



# Institute of Good Manufacturing Practices India

An Autonomous Body Recognized by Ministry of Commerce & Industry, Government of India  
Conferred with QUALITY COUNCIL OF INDIA (QCI)- D.L. SHAH NATIONAL QUALITY AWARD &  
ASSOCHAM Services Excellence Award 2017

Trusted by organizations & training participants in over 45 countries  
Training | Certification | Education | Research



## PROSPECTUS

**Regular and  
Online Mode**

**Post Graduate Diploma in Digital Marketing / Electronic Commerce Management (12 months)**  
**Executive Diploma in Digital Marketing / Electronic Commerce Management (6 months)**  
**Industry Certificate in Digital Marketing / Electronic Commerce Management (3 months)**

## ***Founder's View on Digital Marketing***

Learning and applying digital marketing accelerates your business growth and it proves to be a booster-step in career development which everyone is desirous of. It is the trending way of presenting your business idea throughout the world. World has already gone digital and if we don't keep our pace constant with the developments, we are definitely at loss. When everything in business goes digital, so are the promotions and marketing strategies. So it's very important to learn effective web organizing traffic controlling techniques which include digital marketing. India is booming in Digital marketing sector and providing more and more opportunities for the youth. There is a broad Digital Marketing scope at present as the digital media is the new media that works with the help of internet and has proved to be the fastest medium of mass communication.

## ***Small investments and big Returns***

The term Digital Marketing is self-explanatory. It suggests a shift in the traditional methods of marketing. There is a broad Digital Marketing scope at present as the digital media is the new media that works with the help of internet and has proved to be the fastest medium of mass communication. Digital Marketing ad campaigns ask for a very little amount of investments as compared to television and print ads. The high rate of investment is attractive enough to draw the attention of the marketers and advertisers. An advertiser running a social media campaign can easily measure the performance of the campaign in real time without waiting for long intervals. The leads generated and online purchases are a direct measure of the performance of the campaign.

## ***Digital marketing: fieriest skill in today's business promotion***

As Many as business owners investing their marketing budget on digital marketing the demand for the skilled digital marketing professional is high now. All companies are heavily investing in the digital marketing activities. They are looking for people who can devise and implement digital marketing strategies that suit their needs. But there is a huge digital skill gap. Developing your skills in this area will give you a unique competitive advantage. There will be no shortage of jobs for such in demand professionals.

## ***IGMPI: A yard stick crossed and many more to go!***

In all, IGMPI targets to fill up the gap between the existing and accessible knowledge about varied aspects of Healthcare Informatics Industry from strategies to analysing scenarios, to operations, making new strategies, executing current programmes and everything else. Through the user friendly, well designed and appropriately featured web site, founders of IGMPI offer to join hands with the existing employees and those targeting to be a part of this industry type. Thus, offering to provide all knowledge and information you might need about basics, history, formulation and application strategy, compliance, marketing rules, significance in import and export of goods, regulatory authorities, application methods, anticipating problems and fixing quality issues.

## About IGMPI

Institute of Good Manufacturing Practices India, registered as a non-profit society ( under The Societies Registration Act,1860) with Government of India recognised by the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, accredited Vocational Institution of Ministry of HRD, Government of India, approved training Institute of Food Safety and Standards Authority of India (FSSAI) and affiliated with Life Sciences Sector Skills Council (SSC) and Food Industry Sector Skills Council of National Skill Development Corporation (NSDC) -presents unique, friendly and interactive platform to get rid of all your GMP related glitches. GMP- is an essential element of industries like pharmaceutical, cosmetic, Ayurveda, biotech, homeopathic, medical device and food manufacturing. GMP in itself is the most dynamic part which witnesses frequent changes in terms of newer rules being added and older ones being renewed. Keeping self updated with current GMPs thus becomes inevitable to stay abreast with the changing industry needs and practices.

Our group of learned professionals from above mentioned sectors of the Pharma, Healthcare and Food industries have put together their knowledge; know about and practical experiences in form of this GMP guide. IGMPI is moving hand in hand with technology advances and has gained recognition as stronger and better training platform provider for professionals and students in the areas of GMP, Quality Assurance and Control, Pharma, Food and healthcare Regulatory Affairs, Clinical Research, Pharmaceutical IPR and Good Laboratory Practice and Product Management. The importance of quality healthcare and foods is known to our founders and thus numerous efforts are being made to offer friendly but effective and easy regular and online sources of GMP training, Quality Assurance and Control, Pharma and healthcare Regulatory Affairs, Clinical Research, Pharmaceutical IPR and Good Laboratory Practice in form of formal classroom studies, online/interactive Programmes, online seminars, as well as onsite training programmes along with knowledge of worldwide affairs of the industry; in short a round-the-clock help for any information in these areas needed by anybody from around the world. Based on high standard of quality, the training programmes in Pharma, Healthcare and Food GMP, Quality Assurance and Quality Control, Regulatory Affairs, IPR, Pharma Product Management, Public Health, Hospital Management, Clinical Research, Pharmacovigilance, Medical Writing, Medical Coding, Nanotechnology, Drug Design and Discovery, Food QA&QC etc areas have been approved by Quality Council of India, which is an autonomous body and an accreditation authority for education & vocational training providers under the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India.

The IGMPI's team of technology experts and other Industry advisors together pursue to make cGMP knowledge, training in the area of Pharma and Food manufacturing easily accessible, through this platform.



## Accreditation and Awards

Institute of Good Manufacturing Practices India (IGMPI) is registered as a non-profit society with its own Memorandum of Association and bye-laws under **The Societies Registration Act, 1860, Government of India.**

IGMPI is duly licensed and certified by **Bureau of Indian Standards (BIS)** for QMS Certification under Bureau of Indian Standards (Conformity Assessment) Regulations 2018 (License number: CRO/QM/L-8004228 valid till 28-09-2025).

