

HKCP ALUMNI BULLETIN

Issue-XIV, June - 2015

From the Editors Desk:

Dear Alumni,

I am pleased to present the 14th issue of alumni bulletin. The college annual sports and cultural day was celebrated on 31st January and 25th February 2015 respectively. These both days were full of enthusiasm and many competitions were organized like indoor and outdoor games, mehendi, tattoo making, face painting, rangoli, dumb charades and mono acting. Our students participated in inter college competitions like Rx sports, RX cultural and RX tech-fest as well.

In Success secret series the present issue carries an article “CAREER AVENUES IN KNOWLEDGE PROCESS OUTSOURCING SECTOR- “With a Special Reference to Healthcare” by Priyanka Goswami.

As ever we always work towards giving you more and more of news about college, do send us your views and suggestions.

With Best Wishes,
Priyanka Goswami

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Campus News:

- The seminar on “Power of Subconscious Mind” was organized on 7th January 2015.
- A PTM for orientation towards new semester (First Half 2015) was held on 10th Jan 2015.
- A photo session for Impulse was organized on 10th January 2015.
- Industrial Visit to Hyderabad was organized from 21st to 26th January 2015.
- The Republic day was celebrated on 26th January 2015.
- A sport day was organized on 31st January 2015.
- The self-defense training seminar was organized on 11th February 2015.
- The Annual Day “Orane” annual day was celebrated on 25th February 2015.
- The Annual day prize distribution ceremony: For Academic Year 2013-2014; Praful Kadam from 1st year M.Pharm, Ishrat Kazi from final year, Priyanshu Rai from 3rd year, Prabhuta Makwana from 2nd yr, Ronak Dave from 1st yr; got 1st prize.
- RX Festival: HKCP students won first prize at RX Fest in Carom Girls Single, Photography, JAM- Just A Minute, Poetry Writing Counter strike (CS).
- Convocation ceremony was held on 18th February 2015.
- Farewell party was held on
- Result PTM was held on 27th March 2015.
- The career guidance program was arranged on 13th February 2015.
- The TCS Campus drive was organized on 28th February 2015.

ACTIVITY ROUND THE SEMESTER

1. REPORT ON SEMINAR ON POWER OF SUBCONSCIOUS MIND

H K College of Pharmacy organized seminar on “Power of Subconscious Mind” on 7th January 2015. The Speaker was Mr. Sunil Parekh, who is International Success coach & Human Potential Trainer; (Rise Development Academy Pvt. Ltd.). HKCP Students, Teaching & Non-Teaching staff attended the session. The session focused mainly on becoming affirmative in any situation with eliminating negative thought process.

2. REPORT ON INDUSTRIAL VISIT AT HYDERABAD

H.K. College of Pharmacy organized 6 Day 5 Night Industrial Visit from 21st January to 26th January 2015. The tour started on January 21st and all participants were requested to assemble at CST railways station to board Hyderabad express. The entire stay was arranged at United 21 Hotels & Resorts, Sikandarabad.

3. REPORT ON THE ANNUAL DAY “ORANE-2015”

H.K. College of Pharmacy celebrated annual day ‘ORANE-2015’ on 25th February 2015 at the College campus. The program included speech by invitees, prize distribution and cultural programs. The Chief Guest for the day was Dr. Nandkumar Chodankar, CEO of A. Solutions Pharmaceuticals Pvt. Ltd and the Guest of Honors was Dr. Kaleem Khan, Trustee of Maharashtra Education Society. Superb performances were showcased by students in cultural events like fashion show, solo dance, group dance, duet dance, singing etc. This year saw the participation of faculty members in dance, song and fashion show.

PHOTOGALLERY

“SEMINAR POWER OF SUBCONSCIOUS MIND”



“INDUSTRIAL VISIT TO HYDERABAD”



“THE ANNUAL SPORTS DAY”



“THE ANNUAL DAY-ORANE”



CAREER AVENUES IN KNOWLEDGE PROCESS OUTSOURCING SECTOR-“With a Special Reference to Healthcare”

Many companies outsource the core information related business activities which are competitively important and form an integral part of company's value chain. KPO's acting as mediator help the respective companies to perform their job efficiently. It requires advanced analytical and technical skill as well as high of specialist expertise. Regions prominent for KPO sector include –India and Eastern Europe. It involves a great deal business complexity. KPO derives its strength from depth of knowledge, experience and judgement factor.KPO in future has high potential as it is not restricted to IT sector only, it involves sectors such as;

- Intellectual property research for patent application
- Equity research business
- Patent related services
- Engineering services
- Legal and medical services
- Training and consultancy
- Web development application
- CAD/CAM application
- Business research and analytics
- Clinical research
- Research and development in field of pharmacy and biotechnology

BENEFITS OF KPO INDUSTRY

In today's competitive environment, focus to concentrate on core specialization and core-competency and outsourcing non-core activities thereby cost of activities is reduced and total business improves as focus shifts to key growth areas of business activity.

