

6TH NATIONAL PHARMACOVIGILANCE WEEK

17TH - 23RD SEPTEMBER, 2026



MONITOR



REPORT



PREVENT



SAVE LIVES

THEME:

PROMOTING RATIONAL USE OF MEDICINES THROUGH
PHARMACOVIGILANCE:
A STEP TOWARDS SAFER HEALTHCARE

Organised by

DEPARTMENT OF PHARMACOLOGY AND THERAPEUTICS


Safe
Medicines
Healthy
Tomorrow

6th National Pharmacovigilance Week Celebrations – 2026

by the

Department of Pharmacology and Therapeutics, Narayana Medical College and
Hospital, Nellore

Under the leadership of Dr. B. Madhavulu, Professor & Head, Department of Pharmacology

1. Common Academic Programme – 16 September 2026

Name of the Programme: Common Academic Programme

Date and Time: 16 September 2026, 2:30 PM–3:30 PM

Venue: B.C. Roy Lecture Gallery

Theme: “Pharmacovigilance in Clinical Practice: Beyond ADR Reporting – Preventing Medication-Related Harm.”

Event Coordinators: Dr. Nagma Shaheen and Dr. Sajjadullah

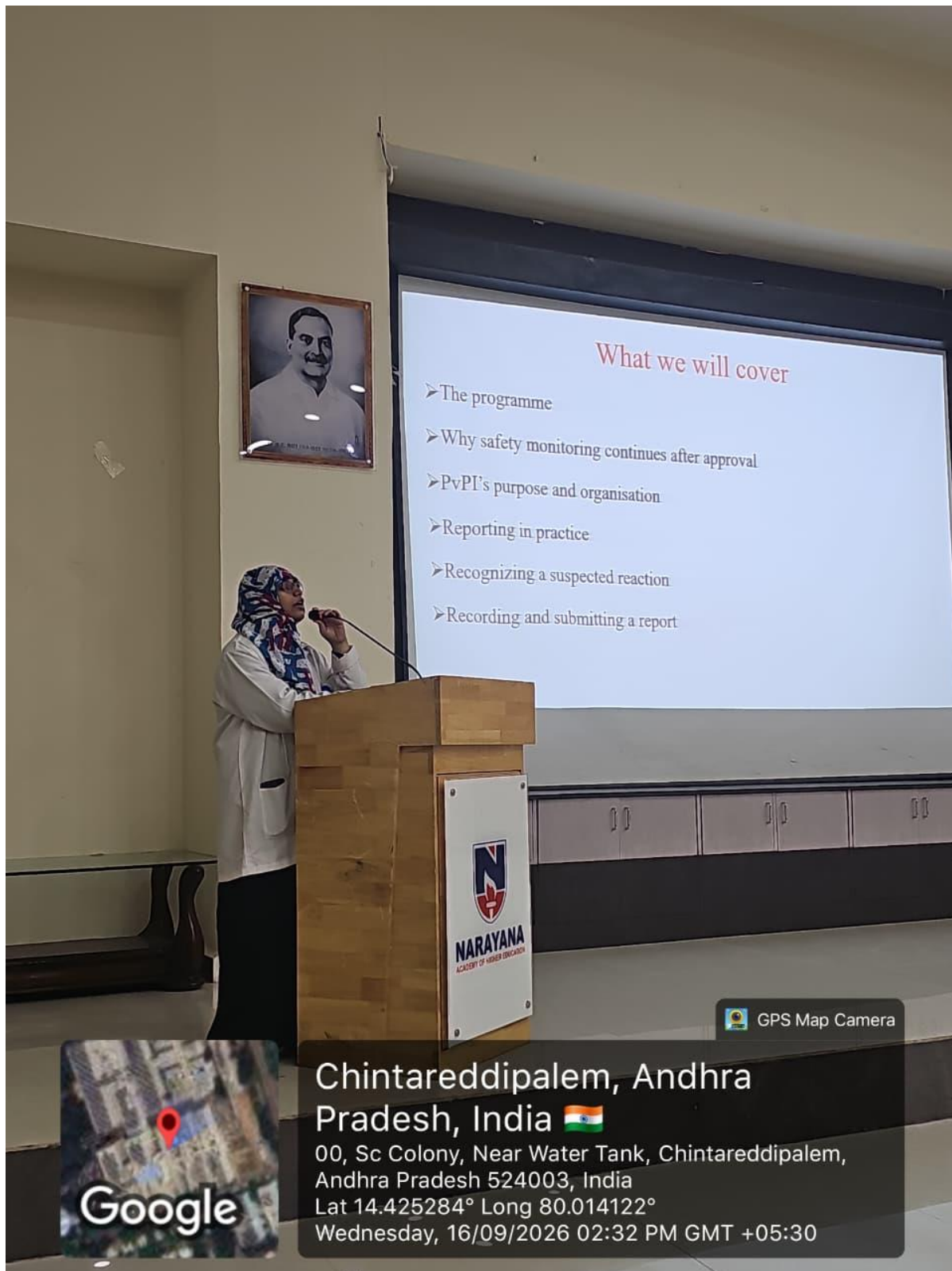
Faculty Support: Dr. P. Rama Mohan, Professor, Department of Pharmacology

