

# ALUMNI - LETTER

*In Search of Excellence*

Issue 4

A News letter of Department of Management Studies  
JNNCE, Shivamogga-577201

Volume 1

Preparation for Interview | Best Practices of Company |  
Facing MBA | Career Opportunities | Suggestions to Juniors  
Building Dream Career | Handing Interview questions | Glimpses of Alumni Meet

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September 2021

## Message from the Principal

I am happy to compliment MBA department for bringing out a weekly Alumni Newsletter. It is a very good initiative to network with the alumni as it facilitates knowledge and experience sharing, best practices and corporate connectivity for expert talks, internships and placements, all culminating in enhancing the Department's 'Net worth'!

I wish the Department all the success for launching this newsletter.

**Dr. Manjunatha P**  
Principal - JNNCE

## Message from the Director

I am pleased to share with all the stakeholders the dynamic contributions the alumni of our department have made to themselves and to the industry. The newsletter captures the career planning penned by the alumni to achieve corporate success. The newsletter is presented in an interactive mode which covers a lot of issues like, how to plan for and build a dream career, selection process, how to face and handle interviews, best practices of the company and alumni accomplishments, with an aim to present factual information that would help in training our MBA students.

I compliment all the alumni, current batch of MBA students and the faculty members of the department for bringing out such an informative weekly alumni newsletter which is expected to serve as an effective link between the Department and its alumni fraternity.

**Dr. C. Srikant**  
Director-MBA

## Message from Editorial Team

The Editorial team is delighted to present its unique creation in the form of Alumni Newsletter. There is now a sizable diaspora of JNNCE MBA graduates spread across the country. People who have in one way or another made us proud of their accomplishments. This newsletter is designed to celebrate the success stories of our alumni and also to provide Relationship of alumni directly to Students through interaction. September 2021, Volume. 01, Issue 2 newsletter updated not only on the educational background of the alumni, it also covered interview process, best practices of the company and suggestions to their juniors. We would be looking forward to hear more about other alumnies in terms of their achievements and their professional growth so as to provide a whole lot of motivation for the current students. We hope that the newsletter will offer some interesting readings to all stakeholders of the department.

**Editorial Team**

## ALUMNI PROFILE : Mr. Rajashekar



Director - Sales & Marketing  
Cipla Limited  
1999-2001 Batch

"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."



## 1. My happiest moments of college life during my MBA days...

Basically, I am from a rural background. When I completed my first formal presentation successfully, I was pretty happy. That was really a happy moment for me because, a guy from village background with a background of rural education and fear about public appearance I was able to present successfully in front of the MBA batch.

## 2. Tell us how you approached the MBA Program...

I was looking for diversified roots in my career and frankly I was having some dilemma between reaching out to an MSC in Manipal along with MBA and I was in little confusion about which direction to take. I was a BSc graduate with Chemistry, Biology and Botany. Mr. Srikant who is a family friend happened to brief me about MBA. I had a lengthy interaction with him and I finalised my decision.

## 3. My specialization in MBA and Reason...

Marketing was my specialization. At that time when I joined MBA, my goal was getting a good job with good career growth opportunities. 20 years back, unlike today the highest job openings which gave good career opportunities was in Sales & Marketing than any other stream. That really made me to choose and I was having flair for Sales and Marketing especially Pharmaceutical. Believe me, it was a planned approach, because I did my project in MBA in a Pharmaceutical company. Going forward, I attended my first interview for pharmaceutical company itself, Thus I can say it was very structured one and I was very keen on this profession itself and I successfully transitioned from my college days to my career. I would say it was a thoughtful selection of my MBA specialization stream, i.e. Marketing.

## 4. My first job and the journey so far...

First job - Even today I am in my first job only. I joined Cipla Limited in 2001 and since then for last 20 years I am in Cipla Limited. I'll brief you about one of the memorable journeys from last 20 years. My journey began at the grassroots as Marketing Executive, and today I am heading a Division as a Director and Divisional Sales Head. Heading one of the divisions of Cipla, i.e. Cipla respiratory. So, a volume of 200 hard core businesses and 400 careers along side 200 odd people in one more matrix, reporting stream plus Marketing team matrix is currently with me. 20 years is gone in a flash. Still, I remember my first day; I can easily remember what I did on my first day at Cipla 20 years back. I can say I am a proud Ciplaian today. Happened to shape up 1000 of careers in this entire journey and many from the same institution as well. They're also doing great job in our organization in many locations across the country. Yes, it was a very interesting, fruitful, productive, roller coaster admirable professional journey for me.

## 5. My present job in terms of Designation, Roles & Responsibilities

Currently I am working as the Director and job profile is Divisional Sales Head of Cipla respiratory division, it is the flagship division of Cipla Pharmaceutical Limited. Which contributes to 35% of total Cipla revenue and 400 direct careers are available like Zonal Managers, Divisional Manager, Regional Managers, Area Regional Manager and Territory Manager. This is how hierarchy will go down.

Along with this a team of Marketing Manager, Senior Brand Manager and Brand Manager, a team of 15 Marketing Professional will have metrics reporting to me plus they will be directly reporting to Business Unit Head. We will be having 600 other supporting teams who do total Patient Research throughout the country. This is my work profile.

Nature of work, will be having a mix of field work throughout the country. At office we have a regular interaction of my marketing as well as my strategic team in terms of annual and quarterly strategies, how the implementations are going around, check about the career plan of people forward by business review, process review. We interact with external agencies to get to know the various progress of the campaign, this is how work goes on.

In addition to this,

We are definitely answerable for the total revenue generations; means total business value as well as we are also responsible for profitability so that we call it as management contribution. It is not only the total rupee; we are also responsible for percentage of profitability of organisation so that indirectly it pushes us for cost optimisation, rationalisation of manpower and execution of strategies and deployment of resources based on the market potential.

