Report on World Pharmacy Week 2026

AMR Awareness Mission

As part of the **World Pharmacy Week 2026 celebrations**, Dr. Chunibhai Vallabhbhai Patel College of Pharmacy organized a series of academic, creative, and awareness-based competitions on 31st August, 1st, 2nd September 2026 in accordance with the **AMR Awareness Mission of the Pharmacy Council of India (PCI)**. The programme was conducted under the theme **"स्वस्थ भारत: Combating Antimicrobial Resistance."**

Antimicrobial resistance (AMR) has emerged as a major public health challenge due to the inappropriate and excessive use of antibiotics and other antimicrobial agents. Pharmacists have an important role in promoting the rational use of medicines, educating patients, preventing self-medication with antibiotics, and supporting antimicrobial stewardship. Keeping these responsibilities in mind, various competitions were organized to actively involve pharmacy students in spreading awareness about AMR.

The programme aimed not only to improve students' scientific understanding of antimicrobial resistance but also to provide them with opportunities to communicate important healthcare messages through art, creativity, digital media, quizzes, and community-oriented activities.

The **Poster-Making Competition** provided students with an opportunity to combine scientific knowledge with artistic presentation. Participants prepared posters on antimicrobial resistance, rational antibiotic use, prevention of infections, responsible prescribing and dispensing

practices, and the role of pharmacists in controlling AMR. The posters effectively communicated the message that antibiotics should be used only when necessary and under appropriate professional guidance. Entries were evaluated on the basis of scientific content, originality, creativity, visual presentation, clarity of message, and relevance to the theme.





The **Scitoons Competition** encouraged students to communicate complex scientific concepts in a simple, humorous, and visually appealing manner. Through cartoons and illustrations, students depicted topics such as antibiotic misuse, emergence of resistant microorganisms, inappropriate self-medication, and the consequences of taking antibiotics without professional advice.





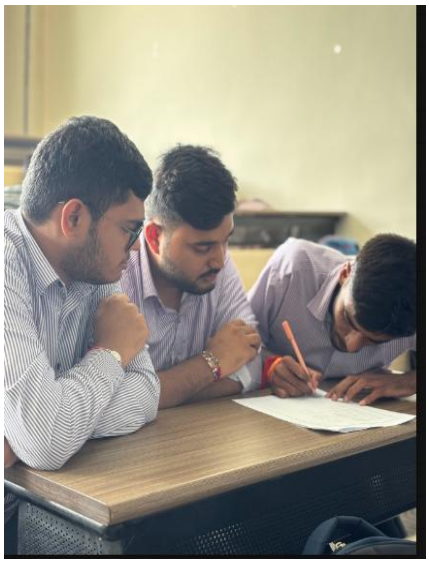
A **Leaflet-Making Competition** was organized to promote patient education regarding the appropriate use of antimicrobial medicines. Students designed informative leaflets containing concise messages on responsible antibiotic use, adherence to prescribed treatment, avoidance of self-medication, infection prevention, and the importance of consulting qualified healthcare professionals.

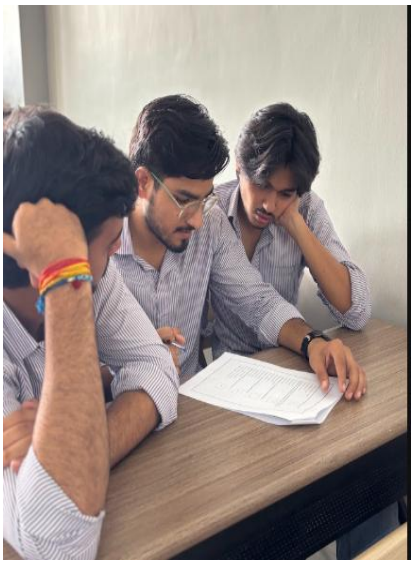
Recognizing the growing influence of digital and social media, an **AI Reel-Making Competition** was organized to encourage students to communicate AMR awareness messages through short videos. Participants creatively presented messages related to antibiotic resistance, inappropriate antibiotic use, completion of prescribed treatment, and the importance of antimicrobial stewardship.

