

**BUREAU OF PHARMA PSUs OF INDIA (BPPI)**  
**IDPL CORPORATE COMPLEX, DUNDAHERA, GURGAON-122016 (HR)**  
**Tel. 0124-4556761, Fax. 0124-2340370**

## **Requirements**

BPPI requires experienced candidates in the areas of Procurement, Media, Sales and Marketing and HR to join us to take forward the "**Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**", the ambitious project launched by the Govt. of India. The appointments will be purely on contractual basis.

List of requirements:

- 1. Manager Procurement - 1**
- 2. Executive/Sr. Executive (Procurement) – 1**
- 3. Sr. Executive/Deputy Manager (Social Media Expertise) - 1**
- 4. Deputy Manager/Manager (Advertising and Brand Management) - 1**
- 5. Dy. Manager/Manager (Public Relation & Liaison) - 4 (East, West, South, North)**
- 6. Dy. Manager/Manager (Sales) – 4 (East, West, South, North)**
- 7. Executive (Marketing) - 8**
- 8. Executive (HR) - 1**

The scheme boosts the noble objective of making quality generic medicines available at affordable prices to all. BPPI is the implementing agency for the "**Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**". Details of eligibility criteria are given below.

**Chief executive Officer**

## **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 be given preference.
3. Applicants having experience of working in Govt./PSUs and Pharma industries shall also be given 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. No TA/DA will be paid for attending the interview.
6. 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.
7. 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.
8. Initial appointment will be for a period of one to three years which may or may not be extended based on the performance.
9. Applicants will have to produce original certificates and one set of self attested copies of their testimonials for verification at the time of interview.
10. Canvassing in any form shall be a disqualification and the application shall be rejected forthwith.
11. Any interested candidate may send their application alongwith all educational and experience certificate copies to **"CEO BPPI, IDPL CORPORATE OFFICE COMPLEX, OLD DELHI GURGAON ROAD, DUNDAHERA , GURGAON – 122016"** OR can mail their scanned application copy on [hrsandeep.bppi@gmail.com](mailto:hrsandeep.bppi@gmail.com).
12. Date of Interviews will be notified only through mail or over telephone.

**Table – I**

S. No.	Post	Maximum Age	Eligibility Criteria		Consolidated Remuneration/ month	Conveyance/ month	Mobile Expenses/ month	Remarks
			Qualification	Experience				
1	Manager Procurement	50 years	B.Pharma/B. Sc.	Minimum 10 years in procurement of medicines & Drugs	Rs. 45,000/-	Rs. 4,000/-	Rs. 1,000/-	MBA/M.Pharma will be an added advantage
2	Executive/Sr. Executive (Procurement)	35 years	B.Pharma/B. Sc.	Minimum 1 to 5 years in procurement of medicines & Drugs	Rs. 20,000/- to 27,000/-	Rs. 2,000/	Rs. 5,00/-	MBA/M.Pharma will be an added advantage
3	Sr. Executive/Dy. Manager (Social Media Expertise)	35 years	Graduation in any discipline	Minimum 3 to 5 years in handling social sites, making social posts, Campaigning, writing tag lines	Rs. 27,000/- to Rs. 35,000/-	Rs. 2,000/- to Rs. 3,000/-	Rs. 5,00/- to Rs. 1,000/-	Graduation in Jouranlism or MBA in Journalism will be an added advantage
4	Dy. Manager/Manager (Advertising and Brand Management)	50 years	Graduation	Minimum 5 to 10 years experience in Advertising and Brand Management	Rs. 35,000/- to Rs. 45,000/-	Rs. 2000/- to Rs. 4,000/-	Rs. 5,00/- to Rs. 1,000/-	Experience in Advertising and Branding in Pharma sector will be given preference
5	Dy. Manager/Manager (Public Relation & Liaison)	50 Years	Graduation	Minimum 5 to 10 years experience Public Relation and Liaisoning work	Rs. 35,000/- to Rs. 45,000/-	Rs. 2000/- to Rs. 4,000/-	Rs. 5,00/- to Rs. 1,000/-	Experience in Pharma sector will be an added advantage
6	Dy. Manager/Manager (Sales)	50 Years	Graduation	Minimum 5 to 10 years experience in Sales	Rs. 35,000/- to Rs. 45,000/-	Rs. 2000/- to Rs. 4,000/-	Rs. 5,00/- to Rs. 1,000/-	Experience in Pharma sector will be an added advantage
7	Executive (Marketing)	28 Years	Graduation	Minimum 1 year experience in (Marketing)	Rs. 20,000/-	Rs. 2,000/-	Rs. 500/-	Candidate having Post Graduation and sound knowledge in excel will be given preference
8	Executive (HR)	28 Years	Graduation	Minimum 1 year experience in (HR)	Rs. 20,000/-	Rs. 2,000/-	Rs. 500/-	Candidate having Post Graduation and sound knowledge in excel will be given preference

