

**REPORT ON**  
**SEMINAR ON SALES AND MARKETING: IS IT A RIGHT OPTION?**  
**SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA, TARNAKA**  
**IN ASSOCIATION WITH**  
**IPA-SF TELANGANA STATE CHAPTER**

**DATE** – 4<sup>TH</sup> MAY, 2024

**TIME** – 11:30 AM

**ORGANIZED BY** – Sarojini Naidu Vanita Pharmacy Maha Vidyalaya, Tarnaka in association with IPA-SF Telangana State Chapter.

**INTRODUCTION** – Sarojini Naidu Vanita Pharmacy Maha Vidyalaya Organized a Seminar on Sales and Marketing: Is it a Right Option? in association with IPA-SF Telangana State Chapter in SNVPMV Auditorium. The Dignitaries Dr. B. Prabha Shankar (Chairman, SNVPMV), Dr. A.V. Srikanth (Vice Chairman), Sri Sainath Dayaker Shastry (Hon. Secretary), Mr. V. Pradyumna (Speaker), Dr. N. Srinivas (Director, SNVPMV), Dr. T. Mamatha (Principal, SNVPMV), Dr. K. Sirisha (Incharge Vice Principal, SNVPMV) graced the program with their presence. Around 50 students with 15 faculty members attended the seminar full of enthusiasm. The program facilitated a rich exchange of knowledge on sales and marketing, and it was a resounding success.

**ABOUT GUEST SPEAKER**

Mr. V Pradyumna Sir is a pharmacy graduate from UCPSc Kakatiya University in 1980, he had a Product Management Course accredited from Merck Business School. Sir worked as a Medical Representative in 1981 with Ms. SG Pharmaceuticals, a leading Indian company (a group company of Sarabhai International), and later joined Merck India Limited, a pioneer in Nutraceuticals, a year later. Over 36 years, sir has undertaken various roles, initially as a front-line salesperson, progressing to First Line Manager covering the entire A.P, followed by promotion to Zonal Manager leading South India from Chennai, and subsequently as Sales Manager for South & West India based in Mumbai.

Later, the responsibility was assigned to lead a new division, overseeing All India operations, encompassing both sales and marketing aspects. During this tenure at Merck, portfolios such as Nutraceuticals, Cardiovascular, and Thyroid were managed by sir. After superannuating in 2018 (being the first marketing & sales employee to be given a two-year extension), exposure was gained working briefly in the Sultanate of Oman for about a year and a half.

Throughout his tenure at Merck, Pradyumna sir's recognition was earned for excellent management skills, with the entire middle management leadership nurtured into their roles during the career.

**PROGRAM OVERVIEW** – The Seminar started at sharp 11:30 AM in SNVPMV Auditorium. The anchors for the program were Ms. Sai Sree and Ms. Shravani of B.Pharm 4<sup>th</sup> yr. They addressed the gathering and co-ordinally welcomed all the dignitaries. Dr. B. Prabha Shankar gave floral greetings to the guest, Mr. V. Pradyumna. Ms. Shravani introduced the speaker to the gathering.

Mr. V. Pradyumna started the seminar on the topic “Sales and Marketing: Is It a Right Option?”. He mentioned the importance of sales and marketing in the field of pharmacy and also in general. Sir mentioned the qualities that should be possessed by an individual while choosing this course. Sir explained that marketing involves product management where he sorted the difference between sales and marketing.

During the discussion, the importance of field experience in advancing to higher positions in marketing was emphasized by the sir. He highlighted the challenges faced by medical representatives in sales and marketing and noted the improved opportunities for women compared to the situation of the last 20 years. Additionally, the sir outlined the essential skills required for medical representatives, including strong communication abilities, the art of understanding customers, and the importance of politeness. The conversation also touched on the significance of digital marketing in today's landscape. Furthermore, sir mentioned the availability of Pharma MBA programs both in India and abroad, underlining the potential for further education and specialization in the field.

It was an extremely informative and interactive session where students acquired basic knowledge about sales and marketing in the pharmacy field. Finally, the session was concluded with the question and answer and the participants clarified their doubts regarding the session. Each student asked their queries to the sir one by one. Even a few faculty members posed a few queries and clarified their doubts. The students had an active participation with a speaker. It was truly remarkable to witness the enthusiasm and willingness of students to engage with the topic. There was a high level of communication and interaction between the students and the speaker.

The vote of thanks was delivered by Dr. K. Sirisha, Incharge Vice Principal, SNVPMV, by expressing gratitude to the guest speaker, Mr. V. Pradyumna for his excellent and tireless talk on the topic and thanked all the participants for actively participating and making the session successful.


**SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA**  
SPONSORED BY EXHIBITION SOCIETY, VIJAYAPURI COLONY, TARNAKA, SECUNDERABAD.  
AFFILIATED TO BOKARA UNIVERSITY  
RIBA ACCREDITED & PHARMACY COURSE  
IN ASSOCIATION WITH  
**IPA-SF, TELANGANA STATE CHAPTER**


WE CORDIALLY INVITE YOU TO THE SEMINAR ON  
**SALES AND MARKETING: IS IT A  
 RIGHT OPTION?**



**Speaker**  
**Mr. V. PRADYUMNA**  
GB MEMBER- SNVPMV & EX- NATIONAL MANAGER &  
 MERCK MARKETING & SALES, INDIA

**PRESIDED BY**  
**Dr. B. PRABHA SHANKAR**  
Chairman, SNVPMV

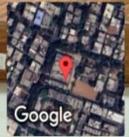


**Dr. K. Sirisha** Incharge Vice Principal  
**Dr. T Mamatha** Principal  
**Dr. N. Srinivas** Director  
**Sri Sainath Dayaker Shastry** Hon. Secretary, SNVPMV


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