



SARAJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA (Co-Ed.)

(Sponsored by the Exhibition Society)

UGC AUTONOMOUS INSTITUTION

Affiliated to Osmania University, Approved by PCI-New Delhi

NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC

NABET-QCI Rated with A Grade

World Pharmacists Day & National Pharmacy Week Celebrations – 2026

AMR Awareness Rally –

“Combating Antimicrobial Resistance”

1st October 2026, 11:00 AM onwards

Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (Co-Ed.)

1. Introduction

As part of the World Pharmacists Day & National Pharmacy Week Celebrations – 2026, Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (Co-Ed.), Tarnaka, organized an AMR Awareness Rally on 01 October 2026. The rally was conducted with the theme “Combating Antimicrobial Resistance”, focusing on creating awareness about one of the important public health challenges associated with the inappropriate and irrational use of antimicrobial medicines.

The programme was coordinated by the Department of Pharmacology and Department of Pharm.D., with active participation from nearly 200 students of B.Pharmacy III Year, B.Pharmacy IV Year and Pharm.D.

The rally provided an opportunity for pharmacy students to take the message of antimicrobial resistance beyond the academic environment and communicate the importance of responsible antimicrobial use to the general public.

2. Theme of the Rally

The central theme of the programme was: “COMBATING ANTIMICROBIAL RESISTANCE” Antimicrobial resistance occurs when microorganisms develop the ability to survive or resist the effects of medicines that are intended to treat infections. The issue has direct relevance to pharmacy education and practice because pharmacists play an important role in promoting appropriate medicine use, patient counselling and adherence to prescribed therapy.



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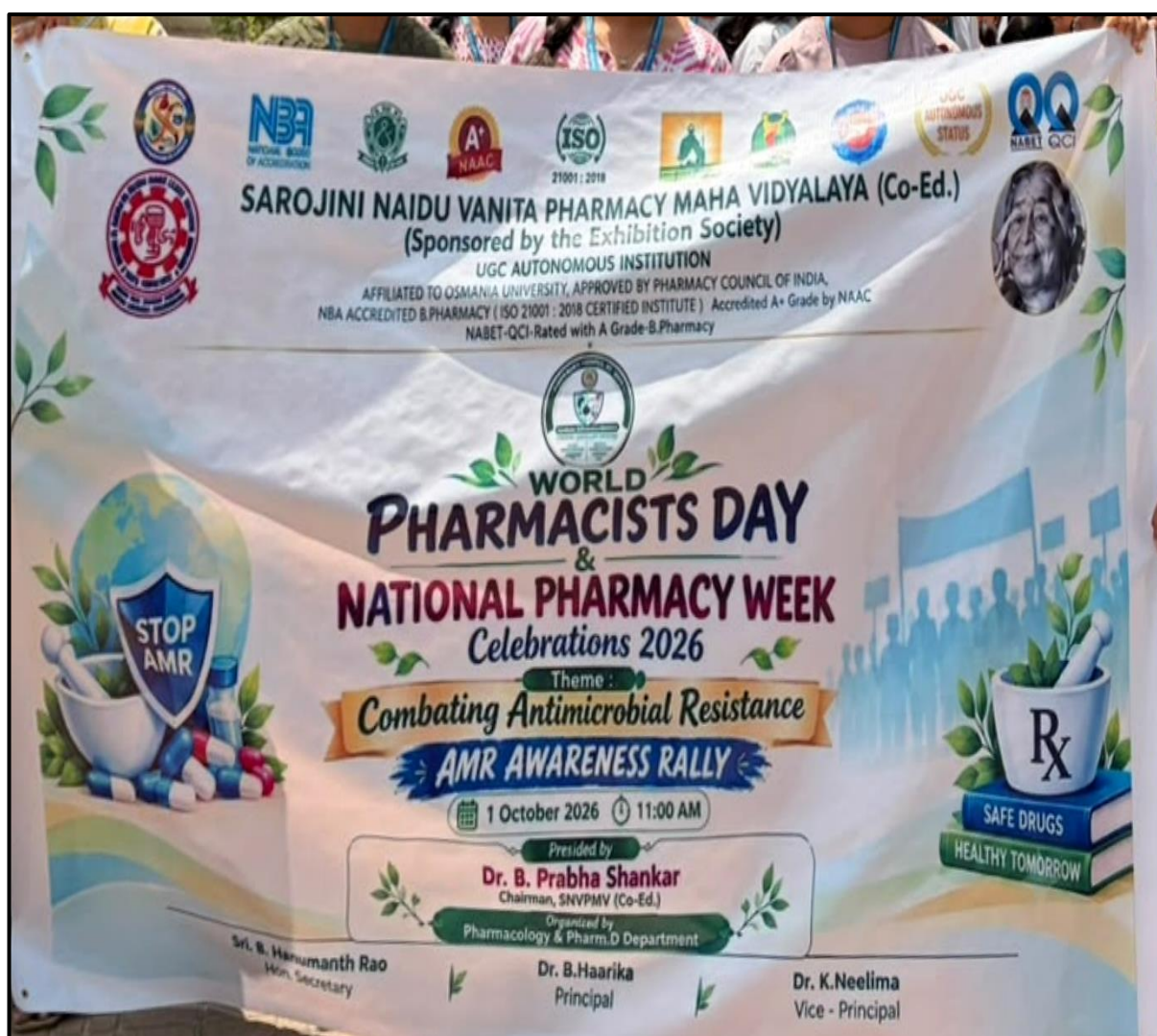
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The rally therefore focused on creating awareness regarding:

- Rational use of antibiotics and other antimicrobials.
- Avoiding unnecessary use of antimicrobial medicines.
- Taking antimicrobial medicines only as advised by qualified healthcare professionals.
- Avoiding inappropriate self-medication.
- Following the prescribed dose and duration of treatment.
- Understanding the consequences of antimicrobial misuse.
- Promoting awareness of the pharmacist's role in antimicrobial stewardship.





3. Inauguration

The programme was conducted under the guidance and leadership of the institution.

- ❖ Dr. B. Prabha Shankar
 - Chairman, SNVPMV (Co-Ed.)
- ❖ Sri B. Hanumantha Rao
 - Hon. Secretary, Exhibition Society
- ❖ Dr. B. Haarika
 - Principal
- ❖ Dr. K. Neelima
 - Vice-Principal

The presence and guidance of the institutional leadership encouraged the students and faculty to actively participate in the awareness programme.

4. Rally Route

The AMR Awareness Rally commenced from the college campus located at Vijayapuri Colony.

The participants proceeded towards:

**College, Vijayapuri Colony → Tarnaka Metro Station → Highway Route
→ U-Turn → Return towards College**

The total distance covered by the students and accompanying faculty was approximately 8 kilometres.

The route enabled the participants to take the awareness message through public areas and communicate the importance of antimicrobial resistance awareness to people encountered along the way.

5. Student Participation

Approximately 200 students from the B.Pharmacy and Pharm.D. programmes participated enthusiastically in the rally.

Students from B.Pharmacy III Year and IV Year and Pharm.D. formed the major participating groups. The participation of students from different



academic years provided an opportunity for them to collectively demonstrate their professional responsibility as future pharmacists.

The students participated in an organized manner and carried the awareness banner highlighting the theme of the rally. Their participation reflected the involvement of the pharmacy student community in public-health-oriented activities.

6. Awareness Messages

During the rally, students promoted awareness related to antimicrobial resistance and the responsible use of antimicrobial medicines.

The major messages associated with the rally included:

- ❖ **Rational Use of Antimicrobials**

Antimicrobial medicines should be used appropriately and only when clinically indicated.

- ❖ **Avoid Unnecessary Antibiotic Use**

Antibiotics should not be used unnecessarily, particularly for conditions where they are not indicated.

- ❖ **Follow Professional Advice**

Patients should follow the advice of qualified healthcare professionals regarding antimicrobial therapy.

- ❖ **Complete the Prescribed Course**

Patients should adhere to the prescribed dosage and duration of antimicrobial treatment rather than discontinuing treatment without professional advice.