Participants: 160

Duration: 1 hour

Programme Highlights. A Common Academic Programme was conducted as part of the 6th National Pharmacovigilance Week. The session emphasized the identification, prevention and reporting of adverse drug reactions (ADRs) with the objective of strengthening patient safety. It highlighted the role of healthcare professionals in promoting rational and safe use of medicines and in minimizing medication-related errors. The programme enhanced awareness among postgraduate students and faculty and encouraged their active participation in pharmacovigilance activities.

Important Activity. A QR code linked to a Google Form was incorporated at the end of the presentation to facilitate adverse drug reaction reporting and encourage active participation among postgraduate students and faculty.



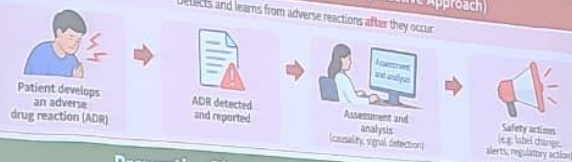




Pharmacovigilance is *not merely* about reporting ADRs, it is about identifying risks, taking *preventive measures* before next ADR occurs.

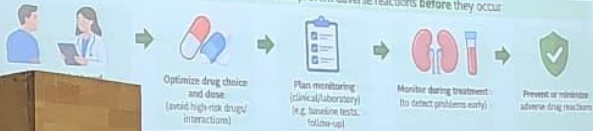
Traditional Pharmacovigilance (Reactive Approach)

Detects and learns from adverse reactions *after* they occur

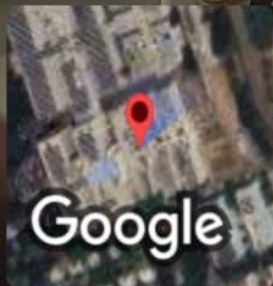


Preventive Pharmacovigilance (Proactive Approach)

Identifies risks and takes measures to prevent adverse reactions *before* they occur



