



SHRI B.V. PATEL ESSAY COMPETITION - 2025

Shri B. V. Patel Education Trust (REG. NO. E-2571, AHMEDABAD) invites entries for the essay competition for the year 2025. The subject for the essay is –

"The Role of Modern Technology in Combating the Menace of Counterfeit Drugs"

As per World Health Organisation (WHO) – ***"A counterfeit medicine is one which is deliberately and fraudulently mislabelled with respect to identity and/or source"***.

Counterfeiting can be done in various ways like incorrect active ingredient, no active ingredient, wrong doses, fake packaging etc. This also includes the drugs that are past their shelf-life but being sold with an altered date of expiry or manufacturing. The risk of fake drugs can lead to unexpected side effects, allergic reactions, worsening of medical conditions and even deaths. The consequences of counterfeit medicines are not only doing individual harm, but also undermining public trust in healthcare systems, exacerbating drug resistance, compromising disease control efforts, and eroding confidence in pharmaceutical supply chains. Brand issues and financial losses are faced by pharmaceutical companies and manufacturers due to infringement of patent and copyright. The government in such areas suffer huge economic loss.

Counterfeit drugs make up more than 10% of the global medicines market with estimated over \$ 431 billion annual revenue. Counterfeit pharmaceuticals have long been a concern, but their prevalence has surged dramatically in recent years. The recent pandemic COVID-19 accelerated the adoption of online marketplaces for the purchase of medication. The proliferation of such online marketplaces enables a higher volume of counterfeit or sub-standard products. According to the WHO, 50% of the drugs for sale on the internet are fake. The major therapeutic category that counterfeited worldwide are Central Nervous system (23%), Metabolism (18%), Anticancer (12%), anti-infective (12%) and genitourinary (35%).

Increase in distribution channels, higher volumes of pharmaceuticals, sophisticated counterfeiting techniques like high quality printing to mimic genuine product, replica molds for creating exact shapes and size, relabelling and swapping, alternative chemicals, fake reviews and testimonials, social media advertising, dark web transaction, cross-border network etc. are some of the factors attributing to rise of counterfeit medicines.

However, some innovative solutions can enable the system to combat the counterfeit medicine apart from strengthening legislations, enforcing stricter laws against counterfeiting. For example – blockchain technology, unique identifiers, supply chain transparency, mobile identifier, RFID technology, AI-ML, 3D printing and holograms, cloud-based track and trace system, advanced spectroscopy like Raman and near IR can help to combat the menace of counterfeit drug.

In this view the essay is expected to cover 'The Role of Modern Technology in Combating the Menace of Counterfeit Drugs.'

CRITERIA OF ELIGIBILITY

- 1) Any person interested in Pharmacy is entitled to participate in the competition.
- 2) Not more than two Figures may be appended with the essay. The text part of the essay including Tables should not **exceed 5000** words. Beyond 5000 words, it would attract minus marks. The essay **exceeding 6000 words** would not be eligible for competition.
- 3) A 300 word synopsis should also be accompanied with Essay.
- 4) Only **single** author entry shall be permitted. Acknowledgement of any significant advice or help from others may be made in the cover letter.
- 5) Acknowledgement or the name and address of the author **should not appear anywhere** on the body of the **essay** or on the **synopsis** or on the **plagiarism report**.
- 6) The **last date** for the receipt of Essay is **August 20, 2025**. The essays received after last date will not be eligible for competition.
- 7) The essay should be exclusively written and submitted for this competition only. A certificate of plagiarism report with AI contribution check should also be attached at the end of the essay. Plagiarism should not be more than 5% excluding references if any. Plagiarism report should not have person's and institute name anywhere.
- 8) Gold medal winners of past year's Shri B.V. Patel Essay Competition are requested not to participate in this competition.
- 9) The decision regarding acceptance, rejection and the award of the medals for the essay would be solely of the Trust and abiding to all the participants.

AWARDS

First and Second prize winners will be awarded the **Gold & Silver Medal and a cash prize of Rs. 31,000/- and 21,000/- respectively**, during the 74th Indian Pharmaceutical Congress (IPC) at Bengaluru. Medal winning entries should be of **"Distinction (More than 70% score)"** quality as judged by the panel of judges.

HOW TO PARTICIPATE

Essay should be submitted in word format as well as PDF as single file in the sequence given here- (1) cover letter having author's name, address, contact details, and contact number (2) synopsis, (3) essay, (4) plagiarism certificate. The essay entries should be sent to administration@bvpedutrust.com or deputydirector@bvpedutrust.com. Subject line of the mail should be 'ESSAY COMPETITION -2025'. For details about our past year's essay competition, winner, winning entries and to know more about us please visit our website.

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Hon. Secretary