IGMPI is recognized by **Department of Industrial Policy & Promotion**, Ministry of Commerce & Industry, Government of India and **is an accredited Vocational Institution of Ministry of HRD, Government of India (AVI no-710367)** and all the Programmes of IGMPI are approved for life time empanelment under Ministry of Horticulture and Food Processing, Government of Uttar Pradesh also.

The quality based Post Graduate and Executive Diploma programmes of IGMPI in Good Manufacturing Practices, Regulatory Affairs, Intellectual Property Rights, Quality Assurance and Quality Control, Public Health, Nanotechnology, Product Management, Sales and Marketing Management, Clinical Research, Medical Writing, Drug Discovery and Development, Pharmacovigilance, Medical Coding have been duly assessed and **approved by Quality Council of India, Government of India.**

IGMPI is also an **ISO 9001:2015 Certified Organisation** accredited under Dubai Accreditation Center (DAC), Accreditation Department, Government of Dubai, UAE and has been conferred with **QUALITY COUNCIL OF INDIA (QCI) – D.L. SHAH NATIONAL QUALITY AWARD – Certificate of Merit 2015 & ASSOCHAM Services Excellence Award 2017.**

IGMPI is affiliated with **Life Sciences Sector Skills Council (SSC) and Food Industry Sector Skills Council set up by National Skill Development Corporation (NSDC)** as well.

IGMPI is an approved Training Institute of **Food Safety and Standards Authority of India (FSSAI)** (FSSAI ID: TPINS18) IGMPI PHARMA® is licensed by Department of **Food Safety & Drug Administration** under the **Drugs and Cosmetics Act, 1940** and registered under **Food Safety and Standards Act 2006.**

IGMPI is a PMKVY (Pradhan Mantri Kaushal Vikas Yojna) affiliated training partner ( SMART TP Number: Tp010908)

IGMPI also offers **International Register of Certificated Auditors (IRCA)** Accredited Lead Auditor Programme periodically.

IGMPI is also registered under Section 23 (2), Rule 56 (1), Trade Marks Act, 1999, Government of India (Reference No. 2738626).



## *Quality Council of India (QCI)*

Quality Council of India is set up by the Government of India to establish and operate national accreditation structure and promote quality through National Quality Campaign. QCI is registered as a non-profit society with its own Memorandum of Association. QCI is governed by a Council of 38 members and Chairman of QCI is appointed by the Prime Minister on recommendation of the industry to the government. The Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, is the nodal ministry for QCI.

National Accreditation Board for Certification Bodies (NABCB), Quality Council of India is a member of International Accreditation Forum (IAF) & Pacific Accreditation Cooperation (PAC) as well as signatory to its MLAs for Quality Management Systems, Environmental Management Systems and Product Certification. NABCB is also a Full Member of International Laboratory Accreditation Cooperation (ILAC) & Asia Pacific Laboratory Accreditation Cooperation (APLAC) as well as signatory to its MRAs for Inspection.

## *National Skill Development Corporation (NSDC)*

The National Skill Development Corporation (NSDC), working under the aegis of the Ministry of Skill Development and Entrepreneurship, is an apex organization for skill development in the country. The NSDC is responsible for overseeing the many Sector Skill Councils as well as other skill development and promotional activities across the country. It also implements many Government of India skill schemes such as Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and UDAAN.

NSDC was set up by the Government of India as part of the national skill development mission in order to fulfill the growing need for skilled manpower across sectors. The Chairman of NSDC is nominated by Government of India.



## ADVISORY BOARD AND TEAM

**For updated Advisory Board members profiles, kindly visit:** <https://igmpiindia.org/advisoryboard.html>

**Dr. Mahesh C Gupta, Chief Advisor:** Dr. Mahesh C Gupta is an experienced and internationally reputed Scientist in the field of calibration, quality assurance and testing. He has worked with many government organizations like National Physical Laboratory (NPLI), New Delhi for 32 years and later with Dubai Central Laboratory, Dubai as Principal Quality Officer. He has also played a vital role in developing lab accreditation program of India as Head National Calibration Program. He is also the founder president of Indian quality association. He has expertise and proficiency in various fields like calibration, GLP, analytical techniques, quality assurance, laboratory inter-comparison, proficiency testing, QMS and many more. With his knowledge and rich experience, he is focused on practical aspects of current needs, contemporary and emerging trends, besides alerting the laboratories for future challenges. A PhD from Indian Institute of Technology (IIT), New Delhi, Dr. Mahesh C Gupta has been associated as a research fellow of Optical Society of India, Fellow of Indian Society of Lighting Engineers and Vacuum society of India. He is also currently managing Lab World Magazine –a renowned world class magazine dedicated to Quality Testing and Calibration laboratories in all sectors-as the Editor in Chief.

**Mr. Vinod Kumar Arora, Principal Advisor:** Mr. Vinod Kumar Arora is an internationally acclaimed industry professional having 35 years of rich experience in pharmaceutical development in the areas of Generics, Differentiated, NDDS/NCE Dosage Forms. He is now associated with IGMPi as an advisor.