**Table – II**  
**Job Descriptions for various posts in BPPI**

<b>S. No.</b>	<b>Post</b>	<b>Job Description</b>
1	Manager Procurement (Formulations)	<ul style="list-style-type: none"> <li>• Preparation of tender document</li> <li>• Call for expression of interest</li> <li>• Evaluation of bids &amp; finalization of the same in a transparent manner, following the prescribed procedure in the GFR and CVC guidelines.</li> <li>• Assess the requirement and place order for procurement with the CPSUs and other suppliers as per the approval of the competent authority.</li> <li>• Responsibility also includes maintaining proper records of goods, ordered, procured, payment to be made etc.</li> <li>• Increasing basket of medicines</li> <li>• Proper planning for future demands for procurement</li> <li>• Comparative detailed study of prices of medicines</li> </ul>
2	Executive/ Sr. Executive (Procurement)	<ul style="list-style-type: none"> <li>• Evaluation of bids &amp; finalization of the same in a transparent manner, following the prescribed procedure in the GFR and CVC guidelines.</li> <li>• Assess the requirement and place order for procurement with the CPSUs and other suppliers as per the approval of the competent authority.</li> <li>• Responsibility also includes maintaining proper records of goods, ordered, procured, payment to be made etc.</li> <li>• Increasing basket of medicines</li> <li>• Proper planning for future demands for procurement</li> <li>• Comparative detailed study of prices of medicines</li> </ul>
3	Sr. Executive/Deputy Manager (Social Media Expertise)	<ul style="list-style-type: none"> <li>• Deliberate planning and goal setting</li> <li>• Development of brand awareness and online reputation</li> <li>• Content management</li> <li>• SEO (search engine optimization) and generation of inbound traffic</li> <li>• Cultivation of leads, publicity and awareness</li> <li>• Community leadership and participation (both online and offline)</li> <li>• Administrate the creation and publishing of relevant, original, high-quality content.</li> <li>• Create a regular publishing schedule.</li> <li>• Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.</li> <li>• Promote content through social advertising e.g. Facebook, twitter.</li> <li>• Develop relevant content topics to reach the company's target customers.</li> <li>• Create, curate, and manage all published content (images, video and written).</li> <li>• Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.</li> <li>• Oversee design (ie: Facebook Timeline cover, profile pic,</li> </ul>

		<ul style="list-style-type: none"> <li>thumbnails, ads, landing pages, Twitter profile, Blog, etc.).</li> <li>Develop and expand community and/or influencer outreach efforts.</li> <li>Design, create and manage promotions and Social ad campaigns.</li> <li>Compile reports for management showing results</li> </ul>
4	Dy. Manager/Manager (Advertising and Brand Management)	<ul style="list-style-type: none"> <li>Assist in developing brand plan and forecast based on market segmentation and deliver campaign execution that drives the achievement of Scheme objectives.</li> <li>Consulting clients about campaign requirements</li> <li>Making attractive advertisement of PMJAY</li> <li>Issuing Advertisement of all department related subjects.</li> <li>For select brands in the portfolios, responsible for leading all marketing activities including: launch/brand plans, market research, segment analysis, promotional programs, non-personal promotion, , all brand strategies and tactics, and peer to peer initiatives.</li> <li>Identify and turn consumer/brand insights into actionable programs that have a beneficial impact on the growth of the business.</li> <li>Build collaborative relationships with key internal partners (sales, analytics, operations, stores)</li> <li>Research trends, platforms, and experiences that can drive innovation and performance</li> <li>Understand market landscape for categories we compete in, and support internal competitive intelligence activities</li> <li>Accountable for ensuring brands meet or exceed annual revenue and unit forecasts</li> <li>Understand market landscape for categories we compete in</li> <li>Planning for making attract packaging of all brands</li> </ul>
5	Dy. Manager/Manager (Public Relation & Liaison)	<ul style="list-style-type: none"> <li>Contact to NGO's and make their interest in opening JASs.</li> <li>Correspondence with state government for opening of Jan Aushadhi Store and release of one time financial assistance.</li> <li>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>To support the successful running of Jan Aushadhi stores</li> <li>To co-ordinate with Media &amp; Publicity department to build the image of JASs and create awareness about generic medicines</li> <li>Compliance of statutory laws, e.g., DPCO etc.</li> <li>All day to day matters pertaining to above</li> </ul>
6	Dy. Manager/Manager (Sales)	<ul style="list-style-type: none"> <li>Increase sales of Jan Aushadhi Stores.</li> <li>Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.</li> <li>Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and new products.</li> <li>Implements national sales programs by developing field sales</li> </ul>

		<p>action plans.</p> <ul style="list-style-type: none"> <li>• Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.</li> <li>• Maintains area sales staff by orienting and training.</li> <li>• Maintains national sales staff job results by orienting, training counselling and disciplining employees.</li> <li>• Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.</li> <li>• Contributes to team effort by accomplishing related results as needed.</li> </ul>
7	Executive (Marketing)	<ul style="list-style-type: none"> <li>• Processing of Jan Aushadhi Kendras files.</li> <li>• Maintaining Records of Jan Aushadhi Kendras.</li> <li>• To support the successful running of Jan Aushadhi Kendras.</li> <li>• To co-ordinate with Media &amp; Publicity department to build the image of JASs and create awareness about generic medicines.</li> <li>• All day to day matters pertaining to above.</li> <li>• Guidance for opening of New Jan Aushadhi Kendras.</li> <li>• Any other works allotted by senior officials.</li> </ul>
8	Executive (HR)	<ul style="list-style-type: none"> <li>• Assisting with day to day operations of the HR functions and duties</li> <li>• Providing clerical and administrative support to Human Resources department.</li> <li>• Compiling and update employee records (hard and soft copies)</li> <li>• Assist with day to day operations of the HR functions and duties</li> <li>• Process documentation and prepare reports relating to personnel activities (staffing, recruitment, training, grievances, performance evaluations etc)</li> <li>• Deal with employee requests regarding human resources issues, rules, and regulations.</li> <li>• Assist in payroll preparation by providing relevant data (absences, PF, leaves, etc)</li> <li>• Properly handle complaints and grievance procedures</li> <li>• Coordinate communication with candidates and schedule interviews.</li> </ul>



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 :

16. Split up details of latest drawn salary :

17. Any other relevant information :

(Signature of the applicant)

Date: