

A Report: "Marketing Management"

A REPORT

On

10 days

Faculty Development programme
Under the scheme of

**Pandit Madan Mohan Malaviya National Mission on Teachers
and Teaching (PMMMNTT)
(MHRD, Govt. of India)**

On

“Marketing Management”

Organized By



**Faculty Development Centre
Institute of Chemical Technology (ICT),
Mumbai
and**



Shri. Yashwantrao Bhonsale Education Society's
Yashwantrao Bhonsale College of Pharmacy

Vazarwadi, Charathe, Sawantwadi – 416510,

Tal – Sawantwadi, Dist - Sindhudurg,

Maharashtra, India.

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18th – 27th September 2019



Yashwantrao Bhonsale College of Pharmacy, Sawantwadi – 416 510, Maharashtra State

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Yashwantrao Bhonsale College of Pharmacy, Sawantwadi in collaboration with Institute of Chemical technology (ICT), Mumbai organized ten days faculty development programme (FDP) on "marketing management" on 18th – 27th September 2019. The FDP was well planned one month before in august. The Co-ordinators of the FDP Dr. Vijay Jagtap, Principal, Yashwantrao Bhonsale College of Pharmacy, Sawantwadi & Prof. Vikas Telvekar, Professor, ICT, Mumbai prepared the invitation of the symposium.

INVITATION:

The invitation regarding the FDP was communicated through the emails & social media one month before to all pharmacy colleges.

Faculty Development Centre Institute of Chemical Technology	About workshop Under FDC, Series of 10 days workshop in Industrial Pharmacy, Clinical Data Management and Pharmaceutical Management are planned throughout the year. Outcomes <ul style="list-style-type: none"> Teachers in pharmacy courses across India would deliver their courses more efficiently and confidently with updated knowledge Enhanced campus placement and salary structures of pharmacy graduates and post-graduates, as a result of teachers trained in theoretical and practical aspects of Industrial Pharmacy Enhancement of soft skills and pedagogical training of teachers Networking among faculty and other professionals with common interests leading to brighter career prospects, in teaching and research 	Marketing Management
Department of Pharmaceutical Sciences and Technology Nathalal Parekh Marg, Matunga (East), Mumbai – 400019 Under the Scheme of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) (MHRD, Govt. of India)	TOPIC <ol style="list-style-type: none"> 1. Overview of Indian Pharmaceutical Market 2. Principles of Marketing 3. Product Management 4. Brand Management 5. Sales Management 6. Communication Skill 7. Purchase 8. Logistics and Distribution Management 9. International Marketing 10. The Brand Plan 11. Pharmaceutical Marketing Research 	Organized By Faculty Development Centre Institute of Chemical Technology (ICT), Mumbai With Shri. Yashwantrao Bhonsale Education Society's Yashwantrao Bhonsale College of Pharmacy, Sawantwadi
Based on RUSA, Government of Maharashtra vision of Skill Development, Faculty Development Centre (FDC) called Centre for Education in Pharmaceutical Sciences, Technology and Management (CEPSTM) has been established at Institute of Chemical Technology, Mumbai under the scheme of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) by MHRD, Government of India. The main objective of this center is to serve as the nodal agency for training pharmacy teachers in the field of industrial pharmacy, clinical data management and pharmaceutical management with respect to syllabus design by RUSA, for the entire India.	18th – 27th September 2019 --Venue-- Shri. Yashwantrao Bhonsale Education Society's Yashwantrao Bhonsale College of Pharmacy, Sawantwadi Contact: Dr. Vijay Jagtap: 09890599905 Prof. Vikas Telvekar: 09869539929 No registration fees and free accommodation.	

PUBLICITY:

The publicity of the FDP was done through social media by using Facebook, Whatsapp, twitter etc. One days before the FDP news regarding the national level symposium was published in newspapers.

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REGISTRATION:

The registration for FDP was done through the google form generated online before 09th September, 2019. The one day FDP was started on 18th September 2019 with registration. In morning session from 09.00 am to 09.45 am registration was started for the delegates from all colleges, industries etc. After registration the symposium kit was given to each registered delegates which includes folder file, writing pad, pen, identity card, schedule of the FDP, feedback form etc.