He joined Ranbaxy in 1983 where he initially worked as scientist for almost 4 years. He rejoined Ranbaxy in 1994 where graduated to Vice President level from Assistant Director position. During his association with Ranbaxy he developed products - Generics, Differentiated Generics, NDA's and NCE-Global, market specific and OTC. Prior to his association with Ranbaxy, he worked as an Assistant General Manager with the Formulation Development Research in Cadila Laboratories, Ahmedabad and helped in setting up of Onco-manufacturing facility and developed several oncology products. He has expertise in Dosage Form development in the area of dosage forms – Solids -Tablets / Capsules / Granules / Pellets /PFOS/TFOS; Non-solids –Liquid /Injectables including Lyophilised/Topicals, Inhalations – DPI/ pMDI and Nasal Spray, Dosage Forms Technology such as Nanotechnology, Depot Injection; Modified Release tablets/suspension, Self-Emulsifying System, Oro dispersing tablets/oro -

dissolving strips; Particles/Pellets coating and has good understanding of current Good Manufacturing Practices and QA/QC. He has made presentations to NDAC Committee for New Drugs Approval in India, had meetings with Oman MOH and Pre IND meetings with USFDA. He has also authored/coauthored over 100 patents in the area of NCE/ Differentiated products /NDDS/Generics. With his knowledge and rich experience, he is focused on practical aspects of current needs, contemporary and emerging trends, besides alerting the pharmaceutical industries for future challenges. He is holding many honorary positions -Member of Indian Pharmacopoeia Scientific Body, Panel member of INMAS-DRDO, Ranbaxy Science Foundation Scholars Award, Global Expert committee member of DFE Pharma, Germany and Distinguished Scientist from World Whos Who Society, Member of Indian Pharma Committee of Make in India Campaign etc. He was felicitated by Hon'ble former President of India, Dr A P J Abdul Kalam for development and launch of first NCE – Antimalarial from India. Mr. Vinod Arora is a M. Pharm degree holder from BHU and DBM from IMM, New Delhi. As one of our principal advisors he will be supporting our initiatives nationally and internationally to rest of faculty members of IGMPi in imparting education, training and continuing education programs as well as our knowledge dissemination initiatives like Current GMP,QA/QC, Regulatory affairs, Clinical research guidelines and news updates.

**Mr. Syed S. Abbas, Director:** Owing to his academic achievements and interests Syed Abbas has gained work knowledge of several sectors of the business industry, in his career span of twelve years. His contributions to the Pharma and healthcare industries development studies are numerous. Some of the generous ones count around the esteemed projects, work models, business agendas and organisational setup works he has plotted, guided and worked for in the education and Training Industry, Information Technology industry, Pharmaceutical Research Industry, non-governmental organizations, and many others. He has completed Masters in Public Administration from Lucknow University and Executive MBA from Indian Institute of Management (IIM), Lucknow. He is a member of Indian Pharmaceutical Association (IPA).

As an operations head of IGMPI, he with his experience has been guiding and advising sincerely to bring forth a whole new bouquet of easy learning and training tools for all those using or planning to use or otherwise interested in gaining knowledge about Good Manufacturing Practices.

**Ms. Rajni Jha, Advisor:** Ms. Rajni Jha, an expert professional in International Regulatory Affairs and Quality Assurance for APIs for US, European as well as Asia-Pacific markets completed her M.Sc. and Post M.Sc Research work from I.I.T., Kanpur. She has more than 20 years of rich experience working with various pharmaceutical companies like Ranbaxy, Morepen Laboratories, Torrent Pharma, Nicholas Piramal, Unimark Labs, Glenmark Generics and Indswift Labs Ltd.

She is associated with IGMPI for development of training modules , e-lectures, personal lectures, workshops etc. Owing to her skills and proficiency; she had been leading a team of both RA and QA personnel from different departments. Her key responsibilities and roles included submission of API Dossiers including Drug Master Files (DMFs), Technical Data Packages (TDPs) and their updates, Supplements, Amendments, Responses to Queries of different Intermediates & APIs for Filing purposes to Regulatory authorities of various countries as per current global Regulatory guidelines for approvals across all markets (USA, Europe, Australia, Latin America, Asia Pacific, Russia, etc.), development and upgradation of various Protocols /Checklists for CQA as well as RA, assessment of various outsourced DMFs and maintenance of existing DMFs, preparation and streamlining of SOPs, etc. She has also successfully completed USFDA, PMDA, TGA, MHRA and Greece Authority audits for GMP compliance for outsourced intermediates and APIs as a part of QA function. She has attended various conferences/seminars on Regulatory Affairs, Quality Assurance and compliance through both domestic and International training programs. She has also been actively involved in imparting internal training and creating awareness on current GMP requirements, data generation with respect to regulatory requirements and updating of systems with current regulatory requirements across different departments in various organizations through training modules and workshops.

**Dr. Manjusha Rajarshi, Advisor:** Dr. Manjusha Rajarshi has more than 20 years of rich experience in the pharmaceutical industry (various companies -Bayer, Aventis Pasteur, Unichem, B. Braun); Her various career moves from training department, medical department, clinical operations and regulatory affairs and medical affairs. Her industry exposures include: Clinical trial sites and sponsor sites audited for GCP compliance; PV skills assessed via PV inspections of EMA from global headquarters; for 4 years, Local Person Responsible for PV, with Servier, India. She is honourable member of i) the Medical Committee with OPPI (organization of Pharmaceutical Producers of India), member of the committee for deliberations of GCP guidelines, PV guidelines to the Indian Regulatory Authorities ii) Pharmacy Council of India (PCI), iii) Indian Society of Clinical Research (ISCR), iv) Indian Association for Statistics in Clinical Trial. Besides, therapeutic areas handled by her are cardiology, diabetology, venous diseases, neuro-psychiatry, vaccines and many other internal medicinal therapies. She has more than 25 publications published on behalf of international journals such as IJCP, American Journal of Cardiovascular Drugs, Neurology, International Journal of Cardiology, Diabetes Research etc

**Ms. Amrita Bhattacharya, Associate Professor:** Amrita is associated with IGMPI as an Associate Professor. She is engaged in developing modules, e-lectures at her best in the disciplines of Good Manufacturing Practices, Clinical Research, Quality Assurance, Quality Control, Pharmacovigilance, Public Health & Hospital Administration. She has worked with many pharmaceutical & healthcare companies like many pharmaceutical companies like Fortis Clinical Research and Jubilant Clinsys having more than 6 years of experience. She has successfully conducted clinical studies for US FDA, EMEA, DCGI & for several reputed Pharma companies. She is also having technical expertise in conducting Clinical Trials Phase I & Phase II. Amrita has also performed pre-qualification and post-qualification audits for Quality Assurance & Quality Control & Good Manufacturing Practices. Amrita has completed her graduation in Microbiology from Lady Amritbai Daga & Smt. Ratnidevi Purohit College for Women, Nagpur and Master's Degree in Biotechnology from Rani Durgavati University, Jabalpur.

