
The first batch of executives roll out from the first of its kind click-and-classroom training model in pharma sales and marketing

A batch of 116 field executives from various divisions were a part of the first of its kind e-learning and classroom training model in pharma sales and marketing. This successful initiative which is based on the click-and-classroom model offers tremendous scope for field executives and managers to be ongoingly trained at their respective locations.

Conducted by our group in association with the Ahmedabad-based Entrepreneurship Development Institute of India (EDI), the Post Graduate Programme in Corporate Entrepreneurship and Management (PGPCEM) was spread over 18 months. Facilitating both on campus and on location study, the course offered personal contact programmes, home assignments, project reports and evaluation.

The depth and reach of the programme has been an inclusive one. More than 500 applicants from the rank and file of Zybus' field personnel applied for the programme. Of this, 150 were selected on the basis of merit. More than 50% of the participants who enrolled for the PGPCEM programme were from the Tier II markets such as Purnia, Sitamarhi, Rajahmundry, Latur, Tumkur, Dibrugarh, Telicherry, Chandrapur etc. On completion of this programme, the executives benefit with fast tracked career growth and promotions through the Fast Track Zydan Programme. After the successful roll out of the PGPCEM, the group now plans to offer refresher courses with more specialised modules on therapy management.
