Physicians look towards Pharmacists as partners at their service 'from research to healthcare'.

I look towards the 'Next Generation' of Pharmacists to steer the profession in its journey and win confidence and trust of the public, the medical profession and the government through better care, advocacy and actions that command respect from all stakeholders.

Let us all resolve on this Pharmacist Day , 25th September, 2017 that through our unstinted services we will strive to develop a 'Swachh and Swasth Bharat' !

**Dr.V.Ravichandiran**  
**Director, NIPER-Kolkata**  
**Kolkata the 25<sup>th</sup> September,2017.**