**Ms. Sneha Gupta, Senior Faculty Member:** She is a highly experienced Regulatory Affairs professional with exceptionally positive personality. She has specialized experience in managing all kinds of Regulatory and Start-up activities for Clinical Research (across multiple therapeutic areas), Product Registrations, Quality Management, Training Workshops and Conferences for India and South-east Asia. She possess working knowledge of key International Regulations (that of USFDA, EMEA, Health Canada and WHO) for the Pharmaceutical and Clinical Research Industry. Ms. Sneha is a “Certified Trainer” for clinical trials regulatory affairs and corporate behavior. Her academic profile encompasses B. Tech in Biotechnology and Masters in Clinical Research along with a Certificate Programme in Intellectual Property Rights (IPR). Also, she has undergone professional trainings/certifications in Schedule-Y and Indian GCP; Good Laboratory Practices (GLP); IPR and TRIPS Agreement; Preparation, Filing and Review of Regulatory documents; Guidelines for Cosmetic Registration and Import and many others. Apart from Regulatory and Study Start-Up Operations Management, her areas of expertise include Quality Control and Internal Quality Audits of Regulatory Documents; Strategic Risk Management and Mitigation Strategies; Client Management & Retention Negotiations; Business development; Training and Development; and Strong Analytical and Content Development Skills. She has attained wealthy proficient experience as a Regulatory affairs professional by serving for 8 years in different organizations like Jubilant Clinsys Pvt. Ltd., Asiatic Clinical Research, Lambda Therapeutic Research; Indian Council of Medical Research; and GVK Bio among others which has eventually helped her develop excellent working relationships at Regulatory Agencies and Scientific Committees. Sneha authored an article titled “Implications of Drugs Going Off Patent” published in magazine “Lifescience India” and has co-authored a chapter on “Anti-Retroviral Medication” for a book on Clinical Pharmacology by Dr. S. D. Seth. She also writes a blog named CheersZindagi.

**Ms. Priyanka Kapoor, Senior Faculty Member:** A passionate professional working as a Quality assurance and training expert in the field of Clinical Research for the last 7.5 years. Her professional skills include designing and implementing Quality systems within organizations; Performing audits for all Clinical Study phases and BA/BE studies; Preparation and review of SOP's, Protocols; Managing regulatory and sponsor inspection and performing Vendor Qualification Audits. She has gained rich industry exposure from Fortis Clinical Research Ltd, Ranbaxy Research Laboratories and others. Ms. Priyanka has done research work on 'Method development and validation for analysis of molecules on LC-MS/MS extraction procedure' and 'Biological sample analysis for submission of ANDA'. She has also worked as a part of Regulatory Inspection Management Team and faced inspection from FDA, ANVISA, MHRA, WHO etc. Her academic credentials include B. Pharm and M. Pharm.



**Ms. Indrani Dasgupta, Assistant Professor:** Indrani Dasgupta is a dynamic professional and an educator at the Institute of Good Manufacturing Practices India. She is a Management Grad from Doon Business School, Dehradun. Along with her PGDM in Marketing and Human Resources, she also holds a Master's degree in Commerce from Nagpur University. She is certified in Strategic Management from IIM, Rohtak. She oversees the full spectrum of marketing communications, digital marketing and e-commerce management Programmes at IGMPI.

Indrani has worked with an advertising agency driving digital communications and social media strategies for brands across diverse industries-food and nutraceuticals, healthcare, e-commerce, education, etc. Indrani has volunteered in Indonesia, promoting United Nations' Sustainable Development Goals (SDG 8- Decent Work and Economic Growth).

**Dr. Shikha Kumar, Advisor:** Dr Shikha Kumar is one of our faculty members and trainers. She has deep interest and vast exposure in GMP training, writing pharma & healthcare related modules and regulatory documents. She has completed her bachelor's in pharmacy from K.N.M.I.P.E.R, Modinagar and her master's in pharmacy from I.T B.H.U, Varanasi. She has also completed her Ph.D from Hamdard University, New Delhi. Apart from these, she is also trained in regulatory affairs and in medical and clinical research writing. She has worked for a couple of pharmaceutical companies i.e. Eli Lilly and Torrent Pharmaceuticals Limited. There she has been entrusted for manuscript writing for non-clinical and clinical studies, compilation of CMC and IMPD for IND filling in UK and India. She has about 15 research articles as an author and about 10 publications as a medical writer in peer-reviewed journals. She has also done patent writing and medical letters writing. During her job in pharma companies, she has also written protocols, investigator's brochure, scientific reports and newsletters for clinical trials. She is fond of writing health related articles and regulatory documents.

**Ms. Pooja K. Arora, Advisor:** Pooja K Arora, a Healthcare industry professional has acquired her Master's degree in Clinical Research from Cranfield University, UK and professional Diplomas in Pharmaceutical Industry Regulatory Affairs and Pharmaceutical Management from reputed institutes. She has been associated with Clinical Research associate with a few CROs and thus had hands on working basis of the industry. She is presently associated with IGMPI as one of its advisors.

**Dr. Snehal Singh, Advisor:** Dr. Snehal Singh has a diverse experience of more than 8 years in medical/ scientific/ online learning and educational writing, which includes good manufacturing practices, clinical research and scientific documents, medico-marketing material, training manuals, E-learning Programme modules, patient education material and educational counseling. She has worked with esteemed organizations like Institute of Preventive Cardiology, Oxygen Healthcare Communications, Satyam BPO and Novartis Healthcare Pvt Ltd. She is a qualified medical professional (B.H.M.S) and has earned Post Graduation in Hospital & Healthcare Management (PGDHMM) and in Preventive & Promotive Health Care (PGDPPHC) on her name. She has also worked as an editor to several health magazines like Health and Wellness, Alternative Medicine, Nutrition and fitness, Pregnancy, Parenting and Child health. She is also experienced in imparting corporate training and training material development.

