

## E-content Module Certificate

**Media Centre:** Center for Distance and Online Education, KVV, Karad

**E-content Module Title:** Ideal Interaction between Doctor and Medical Representative & Critical Analysis of Promotional Drug Literature

**Subject:** Pharmacology

**E-content Module Principal Investigator (PI):** Dr Chitra Khanwelkar

**Assignments:** 2


**Module Duration:** 26 min

It is to certify that the E-content module titled **Ideal Interaction between Doctor and Medical Representative & Critical Analysis of Promotional Drug Literature** is developed by CDOE, KVV, Karad and offered by PI **Dr Chitra Khanwelkar**.

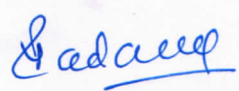
The content is thoroughly reviewed at the Centre by the review committee and it is certified that:

- i. The analysis of the E-content module is thoroughly done in terms of data formulation, conceptual clarity, correctness of narrated content, accuracy of text, maps, and graphics, and the overall structure of the module. The module is free from any content errors.
- ii. The module follows the structure of syllabus approved under BOS.
- iii. The module is meeting the requirements of E-content as envisaged under MHRD guidelines


It is also certified that the final E-content module submitted to CDOE, KVV, Karad, is original content developed at the Krishna Institute of Medical Sciences, Karad, KVV karad, Maharashtra by engaging various subject matter experts under the guidance of the E-content module PI and is free from any Intellectual Property Right (IPR) and Copyright issues.

  
**Name & Signature of  
Content Developer**

Dr. Chitra Khanwelkar

  
**Name & Signature of  
Dean**

Dr. Y. P. Kadam  
Krishna Institute of Medical Sciences,  
Krishna Vishwa Vidyapeeth,  
(Deemed to be University), Karad

  
**Name & Signature of  
Director, CDOE, KVV,  
Karad**

## **E-content Module Checking Report**

**Center:**Krishna Institute of Medical Sciences

**Name of E-content Module:**

**Ideal Interaction between Doctor and Medical Representative & Critical Analysis of Promotional Drug Literature**

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**Comments on Audio/Video (only freshly recorded videos):**

Very clear audio and video

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**Comments on Quadrant 2:**

1. Academic Script/Text Material: No
  2. Additional Material (Specify): Provided : 1) Ethical criteria for medicinal drug promotion : WHO, 2) Effect of promotional literature on prescribing habits of practitioners: Research article from International Journal of Medical and Dental Sciences, 2016
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**Comments on Quadrant 3:**

Assignments/Questions & Answers/Discussion Forum Link:

Assignment in form of short notes and reflection writing

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**Comments on Quadrant 4:**

Quiz/MCQs/Match the Pair/Fill in the Blanks: Quiz provided

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**Name & Signature of  
Reviewer**

**DEAN**  
Krishna Institute of Medical Sciences,  
Krishna Vishwa Vidyapeeth,  
(Deemed to be University), Karad



**Center for Distance and Online Education,  
Krishna Vishwa Vidyapeeth (Deemed to be University),  
Karad**

**Validation: E-content Module**

**E-content Module Title:** Ideal Interaction between Doctor and Medical Representative & Critical Analysis of Promotional Drug Literature

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**Name of College:** Krishna Institute of Medical Sciences

**Number of Modules:** 1

**Assignment:** 2

**Module Duration:** 26 min

This is to certify that the E-content module has been reviewed on the following parameters and:

1. The information provided in the Video and Textual Content is factually correct and without any errors.
2. The learning outcomes and objectives of the E-content module are implemented in the assessment.
3. The assessment is rigorous as required for the module level.
4. Content under the E-content module fulfills the requirement of assignment completion.

**Name & Signature  
of Content  
Developer**

Dr. Chitra Khanolkar

**Name & Signature  
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Dr. V. M. Thorat

**Name & Signature  
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Krishna Vishwa Vidyapeeth,  
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**Name & Signature  
of Director, CDOE**