GPS Map Camera

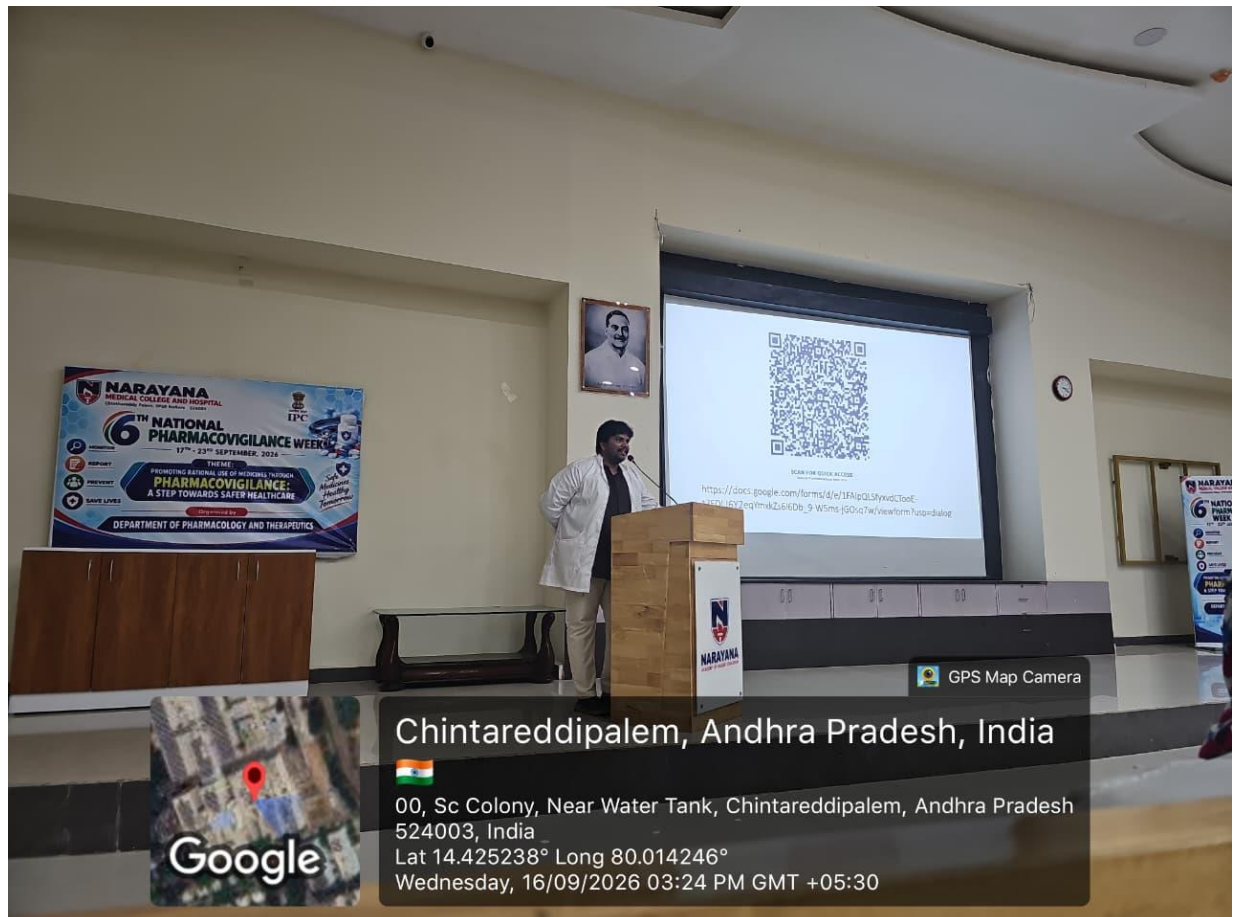


Chintareddipalem, Andhra Pradesh, India 🇮🇳

00, Sc Colony, Near Water Tank, Chintareddipalem, Andhra Pradesh 524003, India

Lat 14.425231° Long 80.014226°

Wednesday, 16/09/2026 02:53 PM GMT +05:30







2. Pharmacovigilance @ Quiz – 18 September 2026

Name of the Programme: Pharmacovigilance Quiz

Date and Time: 18 September 2026, 9:30 AM–11:00 AM

Venue: Demo 1, Department of Pharmacology, Narayana Medical College, Nellore

Event Coordinators: Dr. Abu Bakar and Dr. Kajal

Faculty Support: Dr. P. Rama Mohan

Quiz Participants: 32 BDS students

Duration: 90 minutes

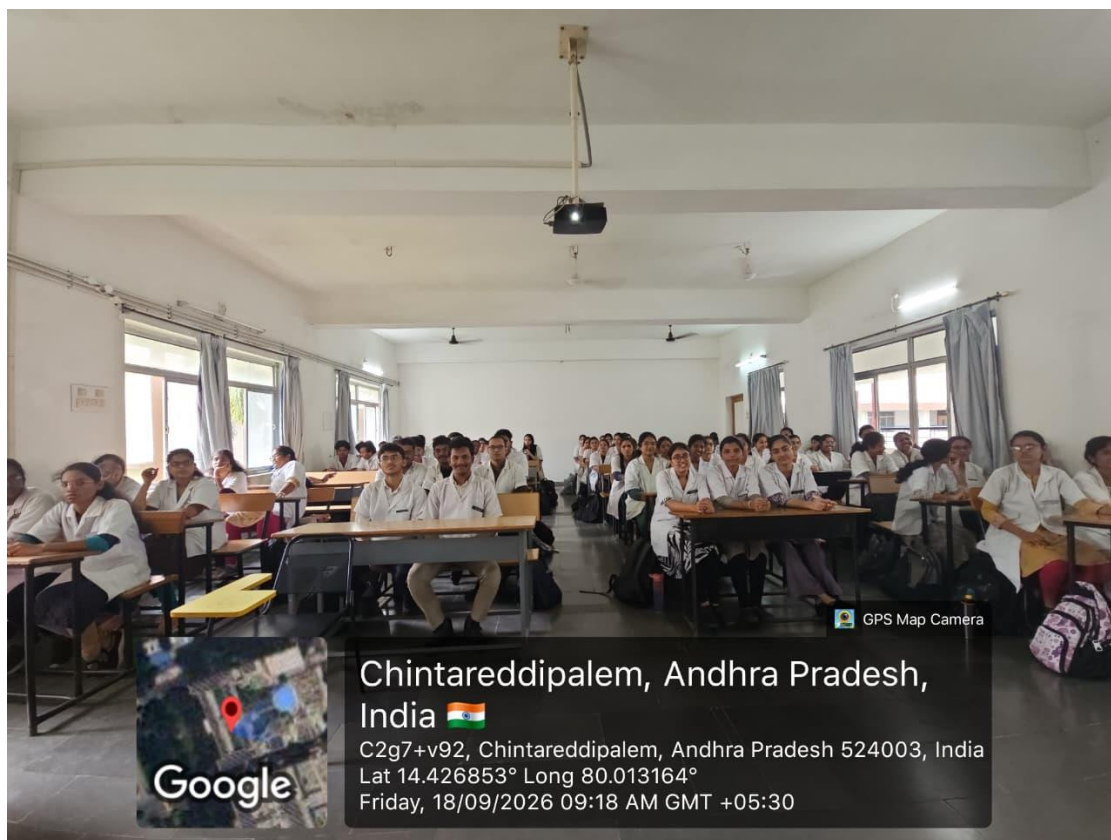
Additional Attendance: 147 Allied Health Sciences (AHS) students and 49 Bachelor of Physiotherapy (BPT) students; total additional attendance 196