**Ms. Shikha Thakur, Assistant Professor:** Shikha Thakur is working with IGMPI as an Assistant Professor. She is responsible for developing training modules e-lectures, personal lectures delivering her best of

knowledge and skills in the domain of Quality Control, Quality Assurance & Good Laboratory Practice.

She is currently also indulged in providing assistance to our senior faculty members in the finalization of training modules' syllabi, content and methodology and conducting e and personal lectures. She is an alumnus of ISF College of Pharmacy, Punjab Technical University, Jalandhar, where she did her Bachelor's and Master's programme in pharmacy with specialization in Quality Assurance. As her remarkable achievement, she is a recipient of DST sponsored PTU fellowship for project entitled "Solubility enhancement of Arteether: Formulation Development and Optimization. She has been entrusted with responsibility of helping advisors and Director General of the Institute in providing the online learning and regular participants and trainees with experiential training in the areas of Quality Assurance and Quality Control, Regulatory Affairs, Clinical Research and Good Laboratory Practice.

**Ms. Harshita Sharma, Assistant Professor:** Currently as an Assistant Professor, Harshita is working on training modules development and co-ordination with an objective of achieving larger mission and goals of the organization. With deep interest and academic excellence in the areas of Pharmaceuticals, Quality Assurance & Quality Control, Regulatory Affairs Good Manufacturing Practices and Intellectual Property Rights, she keeps a close watch on latest developments in the Industry. In addition to these responsibilities, she is playing a key role in setting up Project Training division of IGMPI. Harshita has completed B. Pharmacy from Maharaja Surajmal Institute of Pharmacy, IP University, Delhi, and M.Pharmacy with specialization in Pharmaceuticals from ISF College of Pharmacy, Punjab Technical University, Jalandhar and is a Ph.D. scholar in the Faculty of Pharmacy, Jamia Hamdard University, New Delhi. Aside from her regular association with IGMPI, she is presently designated as an independent Non-Executive Director in Medicamen Biotech Limited as well.

**Ms. Dilrose Pabla, Assistant Professor:** Dilrose Pabla has taken up the responsibilities of assisting senior faculty members and advisors of the Institute in development of training modules, e-lectures, training kits, regulatory guidelines etc. Quality Assurance & Quality Control, Regulatory Affairs, Intellectual Property Rights, Nanotechnology & Good Manufacturing Practices are her areas of interest and exploration. She is also playing a key role in organising guest lectures by eminent Industry professionals. Dilrose has completed B. Pharmacy from Sigma Institute of Pharmacy, Gujarat University, Ahmedabad, and M.Pharmacy with specialization in Pharmaceuticals from ISF College of Pharmacy, Punjab Technical University, Jalandhar and is a Ph.D. scholar in Punjab Technical University.

**Ms. Ankita Gururani, Assistant Professor:** An industry professional with management experience, Ankita Gururani has been associated with implementation of quality assurance in FMCG sector. She has completed her Bachelors in Medical Microbiology from H.N.B Central University and Masters in Microbiology from Amity University, Noida. Apart from these, she has also acquired acertification on Patent Analyst and has thorough knowledge on IPR, database searches. SWOT, CI, patent portfolio and landscaping. She has also worked with Britannia India Ltd., where she was been entrusted with the responsibility of conducting internal audit programs and implemented QNN and 5S as part of manufacturing excellence. At IGMPI, Ankita has an important role to play in the development of the Programme content and training modules in the field of food safety and quality assurance with an objective of achieving larger mission and goals of the organization.

**Mr. Joshua Martin, Assistant Professor (Food Technology):** Joshua has an important role in the development of the Programme content and training modules. His field of interest is food safety, FSMS, GMP, HACCP & other standards and food packaging. He has a rich exposure to a variety of Food Industries as a consultant in terms of Food Safety. He is an M.Tech in Food Technology with

specialization in Food Process Engineering from SHIATS-DU, Allahabad. Prior to joining IGMPI he was also associated with Nestle. He is a FSSC 22000 certified lead auditor from SGS, India.

**Ms. Bhavna Khattar, Programme Co-ordinator:** Bhavna's key role is to assist our Advisors in the coordination and execution of our programmes and training modules. She also has good interest in academic deliverables and research in the areas of Good Manufacturing Practices, Quality Assurance and Quality Control, and Regulatory Affairs, IPR etc. She has completed B. Pharmacy from Jaypee University, Solan. Prior to joining IGMPI, she was working with Bioplasma Immunologicals Research.

**Ms. Neharika Thakur, Assistant Professor:** A logical thinker with immense aptitude for research and development work, Ms. Neharika is a work-driven spirited member of the IGMPI team. She has completed her B.Sc. in Food Technology from Delhi University and M.Sc. in Food Science and Technology from Pondicherry University. Ms. Neharika has qualified UGC NET in Home Science and ICAR NET in Food technology multiple times. Being an active member of the research community, she has authored a few research publications in international journals and her work with “Utilization of deoiled peanut cake in bakery products” is particularly noteworthy. With her sporty spirit and resolution to leave no work incomplete, she is a constant source of inspiration for the students as well as faculty members. Prior to joining IGMPI she has worked as Assistant Professor in ITM University, Gwalior and had research exposure at ICAR institute. At IGMPI, she is involved in lecture delivery and research guidance while conducting interactive sessions with the students.

