



**KALEIDOSCOPE**

**National Webinar On**  
**“PHARMACEUTICAL MARKETING-AN OVERVIEW”**  
**Career Opportunities in Sales & Marketing**

**By**

**Hon. Mr. Abhijit S. Patil (Product Manager) FDC Ltd. Mumbai**

**09<sup>th</sup> October 2020**

**YASHWANTRAO BHONSALE COLLEGE OF PHARMACY**  
**SAWANTWADI DIST. SINDHUDURG 416510 (MS)**

The Training & Placement Cell of Yashwantrao Bhonsale College of Pharmacy, Sawantwadi & Yashwantrao Bhonsale College of D. Pharmacy, Sawantwadi jointly organized a National webinar on “**Pharmaceutical Marketing: An Overview**” (career Opportunities in Sales & Marketing) by an Eminent Resource Person & guest Hon. Mr. Abhijit S. Patil Product Manager, FDC Limited Mumbai **on 09th October 2020 from 3.00 pm to 4.00 pm**. In this webinar, more than 255 students of D. Pharm, B. Pharm & M. Pharm have registered and attended this webinar. The webinar was started with the welcome of all chairpersons, resource person, principal, program coordinators & participants (delegates). After that welcome address was given by Hon. Dr. V. A. Jagtap Principal of college to all delegates. Dr. Jagtap elaborates on the importance & reason behind the organization of webinars. Students of pharmacy usually do not prefer the sale or marketing field as they have a misconception about the job profile and to clear the doubts and clarify in between sale & marketing this webinar was organized by the TPC. Before starting of webinar & session by resource person with a short introduction of resource person (invited speaker) was given by TPC coordinator Mr. Durgesh T. Gautam.

Hon. Mr. Abhijit S. Patil had started his virtual session on overview & scenario on Indian Pharmaceutical Marketing. In that, he discussed and reviewed the market size, Indian Pharma companies, various career options in sales & marketing, distinguish features between sales and marketing. Mr. Patil had emphasized and elaborate sales, role, and responsibilities of marketing executives, marketing skills, brand management, etc.

For this program the time to time support & motivation was prevailed from Hon. Management of SYBES Sawantwadi & BKC. An overall idea and guidance, cooperation for this program was accorded by Hon. Principal Dr. V. A. Jagtap and Mr. Satyajeet P. Sathe Principal, Yashwantrao Bhonsale College of D. Pharmacy Sawantwadi along with all faculty members of the college. The whole webinar was coordinated by Mr. Tushar G. Rukari Asst. professor & whole program was hosted & co-coordinated by Mr. Durgesh T. Gautam Asst. Professor & TPO coordinator of the college. The program was concluded with vote of thanks.

**TRAINING & PLACEMENT CELL**  
**YASHWANTRAO BHONSALE COLLEGE OF PHARMACY**  
 Sawarwad, Sindhadurg, Maharashtra.

**Organized**  
**ONE DAY WEBINAR ON**  
**Pharmaceutical Marketing : An Overview**  
**(Career Opportunities in Marketing)**

**10th Oct 2020**  
**Time : 3.00 pm**

**Mr. Abhijit A. Patil**  
 Product Manager,  
 FDC Ltd, Mumbai  
 B.Pharm, PGDMM, PGDGM

Registration Link : <https://forms.gle/ECZryG3UNk8hCvk8>  
 WhatsApp Link : <https://chat.whatsapp.com/beeDO5y9gnD4cJ5g7Ighu>  
 Zoom Meeting ID : 874 5055 8035, Passcode: 12345

**Dr. Vijay A. Jagtap** - Convener, Principal, Yashwantrao Bhonsale College of Pharmacy  
**Mr. Satyjit B. Sathre** - Co-Convener, Principal, Yashwantrao Bhonsale College of Pharmacy  
**Mr. Durgesh Tofram Gauran** - Program Development, Mob - 9595436648, Yashwantrao Bhonsale College of Pharmacy

**YASHWANTRAO BHONSALE COLLEGE OF PHARMACY**  
 Sawarwad, Charathe, Tal. Sawarwad, 416510, Dist. Sindhadurg, Maharashtra, India  
 Phone: (02363) 272233/ 272299  
 Email: ybpharmacy@gmail.com



Yashwantrao Bhonsale College of Pharmacy...

We are pleased to invite you all for Fare...

**Upcoming Events**

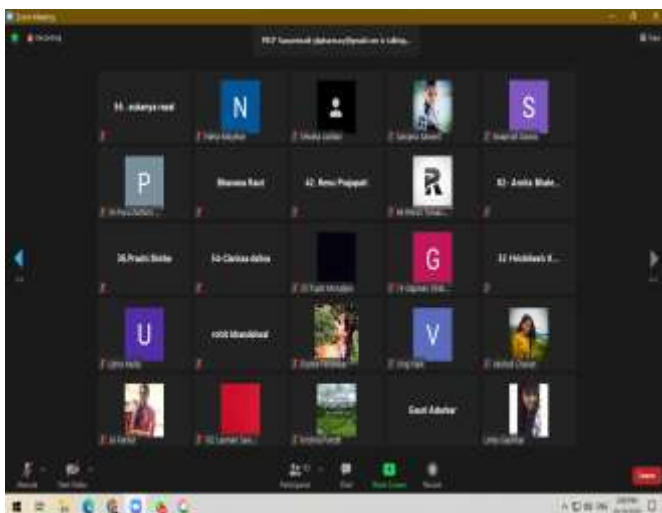
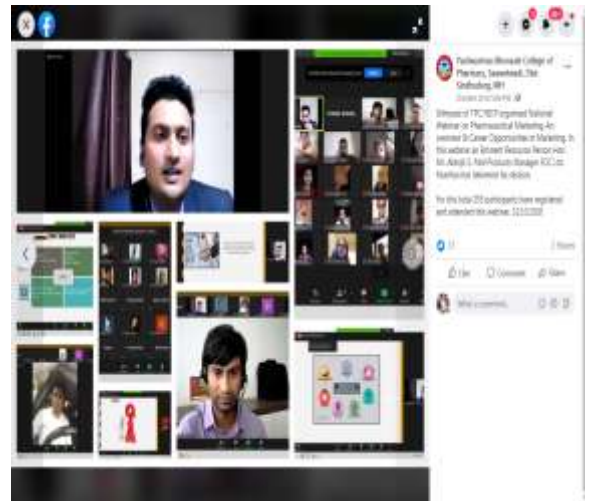
**THIS SATURDAY AT 11 AM UTC+05:30**  
**Farewell Program to Final Year B Pharm Batch 2016-2020**

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Yashwantrao Bhonsale College of Pharmacy, Sawarwad, Dist- Sindhadurg, MH

Organized by TPC, YBCP organized National Webinar on Pharmaceutical Marketing - An Overview & Career Opportunities in Marketing. In this webinar an eminent Resource Person Hon. Mr. Abhije E. Patil Product Manager FDC LTD, Mumbai has delivered his session. For this total 255 participants have registered and attended the webinar. 10.10.2020



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Yashwantrao Bhonsale College of Pharmacy & College of D. Pharmacy, Sawarwad has jointly organized "One Day National Webinar"

Webinar Topic - Pharmaceutical Marketing: An Overview (Career Opportunities in Marketing)

Resource Person  
 Mr. Abhije A. Patil  
 B. Pharm, PGDMM, PGDGM,  
 Product Manager, FDC Ltd, Mumbai

