

# MIMA TIMES

Monthly Newsletter for knowing happenings @ MIMA

# 61

Students placed so far this season with unwavering assistance of our placement team.





## YouthBuild Foundation organizes Skill Development programs under CSR initiatives of IDBI Bank in Ratnagiri District



Under the Corporate Social Responsibility (CSR) initiatives of IDBI Bank, Youthbuild Foundation is implementing a vocational skill training project in Ratnagiri district for creating skilled manpower in tourism sector.

The training shall facilitate manpower in-demand sectors such as hospitality, tourism, bamboo, and fruits processing particularly facility management, homestay hosting, restaurant management, tour guiding, travel consultancy, bamboo, cashew processing. Total 270 participants will benefit.

Trainees will be imparted vocational training, practical experience, and guidance from experts. Participants will receive a certificate on successful completion of the program. Post training support will be offered to the trainees for getting meaningful employment or self-employment

The inauguration was held on 15th December 2025 at Ratnagiri, in which representatives of IDBI Bank and District Industry Center were present. Mr. Avadhut Pawaskar anchored the function.

## Career in Pharma Sales, Marketing, Market Research, and Medical Devices: A Pathway for PGDM Pharma Students



India's pharmaceutical industry is among the fastest-growing globally, offering diverse and rewarding career opportunities for PGDM (Pharma) students. Career paths span sales, domestic and international marketing, market research, product management, rapidly expanding medical devices and implants sector. A strong foundation—especially exposure to pharma sales—plays a critical role in long-term success, particularly in marketing and Product Management Teams (PMT).

### **Dr. Girish Telang**

#### **1. Pharma Sales: The Foundation of Growth**

Pharma sales is often the entry point for management graduates and forms the backbone of the industry. Roles such as Medical Representative, Territory Manager, or Key Account Manager provide first-hand exposure to doctor-prescriber behaviour, patient needs, competitor strategies, and real-world product performance.

Sales experience develops essential skills like communication, relationship building, territory planning, and discipline. Career progress may lead to Area Business Manager, Regional/Zonal Sales Head, Director-Sales, or even Managing Director. Many professionals later shift to marketing, market research, or PMT roles. Internships, live projects, and sales simulations significantly enhance readiness for this domain.

#### **2. Pharma Marketing: Domestic and International**

Pharma marketing is strategic and innovation-driven. Domestic marketing focuses on brand planning, lifecycle management, promotional strategies, and coordination with sales teams within India's regulatory and healthcare ecosystem. Typical roles include Product Executive, Product Manager, Brand Manager, and Marketing Manager.

International marketing offers exposure to global markets such as Africa, Southeast Asia, CIS, EU, and Latin America. It requires knowledge of export regulations, product registration, pricing strategies, cultural adaptability and global competition. With international markets contributing significantly to revenue, this domain offers strong growth potential.

#### **3. Market Research: Data-Driven Decision Making**

Market research supports evidence-based strategy formulation. Roles include Market Research Analyst, Business Analyst, Forecasting Specialist, and Competitive Intelligence Analyst. Required skills include data analysis, statistics, knowledge of syndicated data (IQVIA, AWACS, etc.), and the ability to convert insights into actionable strategies. Certifications in analytics and forecasting add value for PGDM Pharma students.

#### **4. Medical Devices and Implants: A High-Growth Sector**

The medical devices and implants segment—covering orthopaedics, cardiac devices, diagnostics, and surgical instruments—is growing rapidly. Career options include Sales Executive, Application or Clinical Specialist, Product Manager, and Regulatory Specialist. Preparation demands strong anatomical knowledge, comfort in hospital and OT environments, technical demonstration skills, and regulatory awareness.

## 5. Importance of Sales Experience for Marketing and PMT

Sales experience provides deep understanding of ground realities, prescribing behaviour, regional variations, and field challenges. This enables marketing and PMT professionals to create practical brand strategies, improve stakeholder communication, and support sales teams effectively. Many industry leaders began their careers in sales, as companies highly value professionals with strong field exposure.

### Conclusion

For PGDM Pharma students, careers in sales, marketing, market research, international business, and medical devices offer immense growth and impact. Strong communication skills, therapy knowledge, analytical ability, and especially sales experience form the foundation for long-term success. With the right preparation and proactive mind-set, students can build rewarding careers in India's dynamic pharmaceutical industry.

### MIMA Proudly Announces the Launch of 'सहज सोपे सायबर सिक्युरिटी' by Visiting Faculty Dr. Amey Pangarkar



On 16th November 2025, a Marathi book “सहज सोपे सायबर सिक्युरिटी” was launched with great enthusiasm. Authored by International TEDx Speaker and AI Trainer Dr. Amey Pangarkar and Technocrat Achyut Godbole, at the hands of renowned technology expert Dr. Bhooshan Kelkar. This book is a unique effort to simplify the highly complex subject of cyber security and present it in a clear, easy-to-understand manner in marathi.

It is designed for students, working professionals, and even general readers who often struggle to understand technical jargon and complicated terminology. Considering the growing importance of digital safety in today's world, the book explains cyber threats, preventive measures, and safe internet practices in a simple and practical style. With its blend of knowledge, real-world insights, “सहज सोपे सायबर सिक्युरिटी” is set to become an important step toward enhancing digital literacy across Marathi speaking population.

DECEMBER - 2025

**THANK YOU**  
**2025**

**WELCOME**  
**2026**