**Ms. Sangita Borah, Assistant Professor:** Ms. Sangita is a competent professional with experience in biochemical studies, food quality testing, equipment handling, and research & development. As a part of Faculty of Food Safety and Quality, she is responsible for developing training module, lectures and research in the domain of food processing and technology. She has qualified ICAR-NET in Food technology and her academic credentials include Masters in Food Processing and Technology from Tezpur University, Assam and graduation in Biotechnology from Shillong. She has always been a keen participant of international conferences, seminars, and workshops in the field of food safety and quality improvement of food supply chain. Prior to joining IGMPI, she has worked as Research Analyst in Rai University and Sr. Research Fellow (SRF) in Tezpur University.

**Ms. Akanksha Bhandari, Assistant Professor:** As a young trainer, known for her vibrant presence and unmatched dedication towards work, She has taken the responsibility of imparting a whole new meaning to IGMPI's resolution of knowledge dissemination. Ms. Bhandari is a B. Pharm, M. Pharm qualified professional from Punjabi University with a Certification in Intellectual Property Rights. She has an impressive hold over the concepts of pharmacovigilance, clinical research, regulatory affairs, good manufacturing practices and is proficient in handling of sophisticated equipments. Her areas of interest include Patent searching, drafting, & writing specifications, Novel drug delivery systems, and Modified release oral dosage forms (Formulation Optimization). Her industrial exposure encompasses IDS Infotech and BRD Medilabs for production and analysis of oral liquids and tablets. Prior to IGMPI, She has worked at Galgotias University, Department of Pharmacy as Assistant Professor.

**Ms. Garima Mishra, Assistant Professor:** With a good hold over pharma subjects, impressive interaction skills and a sincere learning attitude, Ms. Garima has teamed up with the IGMPI staff in preparation of modules and lecture development. She has keen interest in Organic chemistry, Medicinal Chemistry & Pharmaceutical Analysis and taken lectures on the subjects in reputed pharma colleges. Her industrial exposure encompasses Ranbaxy Laboratories, Akums Pharmaceuticals Pvt. Ltd, Ind-Swift, UNICHEM, Alembic and others. She has completed B. Pharm and M. Pharm (Pharmaceutical Chemistry) during her academic tenure. She has had various research papers

published to her name in Asian Journal of Pharmaceutical and Clinical Research, International Journal of Pharmacy & Life Sciences and International Journal of Medicinal Chemistry and Analysis and many others on the way. She has published a book "Method development and validation by Gas chromatography" and also co-authored "Dissolution Enhancement Using Different Formulation Approaches", Lap Lambert academic publishing (USA).

**Ms. Geetanjali Rai, Programme Co-ordinator:** Ms. Geetanjali is a highly experienced professional with excellent administrative skills. At IGMPI, she is mainly responsible for setting up effective systems and processes for smooth execution of administration work. She is a multi-tasker with experience in providing Management, Marketing as well as Administrative support to all parts of the work. She is known for a consistent ability to accurately maintain computerized and manual filing/ documentation systems along with answering and resolving queries precisely, in a courteous and confident manner. She has earned proficient skills from her tenure at Max Hospital, Lupin Pharmaceuticals Ltd. and Streatham Place Surgery, London, UK.

**Ms. Bhawna Sharma, Research Associate:** Bhawna is working with IGMPI in the development of training modules, lectures and assisting the senior faculty members in teaching, training and research. She is having technical competence and interest in the field of Clinical Research, Good Manufacturing Practices and Pharma Product Management. She has completed M. Pharmacy with specialization in Pharmacology from P.D.M. College of Pharmacy, PGIMS University, Haryana and B. Pharmacy from Hindu College of Pharmacy, PGIMS University, Haryana.

**Mr. Deepanshu Soni, Technology Officer:** With a rich experience in Software Development, Web Development, application development, Deepanshu works as a Technology Officer and is responsible for all the technical works and new initiatives at IGMPI in order to make our Learning Management System (LMS) and other web services to our training participants and students user friendly. He also possesses technical competence and interest in the areas of code development, web design etc. He has completed his B. Tech in Information Technology (I.T) from Vindhya Institute of Technology and Science, R.G.P.V University, Bhopal.

**Ms. Rafat Abedi, Deputy Director:** Rafat Abedi is our Investor & Deputy Director. She has been investing in this nonprofit making organization with the primary objective of knowledge dissemination in Good Manufacturing Practices. She looks after administration of IGMPI, training co-ordination, training kits and study materials development and entire logistics for IGMPI. She has previous rich experience in education, training and co-ordination of computer application and management programs.



## ***ADVISORY FACULTY FROM INDUSTRY***

Apart from regular faculty members, eminent and dynamic industrial professionals having rich industrial experience of upto 35-40 years have got associated with IGMPi in regular, online learning and Continuing Education Programme (CEP). The industrial professionals who have joined IGMPi in this initiative have worked in reputed pharmaceutical companies like Ranbaxy Laboratories Ltd, Cadila Pharma Ltd, Dr.Reddy's Laboratories, Quintiles, IPCA, Cipla etc in the areas of GMP, GLP, Clinical Research, QA/QC, IPR, Regulatory Affairs, Drug Discovery, Public Health, Medical Coding etc. The continuing education training programme has been launched with an initiative to provide training to work force in the industry on specific topics in short time period and to quick fix the issues with possible solutions by having an interface with senior industrial professionals.





# Post Graduate Diploma in Digital Marketing

Marketing has always been the very baseline on which the customer population for any product or service gets built. When you decide to jump into that particular realm of making and breaking brands, a proper training can only alleviate the experience to new levels. That is what this Programme aims to bring.

The power to handle the intricate techniques of marketing in association with the digital world is what this Programme tries to merge with your very inner conscience.

## *Introduction to the Programme*

Digital Marketing has become the new face of almost every business out there, in the world. Through the late nineties and the early twenty-first century, different kinds of syndicates and brands have made use of the digital technology to promote themselves.

