

## **GTU – Skills Council for Marketing (GTU-SCM)**

GTU MARKETING SKILLS COUNCIL JOINTLY WITH PARUL GROUP  
OF MANAGEMENT INSTITUTIONS

ONE DAY WORKSHOP ON “CHALLENGES OF MARKETING IN  
SPECIFIC INDUSTRY SEGMENTS”

:Workshop coordinators:

Dr. Bijal Zaveri I/C Director (PIET) & Mr. Shantanu Chakravarty,  
AP, Dr. J. K. Patel Institute of Management.



( Welcome of participants by students as well as address by Dr.P.G.K. Murthy, Dean Faculty Of Management Studies-GTU and Director J.K.Patel Institute Of Management)

Marketing skill councils workshop on 24 March 2012 was attended by Miss Ruchi Patel, Assistant Professor at Sigma Institute Of Management, Baroda along with 4 students of marketing specialization of their institute. Mr. Vishresh Patel, Assistant Professor of S.S. Agrawal Institute Of Management, Navsari and 4 students of Indu Institute Of Management, Baroda. Apart from them , three different Institutes of Parul group of Management Institutes were represented by Dr. Bijal Zaveri I/C Director of Parul Institute Of Engineering & Technology, Sameer K. Rohadia I/C Director of Parul Institute Of Management PGDM programme along with Prof. Aniruddha Tambe while Mrs.Priyanka C. Darji was present from Dr.J.K.Patel Institute Of Management. From Dr.J.K.Patel Institute Of Management there were 29 students, from PIET there were 10 students while 1 student was present from Parul Institute Of Management so total 48 students of various institutes were present in the workshop.

After introducing speakers with audience Opening session of workshop was conducted by Dr.P.G.K.Murthy where he focused on importance of skill and personality development particularly for MBA students.

Further he shared the rationale behind initiatives of formulating Finance , HR and Marketing Skills Councils by Gujarat Technological University under visionary leadership of Dr. Akshai Aggarwal , Hon'ble Vice Chancellor of GTU . In his talk he highlighted the life of Shiv Khera and his book 'You can sell' while elaborating the difference between goal and dream in life. Marketing professionals per se must be having certain mindsets which also include physical fitness in terms of ability to work for long hours and tackle stress. Advised students walk at least a mile everyday.



(Mr.G.P.Namdeo, Formerly Vice President Marketing Piramal Healthcare delivering his speech)

First expert speaker was Mr.G.P.Namdeo, Formerly vice-president of Piramal Healthcare and currently Executive Director of Baroda Productivity Council . He was a witness of some acquisition like ROCHE, a multinational operation in India and acquired by Piramal Healthcare

while his experience and exposure in Pharmaceutical Industry is of more than four decades. In a very lucid way he could make students understand how pharmaceutical product marketing is different from other marketing while describing theoretical aspects of various P's of marketing. Pharmaceutical industry being regulation driven and marketing is dependent on the prescriptions of registered medical practitioners. His session was rich with examples on each and every challenge pharmaceutical marketers do face while he could elaborate the opportunities available for students in this industry.



(Mrs. Punita Dave, Soft Skills Trainer , Mphasis an HP company, delivering her speech)

Second session was of Ms Punita Dave whose present profile is of soft skill trainer with Mphasis while having experience in pharmaceutical industry from which she has shifted to software industry. In her entire

session while dealing with challenges for marketers she could establish a fact that communication is important for a successful marketers. In her session she could differentiate the need of understanding the difference between product and services along with their marketing techniques. She also focused upon importance of value added services provided by service providers .She clearly broghut the difference between product marketing and service marketing . She cited example of Airtel which gets significant share of revenue from hello tunes and music .



( Mr. Maulik Bhansali , CEO , Netweb Software Ltd , Baroda, delivering his speech)

Post-lunch the first session was by Mr.Maulik Bhansali, CEO of Netweb software Pvt Ltd. While describing the topic software marketing first he could establish differentiation between products and services. Major

challenges he could explain in a simple way while he could make students understand with the help of a triangle how pain or habit can be understood in software industry. Nicely he could elaborate how they highlighted certain points of competitors products so that can differentiate own product. In certain cases organizations even go ahead in a deal with customers by not taking any cost of the product just to establish a relationship as in software marketing we have to demonstrate how specific software can help organization improve revenue generation or building a strong value proposition. He could show one example of software that is AVATAR of his organization.



( Mr. S. Sukul , Former Vice President-Marketing, Sarabhai Chemicals, delivering his speech.

Concluding session was of Mr.S.Sukul who has a rich experience of four decades once upon a time India's leading pharma company Sarabhai Chemicals which included overseas assignment also. As he himself

started his career from entry level as MR in pharmaceutical industry and reached up to the level of Vice President-Marketing , his presentation covered pharmaceutical industry past, present and future where focus was churning and innovation . He explained how trade associations threw challenges for organizations .

At the end of workshop Mr.Shantanu Chakravarty, AP, Dr.J.K.Patel Institute Of Management and one of the coordinator of workshop extended vote of thanks by requesting other participating colleges to organize same kind of workshop at their respective institutes.