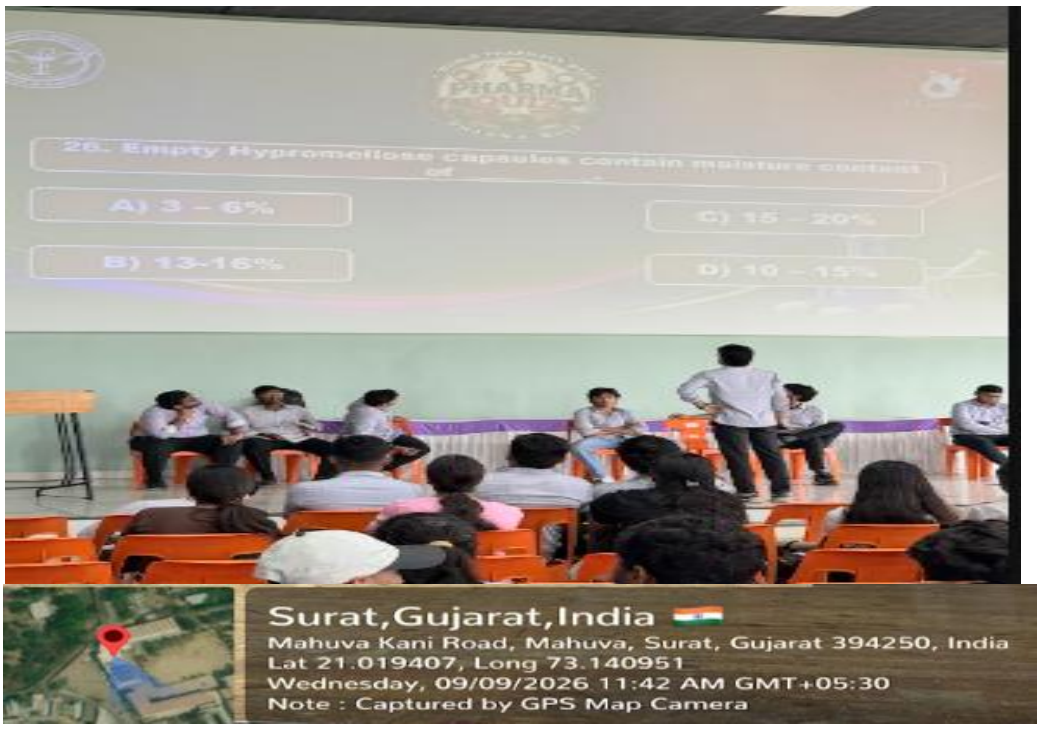


The **Pharma Quiz** provided an interactive academic component to the programme. Questions covered areas such as antimicrobial drugs, mechanisms of antibiotic resistance, appropriate antibiotic use, infection prevention, antimicrobial stewardship, and the professional responsibilities of pharmacists. Students participated enthusiastically and demonstrated their knowledge as well as their ability to apply pharmaceutical concepts to contemporary healthcare challenges. The quiz created a healthy competitive atmosphere while strengthening students' understanding of AMR.









Nukkad Natak on Antimicrobial Resistance was one of the major awareness activities of the celebration. Students presented real-life situations demonstrating common practices such as purchasing antibiotics without prescriptions, discontinuing antibiotic treatment after symptoms improve, using antibiotics unnecessarily for illnesses where they may not be appropriate. Through dialogue, acting, and simple public-health messages, the students explained how such practices contribute to antimicrobial resistance. The performance concluded with a strong message emphasizing responsible antibiotic use, adherence to professional advice, prevention of infections, and the collective responsibility of healthcare professionals and the community in combating AMR.







Students from B. Pharm and M. Pharm actively participated in the various competitions. A panel of faculty members evaluated the performances based on predefined criteria such as scientific accuracy, originality, relevance to the theme, creativity, communication skills, presentation, and overall impact.

A total of 44 **students** participated in the programme. Winners and runners-up of the various competitions were recognized and awarded certificates in appreciation of their outstanding performances.

The celebration of **World Pharmacy Week 2026** at Dr. Chunibhai Vallabhbhai Patel College of Pharmacy under the **Pharmacy Council of India's AMR Awareness Mission** served as an effective platform for educating and engaging pharmacy students on one of the most important public health challenges of the present era.

The enthusiastic participation in **Poster Making, Scitoons, Leaflet Making, Reel Making, Pharma Quiz, and Nukkad Natak** reflected the students' creativity, scientific knowledge, and commitment toward healthcare awareness. The programme successfully conveyed the theme **"स्वस्थ भारत: Combating Antimicrobial Resistance"** and emphasized the important role of pharmacists and pharmacy students in safeguarding the effectiveness of antimicrobial medicines for future generations.