Being interested in the field of Marketing and Management has never been enough to shape a constructive career in the field. However, being skilled in people handling techniques and relationship building attributes isn't enough anymore. The paradigms have shifted. The entire industry has found a new platform to stretch itself on. That platform is what you might recognize by the name of Digital Marketing.

To settle into this new platform requires training. To ease your career into a smooth start, you need grooming. At Institute of Good Manufacturing Practices India, you get both.

## *Programme Modules*

The area under consideration involves various activities or sub-fields. While not each one of them is a crucial step towards the development of your career, a few of them will surely be. This entirely depends upon the direction you choose once you get into the industry for real.

However, considering the tendency of human mind to weigh the options before settling on one, the Programme delves into various aspects of Digital Marketing. These aspects involve campaign marketing, social media marketing, content marketing, search engine optimization, search engine marketing and influencer marketing along with many others.

- Module 1** : Introduction and Scope of Digital Marketing
- Module 2** : Key Marketing Concepts and Current Trends in the Pharma, Healthcare and Food Industry
- Module 3** : Search Engine Optimization and Google Analytics
- Module 4** : Search Engine Marketing and Google Ads Driving Real-time Business
- Module 5** : Leveraging Social Media Marketing, Optimization & Analytics Tools
- Module 6** : Viral Marketing and its platforms: Mobile/e-mail Marketing, Affiliate Marketing
- Module 7** : Artificial Intelligence (AI) & Internet of Things (IoT) in Digital Marketing
- Module 8** : Fundamentals of Web Designing and Development
- Module 9** : Strategizing Digital Marketing Campaigns for Pharma, Healthcare and Food Companies
- Module 10** : Emergence of Digital KOLs and Online Communities
- Module 11** : Addressing Modern Marketing Issues & Overcoming Challenges in the Pharma, Healthcare and Food Industry global
- Module 12** : Industry-Related Case Studies and Observational Sessions

## ***Eligibility Criterion***

Graduation/ B.tech/ B.Sc. in Microbiology/ Life Sciences/ Botany/ Zoology/ Food Science/ Food Technology/ BE/ B.Pharma/ MBBS/ BDS/ BHS/ BUMS/ BAMS or any other discipline. Diploma holders are eligible for our Executive Diploma, Industry Certificate, and Certificate Programmes.

## ***Programme Length***

The Post Graduate Diploma in Digital Marketing is a Programme for one year. It spans over twelve months and involves detailed learning via uniformly distributed modules. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies etc.

## ***Registration***

The registration dates for this programme run by the Institute are updated timely on the webpage. Effective online learning tools incorporated into the design of the webpage make the Programme lectures, online live classes and study material easily accessible. This gives a huge window of self-regulated and self-paced performance to the participants.

## ***Programme Deliverables***

A comprehensive study material for all the modules in hard copies ensuring the needs of the audience. The accompanying training material is appropriately aligned with the current Industry's expectations.

- Assignments for all the programme modules for continuous evaluation and guidance.
- Interactive or online live sessions on all key areas of the programme giving all flexibility to the participants.
- Online classes for all the modules will be conducted on the weekends. Moreover, a doubt clearing session will also be scheduled before the examination.
- All the efforts are made by IGMPI faculty members to make the entire programme modules easily understandable.
- Assessment and evaluation for all the programme modules in order to enhance the levels of competencies and skills of the participants leading towards the objective of application in the job.
- At the end of each programme modules, the trainers shall obtain feedback from the participants using specially designed questionnaires.
- All learning and training delivery initiatives shall be conducted in English.

## ***Examination & Certification***

IGMPI follows a credit system based on all learning activities involved in studying for all PG Diploma, Executive Diploma and Certificate Programmes. Each of your modules is equal to 4 credits. To successfully complete the programme, you will have to earn all the credits assigned to your programme.

All the participants are obliged to timely submit completed assessment assignments (during the Programme, usually after every module) and appear for an online exam at the end of the Programme. After successful completion, the participants will be awarded Post Graduate Diploma in Digital Marketing by IGMPI. For all the above mentioned modules elaborate Programme material, self- assessment assignments and project work details would be provided by the Institute from time to time. Details get updated on the webpage as well.

## ***Placement Assistance & Corporate Relations***

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In recent months the Institute has witnessed more and more participation from professionals working with global pharmaceutical, healthcare and food giants like Dr. Reddy's Laboratories, Aurobindo Pharma, Glenmark Generics, Cipla, Wockhardt, Pfizer, Abbott, Medtronic, Foster Corporation, Ipca Laboratories, Calyx, Mother Dairy, Bliss GVS Pharma, Al Rawabi, Almarai, Green Pastures, Accenture, Wipro, Fortis Clinical Research, Quintiles, SeQuent, PepsiCo India, Mankind, Beryl Drugs, CFTRI, Ciron, Sun Pharmaceutical, Novartis, GlaxoSmithKline, Biocon, Apollo Hospitals, etc.

## ***Future career prospects of Digital Marketing***

As a trained digital marketer in the Pharmaceutical industry, you will gain the knowledge and skills of not only the basic digital platforms but also be able to analyze the impact your digital initiatives have had using analytics. Every pharma company has requirements in terms of new product launch, digital advertising, writing whitepapers and industry research articles and then online content distribution, social media strategy development as well as sound knowledge of the e-commerce platforms they operate in.

The skills you pick up through this extensive training and active implementation will give you first hand experience in the scope of digital marketing in the pharmaceutical industry which you can utilize for the growth, awareness generation and monetization of the organization's pharma products. Moreover, you can get closer to the global competitive market through competitive analysis, sentiment analysis and monitoring the global opinions along with their analytics.

The work offered in the field of digital marketing has variations and thus choices to select from. These include:

- PPC experts
- Affiliate Marketers
- Social Media Strategists
- Pharmaceutical Content Marketers



- Technical Writers
- Online B2B Marketers

Post Graduate Diploma in Digital Marketing adds advantage for those already in the industry as a tag of professional training and those new to the industry feel comfortable with backing of apt and up- to-date information and training required to have sustained growth in the industry. Same is true for the professionals who are already a part of the industry but are keen on making lateral movement in their company or industry or seek job change.

