

# BUREAU OF PHARMA PSUs OF INDIA (BPPI)

(Society set up under the aegis of Department of Pharmaceuticals, Government of India)

**bppi**

**IDPL CORPORATE OFFICE COMPLEX,  
DUNDAHERA, GURGAON-122016 (HR)  
Tel. 0124-4556750, Fax. 0124-2340370**



## **Requirement of General Manager (Sales & Marketing)**

BPPI is the implementing agency for **Pradhan Mantri Bhartiya Janaushadhi Pariyojana** of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India. The objective of the scheme is to make available quality generic medicines at affordable prices to all. BPPI is expanding its operations and has urgent requirement for **General Manager (Sales & Marketing)** purely on contractual basis. Interested candidates may send their applications to **CEO, BPPI on BUREAU OF PHARMA PSUs OF INDIA (BPPI), IDPL CORPORATE OFFICE COMPLEX, OLD DELHI-GURGAON ROAD, DUNDAHERA, GURGAON-122016 (HR)** through registered post/courier by **01.08.2017 (till 05:00 PM)** or email their candidature on [hrsandeep.bppi@gmail.com](mailto:hrsandeep.bppi@gmail.com). For detailed terms and conditions visit at our website: [janaushadhi.gov.in](http://janaushadhi.gov.in)

**Chief Executive Officer**

**BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA (BPPI)**

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**Chief Executive Officer**

**Table – I**

S. No.	Post	Age	Eligibility Criteria		Consolidated Remuneration	Conveyance	Telephone	Remarks
			Minimum Qualification	Experience in the relevant functional area				
1.	<b>General Manager (Sales &amp; Marketing)</b>	50 Years	Graduation	Minimum 10 years in Sales & Marketing	Rs. 60,000/-	As per Company Rules	Rs. 2,000/-	Candidates having experience in Pharma sector will be given preference

**Table – II**  
**Post and Job Descriptions**

S. No.	Post	Job Description
1.	<b>General Manager (Sales &amp; Marketing)</b>	<ol style="list-style-type: none"><li>1.Responsible for the achievement of marketing objectives or opening of PMJAK.</li><li>2. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO</li><li>3. Develop short- and long-term plans, strategies and budgets for the marketing/communications program and its activities</li><li>4.Monitor progress, assure adherence and evaluate performance.</li><li>5. Recommend short- and long-term Organization goals and objectives to the CEO</li><li>6. Develop, implement and monitor systems and procedures necessary to the smooth operation for opening of PMJAK.</li><li>7. Keep informed of developments in the fields of marketing to management and government.</li><li>8. Call for EOI from interested party for opening of JAS, selection of design etc., processing of application and take all consequential action till the opening of store.</li><li>9. To co-ordinate with Media &amp; Publicity department to build the image of JASs and create awareness about generic medicines</li><li>10. Correspondence with state government for opening of Jan Aushadhi Store and release of one time financial assistance.</li><li>11. Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.</li><li>12. Develop, coordinate and oversee programs, technical assistance and resource materials to assist chapters in the marketing, communications and positioning of their activities.</li><li>13. Responsible for creating, implementing and measuring the success of a comprehensive marketing and communications program that will enhance the Organization's image and position within the marketplace</li><li>14.To ensure effective management within the marketing, communications and public relations function, with provision for succession.</li><li>15. Effectively enable volunteers and staff to transmitting the Organization's values, vision and direction</li></ol>

## **GENERAL TERMS & CONDITIONS**

1. The applicant must ensure that he/she possesses the required qualification and experience.
2. Applicants having additional qualifications from the reputed universities and already worked in a similar position shall have preference.
3. Person having experience of working in Government sector, PSUs and Pharma industry may get preference.
4. BPPI has the right to reject the entire selection process/advertisement at any stage and the decision of BPPI shall be final in this regard.
5. BPPI reserves the right to raise/modify the eligibility criteria of the minimum educational qualification and/or minimum work experience. Mere fulfilling the eligibility criteria shall not confer any right to be considered for selection against the respective position.
6. Appointment will be on whole time contractual basis on the following terms & conditions.
  - a) He/She will be entitled to consolidated remuneration and reimbursement of mobile phone/telephone charges as per rules.
  - b) He/She will be entitled to leaves as per BPPI rules.
  - c) BPPI reserves the right to revise the terms & conditions during the tenure of the contract.
  - d) The contractual appointment will not confer any right or entitlement for claiming absorption against any regular post in BPPI, in future.
7. Initially contractual appointment will be for one year with three months' probation period. Following satisfactory performance after completion of three months' probation period, the employee contract will be extend for the rest of nine months.
8. Contractual appointment will be for one year only after the successfully completion of probation period is subjected to renewal if the performance of employee is found satisfactory.
9. Applicants will have to produce one set of self attested copies of their testimonials for verification at the time of interview, along with the duly filled in attached application form.
10. Applicants should not have Direct/Indirect relation with BPPI employees, suppliers, vendors etc. Contract will get terminated without assigning any reason, if found otherwise.
11. Canvassing in any form shall be a disqualification and the application shall be rejected forthwith.
12. Candidates are advised to check their emails regularly as the interview dates shall be intimated via email.
13. Shortlisted candidates shall be called for interviews.
14. Any change in above terms & conditions will be notified only through our web site.
15. Interested candidates may send their applications through speed post/courier along with one set of self attested copies of their qualification and experience certificates to CEO, BPPI or can send their application by email to [hrsandeep.bppi@gmail.com](mailto:hrsandeep.bppi@gmail.com) to reach him by 01.08.2017 (Till 05:00PM).

**Application for the Post of \_\_\_\_\_**

1. Name of the Candidate :
2. Sex (Male/Female/Others) :
3. Father's/Mother's Name :
4. Age & Date of Birth :
5. Permanent Residential Address :
6. Present mailing address :
7. Contact No. & Email Id :
8. Nationality :
9. Marital status :
10. Alternative contact no. :
11. Languages known :

Write:

[illegible]

13. Work experience (Starting from latest organization):

S. No.	Name of the organization	Type of organization (Govt. /PSU/ Pvt.)	Post held	Period			Job responsibilities	Total salary drawn per month
				From	To	Period in years & months		

14. Total Experience (In Years) :

15. Total experience in Pharma Sector (In Years) :

16. Split up details of latest drawn salary :

17. Any other relevant information :

(Signature of the applicant)

Date:

Note: Resume in detail may be attached.