REFRESHMENT:

After registration arrangement of tea & breakfast was made in morning session from 09.00 am to 09.45 am near seminar hall. All delegates after registration taken the tea & breakfast, later they gathered in auditorium hall. During this time all the invited guests, speakers are welcomed by Dr. Vijay A. Jagtap & Mr. Vinod Mule. All the dignitaries then had the tea & breakfast.

INAUGURAL FUNCTION:

The inaugural function was started according to the plan sharp at 10.00 am after the arrival of the invited guests & all the dignitaries in the seminar hall. The anchor for this national level symposium Mr. Vinod S. Mule well comes all the respected dignitaries & all the delegates. Later on as the Indian tradition light lamping was done with hands of all dignitaries on the stage.



WELCOME SPEECH & WELCOME OF GUESTS:

Later on Principal Dr. Vijay Jagtap sir in his welcome speech highlighted the purpose behind organization of this FDP on the topic "Marketing Management". He also explained the relevance of the theme with the topics to be delivered by the invited speakers for this symposium. Prof. Vikas Telvekar sir had given the introductory speech & explained the objective behind this FDP. Mr Vinod

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Mule introduced & welcome all the dignitaries on the dies, while floral welcome was done out by Dr. Vijay Jagtap Sir. All the invited speakers Mr. Milind Mangle, Mr. Nitin Kagalkar & Mr. Hitesh Mestry were felicitated by Hon. Shri. Achyut Sawantbhonsale, Executive Chairman by offering shawl, shrifal, momento etc.

Then the key note address was given by Mr. Milind Mangle, Director, Angle Consultancy, Mumbai. In his key note address he highlighted on need for marketing management & highlighted what we going to deal in next 10 days. Later on Hon. Shri. Achyut Sawantbhonsale, Executive Chairman, Bhonsale Knowledge City given the best wishes for organizing the FDP & appreciated all the delegates for participation.



TECHNICAL SESSIONS IN 10 DAYS:

In 10 days of FDP three invited speakers covered all topics.

1. TECHNICAL SESSION BY MR. MILIND MANGLE:

First technical session was started after the inaugural & welcome function, in this session first invited speaker Mr. Milind Mangle given the overall idea about the topics going to cover in next 10 days. Also he highlighted how marketing is important not with respect to any product but with respect to person also. During 10 days he covered the topics like overview of Indian Pharmaceutical market, Principles of marketing, Product management, Branding, Sales Management etc.

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2. TECHINAL SESSION BY MR. NITIN KAGALKAR:

In second invited speaker Mr. Nitin Kagalkar highlighted the importance of communication in marketing. He also explained how channels of distribution works in the marketing. With the examples he very nicely explained the marketing strategies, highlighted on different techniques during marketing as medical representative.



3. TECHINAL SESSION BY MR. HITESH MESTRY:

In third invited speaker Mr Hitesh Mestry explained about advertising strategies, market research, concept of brand, branding strategies, market research, research problems etc. With very nice videos he explained the different topics.

LUNCH BREAK:

Every day morning session was concluded at 01:30 pm, later all the delegates were informed to have the lunch arranged near seminar hall. All the delegates for 10 days gathered & enjoyed a delicious lunch. All the invited guests also had a lunch arranged near the venue.

TEACH BACK SESSION COMPETITIONS:

On the last day of FDP teach back session completion was organised in the groups. Total 05 groups were made & they had given presentation on the topics assigned one day before. The competition was conducted in presence of Hon. Shri. Achyut Sawantbhonsale, Executive Chairman along with invited speakers Mr. Milind Mangle, Mr. Nitin Kagalkar & Dr. Vijay Jagtap sir. The evaluation of competition was carried out by Mr. Nitin Kagalkar.

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VALEDICTORY FUNCTION:

After evaluation of the group presentation competition in evening at 04:15 pm valedictory function was conducted at the seminar hall, for this function Hon. Shri. Achyut Sawantbhonsale, Dr. Vijay Jagtap, Prof. Vikas Telvekar, Mr. Milind Mangle, Mr. Nitin Kagalkar were present. All the respected dignitaries were felicitated. Hon. Shri. Achyut Sawantbhonsale sir felicitated invited speakers, Mr. Milind Mangle, Mr. Nitin Kagalkar by offering memento & certificate. Hon. Shri. Achyut Sawantbhonsale sir also felicitated Prof. Vikas Telvekar. Professor, ICT, Mumbai.