STRENGTH

- Large talent pool
- Quality of IT training
- Low cost training
- Good knowledge of project management skills
- Supportive government policies
- Many new areas of specialization are covered
- Consideration to ISO 900x and Six Sigma

OPPURTUNITIES

Increasing domain expertise

More areas of specialization can be added

TOP 10 KPO COMPANIES IN INDIA

- Genpact
- Evalueserve
- UGAM solutions
- WNS global services
- 24/7 customer
- ICICI source
- EXL services
- COPAL PARTNERS
- PANGEA 3

MARKET WATCH

Growth of kpo cannot be challenged at least for 10 years owing to rampant globalisation of business across the world .You need to be highly qualified and be willing to work any time of the day or night to enter kpo sector, as demand is very high but supply is less due to the fact number of qualified professionals are less. In kpo sector customer is included amid the whole execution process and is provided with best service, payment to employees is exceptionally high and individuals involved are more skilled then bpo sector. Pay packet associated with kpo sector is of 4.2-4.5 lacs/annum, you can reach upto 6 lacs per annum depending on complexity of job within 6 months and trend is going to continue reason being India's demography and young talent.

JOB-OFFERINGS

Client service positions and Corporate support positions

- * Business Consulting
 - Business associate
 - Business analytic associate
 - Business management consultant

- Business Operations
 - Business operation associate
 - Business operation consultant

KPO ENABLED SERVICES IN INDIA-most preferred destination

Kpo sector which involves outsourcing of knowledge, intensive services dealing with creating, sharing, maintaining, tracking and disseminating is an outgrowth of bpo industry. India holds large market share of 70%.Indian kpo sector offers organisation's choice of multitude and knowledge based verticals across various verticals .India with its pool of talented

professional(Engineers, mba professionals, Phd holders) is becoming central hub for kpo's, taking advantage of this ability it grants overseas organisation to increase better quality services at practical cost.

HEALTHCARE KPO

* Identifies and addresses met and unmet medical needs associated with products, therapies and disease states in order to drive patient outcome.

* It performs highly complex and structured medical /scientific tasks which necessitate analytical technical skills along with vital judgemental activities.

* Services in medical field include;

- research and medical writing
- clinical data management
- medical affairs management
- medical based marketing, sales, support and training

* A proficient medical service kpo comprises of highly qualified medical graduates, Phd holder and health management postgraduates.

* Medical service kpo also supports hospitals, healthcare fraternity to undertake and publish research project providing necessary epidemiological data.

* Work sure is first medical services based kpo in India

SALES FORCE CHALLENGES IN PHARMACEUTICALS

The sales force in pharmaceutical companies confronts numerous challenges:

- Time Management: the sales force overall sales and planning processes is affected by improper time distribution among various official activities.
- Data Management: online synchronization with the organization's enterprise system sometime becomes tedious job for pharmaceutical companies.
- Hyper Competition: among various pharmaceutical companies.
- Physician's restrictive appointment policy for sales representatives: Most often when a sales representative gets a physician's attention, the physician may have very less time for the sales representative to effectively deliver a presentation and lay the groundwork for a more substantial relationship.
- Current trends and critical updates: field staff needs to share up-to-date information between hospitals, pharmacies, doctors, nurses, co-workers.

These above mentioned challenges hinder the work of pharmaceutical companies. So, during this time KPOs play an important role by helping these companies to improve their efficiency, by bringing about their innovative ideas.

BOTTLENECK FOR KPO FUTURE GROWTH

- i. Shortage of skilled labour.
- ii. Legal and cultural barriers
- iii. Immoral and unethical practices in handling client data
- iv. Inadequate IPR protection in India
- v. Non-retention of talent
- vi. It includes high risk confidentiality and risk management
- vii. It is time consuming and cannot provide quick fix to company's seeking immediate results
- viii. High quality standard
- ix. Greater investment
- x. Competing demands from other sectors as job grow faster then workforce.
- xi. Huge supply gap that threatens to cripple its growth.

*** NEVERTHELESS IN NEXT 5 YEARS, INDIAN KPO SECTOR WILL EMPLOYEE MORE THEN 2.5 LAC PEOPLE AND WILL CAPTURE 70% OF GLOBAL KPO BUSINESS.**