



IPA Vice-President and Chairperson, Community Pharmacy Division, Mrs. Manjiri Gharat, was interviewed by the TV Channel Doordarshan Sahydari (in Marathi language), which has nationwide viewership. On the World Pharmacist Day, Sep 25, 2015, and on Nov 16, 2015, the first day of the National Pharmacy Week, which coincided with WHO's Antibiotic Awareness Week, a 10 min live interview was aired during prime time news at 9.30 pm, which received excellent viewership. It was a great opportunity to promote the role of the pharmacist, IPA's NPW theme and responsible use of antibiotics. On Nov 26, a live interactive one-hour interview with the IPA-CPD chairperson on Aushadh Saksharta (Medicine Literacy) was conducted in the programme "Sakhi Sahyadri". Basics topics of medicine awareness such as types of medicines, their usage, storage, disposal, importance of a prescription, food and medicines, antibiotic resistance were covered. Viewers from all across the country asked questions related to self-medication, use of alternative medicines, antibiotics and generic medicines.