Programme Highlights. The Pharmacovigilance Quiz was organized to create awareness about pharmacovigilance and promote the rational and safe use of medicines. Thirty-two BDS students participated and were divided into four groups—Group A, Group B, Group C and Group D. The quiz consisted of five rounds with a total of 50 questions designed to assess and reinforce knowledge related to pharmacovigilance and the safe and rational use of medicines. Group A secured the first position.

Faculty Interaction. At the conclusion of the quiz, Dr. P. Rama Mohan interacted with the students and discussed the practical relevance of pharmacovigilance in their future professional careers. He highlighted the role of pharmacovigilance in identifying and preventing adverse drug reactions, promoting rational medicine use and ensuring patient safety, and encouraged students to incorporate pharmacovigilance principles into their future clinical practice.

Outcome. The programme provided an interactive platform for students to strengthen their understanding of pharmacovigilance while encouraging active participation and teamwork. The faculty interaction further reinforced the importance of pharmacovigilance in future clinical practice.

Photographic Documentation. All photographs from the original event report have been retained below in the original sequence.





3. POSTER PRESENTATION – 19 SEPTEMBER 2026

Date & Time: 19 September 2026, 10:30 AM–12:00 PM

Venue: Pharmacology Demonstration Hall – 4

Event Coordinators: Dr. Haritha and Dr. Kajal

Faculty Guidance & Support: Dr. B. Madhavulu, Professor & Head, Department of Pharmacology; Dr. P. Rama Mohan, Professor, Department of Pharmacology

Participants: 35

Duration: 1.5 hours

Departmental Guidance: The programme was conducted with the guidance and support of Dr. B. Madhavulu, Professor & Head, Department of Pharmacology, whose leadership contributed to the successful conduct of the activity.

Programme Highlights. The Poster Presentation was organized to promote awareness of pharmacovigilance and adverse drug reaction (ADR) reporting among students. Students from multiple healthcare disciplines,

including Dental, B.Sc. Paramedical Sciences, and Physiotherapy, actively participated and presented posters focusing on drug safety, adverse effects, and safe use of medicines.

Educational Impact. The activity helped students understand the significance of pharmacovigilance, the importance of identifying and reporting suspected ADRs, and the role of healthcare professionals in promoting safe and rational use of medicines. It also encouraged collaborative participation in pharmacovigilance activities across different healthcare disciplines.

Role-play Activity. A batch of students performed a role-play highlighting the importance of ADR reporting and prevention of medication-related harm, providing an interactive component to the programme.