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Later on the result of the group presentation completion was declared by Mr. Vinod Mule. Following are the results for group presentation completion in different categories.

Rank	Name of Winners
01	Ms. Ekta Samant, Ms. Priti Patle, Ms. Supriya Rawool, Ms, Sneha Sawant, Mr. Mayuresh Redkar
02	Ms. Sparsha Bandekar, Mr. Mahadev Parab, Ms. Siddhi Fogueri, Mr. Durgesh Gautam,

Also the results for exams conducted daily for 10 days was declared & 04 top scorers were announced. Result are as follow:

Top Scorer- 1	Ms. Namita Narvekar
Top Scorer- 2	Mr. Omkar Pendse
Top Scorer- 3	Ms. Priyanka Malbari
Top Scorer- 4	Mr. Durgesh Gautam

At the end the best participation prizes were announced & are as follow:

Best Participation- 01	Ms. Sparsha Bandekar
Best Participation- 02	Ms. Rashmi Mahabal

VOTE OF THANKS:

At the end of valedictory function vote of thanks given by Dr. Vijay Jagtap, Principal, Yashwantrao Bhonsale College of Pharmacy, Sawantwadi & valedictory function was concluded.

CERTIFICATE DISTRIBUTION:

The certificates for the participation were distributed by the hands of dignitaries during valedictory function.

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POST FUNCTIONAL NEWS:

The news regarding FDP on "Marketing management" is covered by leading newspapers.

अध्यापक विकास कार्यशाळा उत्साहात

भोसले कॉलेजमध्ये आयोजन; फार्मसी कॉलेजमधील ३० शिक्षकांचा सहभाग

सकाळ वृत्तसेवा

सावंतवाडी, ता. ३० : येथील यशवंतराव भोसले कॉलेज ऑफ फार्मसीमध्ये फार्मसी शिक्षकांसाठी १० दिवशीय अध्यापक विकास कार्यशाळेचे आयोजन केले होते. याला उत्स्फूर्त प्रतिसाद मिळाला.

केंद्र सरकारच्या पंडित मदन मोहन मालवीय नॅशनल मिशन ऑन टीचर्स अँड टिचिंग या योजने अंतर्गत तसेच इन्स्टिट्यूट ऑफ केमिकल टेक्नॉलॉजी, मुंबई यांच्या सहाय्याने कार्यशाळेचे आयोजन केले होते. मार्केटिंग मॅनेजमेंट या विषयावरील या कार्यशाळेमध्ये



चराटे : येथील यशवंतराव भोसले कॉलेज ऑफ फार्मसीमध्ये आयोजित कार्यशाळेत सहभागी मान्यवर.

विविध फार्मसी कॉलेजमधील ३० शिक्षकांनी आपला सहभाग नोंदवला.

कार्यशाळेच्या समारोहप्रसंगी डॉ. विकास तेलवेकर व इतर सर्व तज्ज्ञ मार्गदर्शकांचा सत्कार संस्थेचे

कार्याध्यक्ष अच्युत सावंतभोसले यांच्या हस्ते करण्यात आला. सहभागी शिक्षकांनी आपले मनोगत व्यक्त करताना मार्केटिंगसारखा किचकट विषय अगदी सोप्या पद्धतीने कसा विद्यार्थ्यांसमोर नेता येईल,

या विषयीचे मार्गदर्शन भविष्यात आपल्याला खूपच उपयोगी पडेल असे सांगितले.

प्रा.विनोद मुळे यांनी सूत्रसंचालन केले, तर प्राचार्य डॉ. विजय जगताप यांनी आधार केले.

फार्मसी शिक्षणानंतर....

प्रशिक्षणाचे मुख्य समन्वयक डॉ. विकास तेलवेकर तसेच तज्ज्ञ मार्गदर्शक मिलिंद मंगले, नितीन कागलकर व हितेश भेखी यांचे मार्गदर्शन सहभागी शिक्षकांना मिळाले. फार्मसी शिक्षणानंतर अनेक विद्यार्थी मार्केटिंग क्षेत्रात जातात. यासाठी आवश्यक कौशल्ये विद्यार्थ्यांमध्ये कशाप्रकारे विकसित करावीत, या विषयी सखोल मार्गदर्शन प्रात्यक्षिकांद्वारे करण्यात आले.



Mr. Vinod S. Mule

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