- ❖ **Avoid Self-Medication**

Self-medication and inappropriate use of antibiotics can contribute to antimicrobial resistance and may result in inappropriate treatment.

- ❖ **Role of Pharmacists**

Pharmacists have an important role in educating patients, promoting appropriate medicine use and supporting antimicrobial stewardship.



7. Community Awareness Component

One of the important aspects of the rally was its community-oriented nature. Rather than limiting the AMR awareness activity to the college campus, the students carried the message into the surrounding public areas.

The approximately 8-km route provided a wider platform for communicating the theme of “Combating Antimicrobial Resistance.”

Through the rally, the students represented the pharmacy profession and demonstrated how pharmacy institutions can contribute to public-health awareness.

8. Academic and Professional Significance

The programme had considerable academic relevance for pharmacy students. Antimicrobial resistance is directly associated with pharmacology, clinical pharmacy, microbiology, therapeutics and public health.

Participation in the rally helped students understand that the responsibilities of a pharmacist extend beyond dispensing medicines. Pharmacists also have an important role in:

- ❖ Patient education.
- ❖ Promoting rational drug use.
- ❖ Supporting treatment adherence.
- ❖ Preventing inappropriate medicine use.
- ❖ Creating awareness about antimicrobial resistance.
- ❖ Contributing to public health.
- ❖ Supporting antimicrobial stewardship initiatives.

The activity therefore provided students with an opportunity to apply their academic knowledge in a community-oriented setting.

9. Impact of the Programme

The AMR Awareness Rally created an active platform for spreading awareness about antimicrobial resistance among students and the public.

The participation of nearly 200 students demonstrated strong student involvement in a public-health awareness initiative. Covering approximately



8 km from Vijayapuri Colony towards Tarnaka Metro and the highway route enabled the awareness message to reach people beyond the college premises. The programme also strengthened students' communication, teamwork, organizational and community-engagement skills. It encouraged them to recognize their professional responsibility in promoting the safe and rational use of medicines.

The joint efforts of the Departments of Pharmacology and Pharm.D., along with the support of the institutional leadership, contributed to the successful execution of the rally.

10. Outcomes of the Rally

The major outcomes of the programme were:

- ❖ Approximately 200 students actively participated in the AMR Awareness Rally.
- ❖ Students from B.Pharmacy III Year, B.Pharmacy IV Year and Pharm.D. participated collectively.
- ❖ The rally covered approximately 8 km.
- ❖ Awareness regarding Antimicrobial Resistance was taken beyond the college campus.
- ❖ Students gained practical exposure to community health awareness activities.
- ❖ The programme highlighted the professional role of pharmacists in combating AMR.
- ❖ Students were encouraged to promote rational and responsible antimicrobial use.
- ❖ The activity strengthened coordination and teamwork among students, faculty and the organizing departments.
- ❖ The programme connected pharmacy education with community-oriented public health activities.



Coordinating Departments

- Department of Pharmacology
- Department of Pharm.D.

Participants

Approximately 200 students participated in the rally, comprising students from:

- B.Pharmacy III Year
- B.Pharmacy IV Year
- Pharm.D.

Faculty members and staff members also accompanied and guided the students during the rally.

11. Conclusion

The AMR Awareness Rally organized on 01 October 2026 as part of the World Pharmacists Day & National Pharmacy Week Celebrations – 2026 was successfully conducted under the theme “Combating Antimicrobial Resistance.”

The rally, coordinated by the Department of Pharmacology and Department of Pharm.D., witnessed the enthusiastic participation of approximately 200 students from B.Pharmacy III Year, B.Pharmacy IV Year and Pharm.D. The rally commenced from the college at Vijayapuri Colony, proceeded towards Tarnaka Metro Station and the highway route, and returned to the college after a U-turn, covering approximately 8 km.

The programme served as an effective educational and community-awareness initiative, enabling students to communicate the importance of rational antimicrobial use, responsible medicine practices and prevention of antimicrobial resistance. It also highlighted the important role of future pharmacists in patient education and public health.



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