Consolidated Note

These activities formed part of the 6th National Pharmacovigilance Week Celebrations – 2026 and contributed to awareness, education and active engagement in pharmacovigilance among postgraduate students, faculty and undergraduate students. The programmes were conducted by the Department of Pharmacology, Narayana Medical College and Hospital, Nellore, under the departmental leadership of **Dr. B. Madhavulu, Professor & Head, Department of Pharmacology**, with programme-specific faculty support and coordination as documented







4. PHARMACOVIGILANCE AWARENESS RALLY

21 September 2026

Name of Event / Programme: Pharmacovigilance Awareness Rally

Date: 21 September 2026

Time: 10:20 AM onwards

Venue: Narayana Medical College and Hospital campus, Chinthareddypalem, Nellore

Event Coordinator: Dr. Sk. Abubakar

Target Participants: Allied Health Sciences (AHS) and Bachelor of Physiotherapy (BPT) students

Number of Participants: 196 students — 147 AHS and 49 BPT students

Duration: 10:20 AM to 12:00 PM

Guidance and Faculty Support: Dr. B. Madhavulu, Professor & Head (HOD), Department of Pharmacology, Narayana Medical College, Nellore

Theme: “Promoting Rational Use of Medicines Through Pharmacovigilance: A Step Towards Safer Healthcare”

Event Report: As part of the 6th National Pharmacovigilance Week 2026 celebrations, a Pharmacovigilance Awareness Rally was conducted on 21 September 2026 at Narayana Medical College and Hospital, Chinthareddypalem, Nellore. The rally was organised by the Department of Pharmacology & Therapeutics under the guidance of **Dr. B. Madhavulu, Professor & Head (HOD), Department of Pharmacology**, Narayana Medical College, Nellore, to promote awareness regarding pharmacovigilance, rational use of medicines, adverse drug reaction (ADR) reporting and patient safety, in accordance with the theme of the 6th National Pharmacovigilance Week.

Rally Route and Activities: A total of 196 students participated, comprising 147 students from Allied Health Sciences (AHS) and 49 students from Bachelor of Physiotherapy (BPT). The awareness rally started from the College Portico, proceeded through the Hospital, covered the Superspeciality Block and the O.P. Block, and then returned to the College. Students and faculty carried the National Pharmacovigilance Week awareness banner and communicated messages on rational medicine use, recognition of adverse drug reactions, adverse drug reaction reporting and safer healthcare.

Programme Highlights:

- Awareness rally conducted as part of the 6th National Pharmacovigilance Week 2026.
- Route covered the College Portico → Hospital → Superspeciality Block → O.P. Block → return to the College.
- Participation of 196 students: 147 from Allied Health Sciences (AHS) and 49 from Bachelor of Physiotherapy (BPT).
- Awareness messages focused on rational use of medicines, pharmacovigilance, recognition of adverse drug reactions and adverse drug reaction reporting.
- Faculty and students actively participated in promoting safer medicine use and patient safety.









5. PATIENT SENSITIZATION PROGRAMME – 21 SEPTEMBER 2026

Name of Event / Programme: Patient Sensitization Programme on Adverse Drug Reactions and Consumer Side-Effect Reporting

Date: 21 September 2026

Time: Approximately 12:00 PM onwards

Venue: Narayana Medical Hospital – O.P. Block

Guidance: Dr. B. Madhavulu, Professor & Head of the Department, Department of Pharmacology, Narayana Medical College, Nellore

Event Coordinator: Dr. Sk. Abubakar

Faculty / Student Support: Faculty and student members, Department of Pharmacology & Therapeutics

Target Group: Patients and attendants attending the O.P. Block

Programme Report. As part of the 6th National Pharmacovigilance Week 2026 celebrations, a patient sensitization programme was conducted at Narayana Medical Hospital on 21 September 2026. The activity was organized by the Department of Pharmacology & Therapeutics under the guidance of Dr. B. Madhavulu, Professor & Head of the Department of Pharmacology. The programme focused on creating awareness among patients and attendants regarding adverse drug reactions and medicine-related side effects.

Patient Interaction and Consumer Reporting. Faculty and student participants interacted directly with patients in the O.P. Block and explained the importance of recognizing and communicating suspected adverse effects associated with medicines. Consumer side-effect reporting forms were distributed to patients, and the purpose and appropriate use of the forms were explained. The activity encouraged active patient participation in pharmacovigilance and promoted safer use of medicines.

Key Activities.

- Sensitization of patients and attendants regarding adverse drug reactions and medicine-related side effects.
- Direct interaction with patients attending the O.P. Block.
- Explanation of the importance of recognizing suspected adverse effects associated with medicines.
- Distribution of consumer side-effect reporting forms to patients.
- Explanation of the purpose and appropriate use of the reporting forms.
- Promotion of patient participation in pharmacovigilance and safer medicine use.



Figure 1. Sensitization of a patient regarding adverse drug reactions and medicine-related side effect



Figure 2. Sensitization of a patient regarding adverse drug reactions and medicine-related side effects.



Figure 3. Distribution and explanation of a consumer side-effect reporting form.