### What is the career map for MBA students in Pharma sets?

There are two types of entries in Cipla for MBA aspirants first is there is a program called SURGE. In Cipla this is organised to take MBA candidates from Premier Institution of our country like IIMs and those people are put on direct projects centrally with the long Induction Process across the work stream like Finance, Marketing, HR, Sales, Business Development Strategy, and so on.

Other aspect is through the normal route which I entered as Marketing Field which is Grass root level but this is the one organisation which provides lot of career growth especially in Sales and Marketing streams

## 6. Share Information about the books that have inspired you to build your career

I have read certain biopics, sometimes people say biopics are not much interesting at all but I read SN Gopinath biography, a strength finder by one of the marketing professional,

I can see a Master strategy in politics who are really done wonderful job, if I take a name from politics it could be a political thing so I don't want to take but there are some people who have really inspired me a lot, how they take decision, what is the background of the decision, how they choose people, how they choose surprising names in politics. I take a lot of inspiration not only from books but also from various leaders across the industries within the Cipla and outside the Cipla and my previous leaders who were leading the organisation when I was joined Cipla.

I keep talking to them, so inspiration comes from all across; this is how my journey goes.

Coming to the Cipla units we have 3 manufacturing units in Bangalore, I won't be present in those units, I will work in sales Divisional Office which is located at JP Nagar.

Our warehouse is in Peenya, three factories, 2 units are Jigani and 1 unit at KR Puram.

## 7. How you prepared for your interview?

### What type of questions you were asked? and how you answer??

Frankly about Interview process I was not aware how it would go. Very openly I am sharing at that time we did not have the access for information what now they have. I happen to read certain articles, and read the news paper. When I reached interview that, process got went for entire day with 4 stages and stage after the stage it really tougher. 8 of us attended from the Institution and last round only I was the one who was there and I was able to get through was happy as and steps were totally unexpected and very very different styles of interview.

Opportunities for MBA graduates.

There are good number of opportunities, as a brief one is about opportunity in Direct Sales, Marketing where in the Product Management team is the one which really designs brand strategy launches. Design team thoroughly checks the execution and correlate it to the external market growth. They will keep updating the management about the direction, the branding in marketing stream there are opportunities for MBAs and on the sales end you have a wonderful opportunity. For example, MBA with an HR background can join in Sales but after some time they can definitely move to HR stream. Somebody with marketing background can also join and move to the marketing team of Cipla and they will also have the chances of going to Finance team.

## 8. What are the strategic shifts of your company from 10 years till now.

Strategic shifts like they have tie ups with VITO brands bearing some world's first brands, with MultiNational Pharmaceutical

Companies which did not have good infrastructural presence in India. As the Patent Act was introduced, they had to spend on R&D where their own research device and research molecules started coming out which made the companies market their brands in India who did not have presence in India. Multinational companies were tied up in order to get collaborations and use mutual strengths in order to get business and patients.

## 9. My opinion about E -supply of medicines...

Anything which is going out with ease to patients with legal permission is good. Biggest transformation Post Covid is Digital adoption, which has augmented digital shift of purchase of medicines where patient needs to upload their prescription. E-supply could be throwing some competition for Pharmaceutical Companies and many opportunities for professionals.

## 10. In initial days what were your feeling about Cipla products from consumer.

It inspired me always, a person who does not know pharma predominantly, joins Cipla which was proud moment for me; Patients talking about Cipla products after their recovery is also the proud moment. Cipla was the one which brought in medicines at very affordable price for HIV. In the reality show, Kaun Banega Crorepathi lead by Amitabh Bachchan where the question stands one of the pharmaceutical companies in South Africa is said Temple and CEO is God; where the temple is Cipla and Dr. K Humming is called God. This was also the proud movement.

## 11. Patenting process which your company has gone through.

Patent are of two types I, e., product and process, In India product patency was not here for some time. If the process was of our own, we could have launched it anytime. Patenting policy is that a patent of a product lies with the company for 15 years, the company can have strategic tie up with other companies. Currently Cipla has 230+ process patents of its own, 37 products have world's first introduction in drugs and 44 years FDA across the countries like US, Africa and many more.

## 12. HR, Marketing and Finance Departments of Cipla.

There are 5 clusters in Cipla - respiratory, emergence, project, alternate channel etc. The cluster is having HR heads followed by HR leads and they are reporting the all India Business HR heads where they will be reporting to their higher heads. Finance too has the same structure.



## Cipla

Connect with your Leaders



### DARING DECEMBER

Dare • Demand • Deliver

Date: 6<sup>th</sup> December, 2018  
Time: 4 to 5 PM

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Online Discussion  
Topic: 11 am on Sunday  
14th July 2020  
Watch Facebook & YouTube live on this page.  
https://www.facebook.com/PharmaCoalition/

Recent Approaches in Pharma Academics, Marketing & Sales  
A chairman's view on sales & marketing - Pijush Mukherjee  
Winning a change agent - Gaurav Jain  
Covid-19 Challenges & Opportunities - Vivek

Speakers

- Pijush Mukherjee, Director Sales, Respiratory, Cipla Ltd
- Vijay Pawar, Associate Director Sales, Respiratory, Cipla Ltd
- Gaurav Jain, Director Sales, Respiratory, Cipla Ltd

Moderators

- Vivek...
- Pijush Mukherjee, Director Sales, Respiratory, Cipla Ltd
- Vijay Pawar, Associate Director Sales, Respiratory, Cipla Ltd



If video doesn't play, please click here for help.

Have a query? Fill in details below



Batch 1999-2001

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