



Dr. (Prof) Pragya Sharma
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FIPHA
Executive Director



National Health Systems Resource Centre
राष्ट्रीय स्वास्थ्य प्रणाली संसाधन केंद्र
Ministry of Health and Family Welfare
Government of India

L No-NHSRC/12-13/QI/01/LS
Date: 13th March, 2026

Subject: Online Lecture Series on Standard Treatment Guidelines
39th webinar of STG Series: 21st March 2026

Dear Sir/ Madam

Antimicrobial resistance has emerged as one of the pressing global health crises driven largely by inappropriate prescribing and widespread overuse. It is estimated that bacterial AMR was directly responsible for 1.27 million global deaths in 2019 and contributed to 4.95 million deaths (**WHO report**). In addition to death and disability, AMR has significant economic costs.

Rational antibiotic use requires a systematic approach across the entire continuum of healthcare; its not just about prescribing less—it is about prescribing smarter. The rational use of antibiotics is not just a medical necessity but a societal responsibility. It can combat antimicrobial resistance, safeguard public health, and ensure that antibiotics remain effective for generations to come

Generic medicines are bioequivalent versions of branded drugs, designed to provide the same therapeutic effect at a lower cost. Despite their regulatory approval, the perceptions among patients and healthcare providers often differ, influencing prescribing practices and patient adherence. Generic medicines are vital for sustainable healthcare systems, offering cost-effective alternatives without compromising efficacy. However, perceptions-shaped by cultural, social, and marketing influences-can hinder acceptance.

Rational use of antibiotics and acceptance of generics are both about responsible, evidence-based healthcare. By aligning prescribing practices with scientific evidence, we can combat AMR, reduce costs, and improve patient trust.

To create awareness of rational use of antibiotics, and perceptions about the Generic medicines vs branded drugs, the **39th STG webinar session** will include a talk on “**Rational antibiotic use: stewardship principles for OPD, wards, and referral settings**” by Prof. (Dr.) Sangeeta Sharma, Professor & Head, Department of Neuropsychopharmacology (IHBAS) and “**Generic vs branded medicines: perceptions, counselling, and safe prescribing practice**” by Prof. (Dr.) Atul Nasa, Pro Vice Chancellor, SGT University, Gurugram respectively.

You are requested to disseminate the information to all public healthcare facilities and available clinicians; nursing professionals and program managers may be encouraged to join the webinar.

The registration for the webinar would commence at 14:45 hours on the same day.
Agenda of the session is placed at **Annexure 'A'**.

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Webex link and QR code to register for the online lecture is given below -

<https://nhsrc-india.webex.com/weblink/register/r8d15311dbdc7b12137990f610e11318f>



Date: 21.03.2026

Time: 3:00 PM to 5:30 PM

Yours Sincerely

A handwritten signature in blue ink, appearing to be 'Pragya Sharma', with the date '23.3.26' written below it.

Dr. (Prof.) Pragya Sharma
Executive Director

To,

Mission Director, NHM - All States & UTs

Copy to:

State Nodal Officer-QA, - All States & UTs

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**4th Series of Interactive
Online Webinar on
Standard Treatment Guidelines
Tentative Agenda**

**NHSRC-DSPRUD STG webinar series- 39th Session
21/03/2026 (Saturday)**

Time		
Time	Topic	Resource Person
02:45 PM to 03:00 PM	Online Registration	
03:00 PM to 03:10 PM	Pre-Training Evaluation	NHSRC & DSPRUD
03:10 PM to 03:15 PM	Welcome & Objective of Lecture Series	Dr Rajiv Pathni, Advisor-QPS, NHSRC
03:15 PM to 03:20 PM	Address by the Chief Guest	Prof. (Dr) Pragya Sharma Executive Director, NHSRC
03:20 PM to 4:20 PM	Session 1: Rational Antibiotic Use: "Stewardship Principles for OPD, Wards, and Referral Settings"	Prof. (Dr.) Sangeeta Sharma Professor & Head, Department of Neuropsychopharmacology (IHBAS)
04:20 PM to 04:50 PM	Session 2: Generic vs Branded Medicines: "Perceptions, Counselling, and Safe Prescribing Practice"	Prof. (Dr.) Atul Nasa Pro Vice Chancellor SGT University, Gurugram
04:50 PM to 5:10 PM	Question & Answer session	Both speakers
05:10 PM to 05:15 PM	Vote of thanks	Dr Sangeeta Sharma DSPRUD
05:15 PM to 05:30 PM	Post Training Evaluation & Closing	NHSRC & DSPRUD