Figure 4. Patient sensitization and consumer reporting awareness activity in the O.P. Block.



Figure 5. Explanation of consumer side-effect reporting information to an outpatient.

6. PRESS INTERACTION / PRESS NOTE – 23 SEPTEMBER 2026

Date: 23 September 2026

Venue: Narayana Medical College and Hospital, Nellore

Occasion: 6th National Pharmacovigilance Week 2026

Theme: “Promoting Rational Use of Medicines Through Pharmacovigilance: A Step Towards Safer Healthcare”

Dean: Dr. P. Sreenivasulu Reddy, Dean, Narayana Medical College and Hospital

Departmental Leadership: Dr. B. Madhavulu, Professor & Head of the Department, Department of Pharmacology

Other Faculty Mentioned: Dr. Ram Mohan, Pharmacovigilance Committee Convener, along with members of the Department of Pharmacology and Therapeutics

Programme Report. As part of the 6th National Pharmacovigilance Week, observed from 17 to 23 September 2026, a press interaction was conducted on 23 September 2026 at Narayana Medical College and Hospital, Nellore. The interaction highlighted the importance of pharmacovigilance, rational use of medicines and patient safety. The Department of Pharmacology and Therapeutics, under the departmental leadership of Dr. B. Madhavulu, Professor & Head, participated in the awareness initiative along with the Dean and other faculty members.

Dean’s Press Note

Good morning. I am Dr.P. Sreenivasulu Reddy, Dean, Narayana Medical College, With me is Dr.B Madhavulu, Head of the Pharmacology Department, along with other professors, including Dr. P. Ram Mohan, Pharmacovigilance Committee Coordinator. The main purpose of today's press meet is to announce that the Narayana Medical College Pharmacology Department is conducting the 6th Pharmacovigilance Week. We all know that medicines are used to treat diseases, but some medications can also cause adverse reactions. The pharmacovigilance team identifies these reactions, minimizes side effects, and aids in further drug development. There are also programs at the central level, like adverse reaction centres, through which the central government monitors these. Our pharmacology department, under the supervision of professors, is very active in this. They gather information and alert doctors. Therefore, when you use medicines, if you notice any drug reactions or side effects and immediately inform your treating doctor, they can intimate the concerned people, helping you find relief. Once again, I express my heartfelt appreciation to our pharmacology department and the active team for this opportunity. Thank you.

Key Messages Highlighted.

- Medicines are essential for treatment, but some medicines can cause adverse reactions.
- Pharmacovigilance helps identify adverse reactions, minimize medicine-related harm and contribute to medicine development.
- Central-level adverse reaction monitoring programmes support systematic monitoring of medicine safety.
- The Department of Pharmacology and Therapeutics actively collects information and alerts healthcare professionals regarding suspected reactions.
- Patients were encouraged to promptly inform their treating doctor if they notice a suspected drug reaction or side effect.

- The press interaction emphasized the shared responsibility of healthcare professionals, patients and the public in promoting rational medicine use and safer healthcare.



Figure 1. Press interaction held on 23 September 2026 with the Dean and members of the Department of Pharmacology and Therapeutics.



Figure 2. Press interaction featuring the Dean, Dr. P. Sreenivasulu Reddy, with Dr. B. Madhavulu, Professor & Head of the Department of Pharmacology, Dr.P. Ram Mohan, the Pharmacovigilance Committee Coordinator



OVERALL OUTCOME

The 6th National Pharmacovigilance Week 2026 activities conducted by the Department of Pharmacology & Therapeutics, Narayana Medical College and Hospital, Nellore, covered academic education, student engagement, poster-based awareness, a campus awareness rally, direct patient sensitization and public communication through the press. The activities collectively promoted rational use of medicines, recognition and reporting of suspected adverse drug reactions, consumer participation in medicine-safety reporting and patient safety.

Leadership and Coordination. The activities were conducted under the leadership and guidance of Dr. B. Madhavulu, Professor & Head of the Department of Pharmacology. His departmental leadership and guidance are specifically documented in the Common Academic Programme, Poster Presentation, Pharmacovigilance Awareness Rally, Patient Sensitization Programme and the overall departmental conduct of the National Pharmacovigilance Week activities.

Institutional Message. The consolidated programme reinforced the principle that pharmacovigilance is a shared responsibility involving healthcare professionals, patients and the public. Through education, reporting, prevention and communication, the Department sought to strengthen safe and rational medicine use and contribute to safer healthcare.

Prepared by: Dr. Sk. Abubakar
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