## Executive Diploma in Digital Marketing

The executive diploma in digital marketing as a Programme has been designed to upskill the pharma professionals in the field of advanced technologies and growth in digital trends within the pharma industry.

The increasing alignment of the key consumer groups for the pharmaceutical industry– patients and doctors makes the digital channels a very powerful marketing tool, which needs to be explored further by the pharma professionals. For the optimum use of this relatively new and disruptive medium, it is essential that the medical professionals have advanced knowledge and skills for leveraging the digital transformation of the pharmaceutical industry. This Programme in digital marketing will open up more avenues for your professional growth to ensure maximal benefit to patients and doctors of the pharma company.

We cannot ignore the power and potential of digital channels and social media to create awareness and influence opinions in the marketer's favor and benefit the brand. In the current scenario, the first touch point of patient education is primarily through online media and it plays an important role for brands associated with health and nutrition, prevention of chronic diseases like diabetes, hypertension etc.

Post the completion of this Programme in digital marketing, you will be well-equipped to understand and apply the skills of content creation, running online ads and leveraging the social media platforms for the pharmaceutical companies and brands. You will also develop a deep understanding of online branding and KOL management, the rise of pharma in influencer, use of AI and chat bots for medical assistance and technological disruption aiding the industry.

### **Programme Structure**

- Module 1** : Introduction and Scope of Digital Marketing
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- Module 8** : Fundamentals of Web Designing and Development
- Module 9** : Strategizing Digital Marketing Campaigns for Pharma, Healthcare and Food Companies

**Module 10 :** Emergence of Digital KOLs and Online Communities

**Module 11 :** Addressing Modern Marketing Issues & Overcoming Challenges in the  
Pharma, Healthcare and Food Industry

**Module 12 :** Industry-Related Case Studies and Observational Sessions

## *Eligibility*

Graduation/ B.tech/ B.Sc. in Microbiology/ Life Sciences/ Botany/ Zoology/ Food Science/ Food Technology/ BE/ B.Pharma/ MBBS/ BDS/ BHS/ BUMS/ BAMS or any other discipline. Diploma holders are eligible for our Executive Diploma, Industry Certificate, and Certificate Programmes.

## *Programme Duration*

The Executive Diploma in Digital Marketing is a Programme for 6 months while a maximum of 12 months is allowed to complete the Programme. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies, etc.

## *Registration*

The registration dates for this programme run by the Institute are updated timely on the webpage. Effective online learning tools incorporated into the design of the webpage make the Programme lectures, online live classes and study material easily accessible. This gives a huge window of self-regulated and self-paced performance to the participants.

## *Programme Deliverables*

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The skills you pick up through this extensive training and active implementation will give you first hand experience in the scope of digital marketing in the pharmaceutical industry which you can utilize for the growth, awareness generation and monetization of the organization's pharma products. Moreover, you can get closer to the global competitive market through competitive analysis, sentiment analysis and monitoring the global opinions along with their analytics.

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## Industry Certificate in Digital Marketing

The Industry Certificate in Digital Marketing as a Programme has been designed to upskill the pharma professionals in the field of advanced technologies and growth in digital trends within the pharma industry.

The increasing alignment of the key consumer groups for the pharmaceutical industry– patients and doctors makes the digital channels a very powerful marketing tool, which needs to be explored further by the pharma professionals. For the optimum use of this relatively new and disruptive medium, it is essential that the medical professionals have advanced knowledge and skills for leveraging the digital transformation of the pharmaceutical industry. This Programme in digital marketing will open up more avenues for your professional growth to ensure maximal benefit to patients and doctors of the pharma company.

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## ***Programme Structure***

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- Module 10** : Emergence of Digital KOLs and Online Communities
- Module 11** : Addressing Modern Marketing Issues & Overcoming Challenges in the Pharma, Healthcare and Food Industry
- Module 12** : Industry-Related Case Studies and Observational Sessions

## ***Eligibility***

The minimum eligibility standard for this industry certificate Programme is a graduation degree. Any degree above that, within a similar field, is also accepted.

## ***Programme Duration***

Minimum duration to complete this programme is 3 months and maximum is 6 months. It involves detailed learning via uniformly distributed modules. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies etc.

## ***Registration***

The registration dates for this industry certificate programme run by the Institute are updated timely on the webpage. Effective online learning tools incorporated into the design of the webpage make the Programme lectures, online live classes and study material easily accessible. This gives a huge window of self-regulated and self-paced performance to the participants.

## ***Programme Deliverables***

A comprehensive study material for all the modules in hard copies ensuring the needs of the audience. The accompanying training material is appropriately aligned with the current Industry's expectations.

- Assignments for all the programme modules for continuous evaluation and guidance.
- Interactive or online live sessions on all key areas of the programme giving all flexibility to the participants.
- Online classes for all the modules will be conducted on the weekends. Moreover, a doubt clearing session will also be scheduled before the examination.



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## ***Placement Assistance & Corporate Relations***

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# Post Graduate Diploma in Electronic Commerce Management

Electronic commerce or electronic commerce is one of the fastest booming industries worldwide with over 2.14 billion global digital buyers and the number is ever-increasing. As the digital space continues to expand for organizations selling their products online, e-commerce has seen a rapid growth in the past few years both in mobile and desktop purchases of products online. It has made the entire syndicate of buying and selling, a very convenient and enjoyable experience. A career in this trend is even more desirable because of the numerous perks. And if you have a passion for making life digitally convenient, this is just the career meant for you

While there are diverse opportunities for this particular genre, it has been our endeavor to put in exceptional resources and efforts to develop a deep seated knowledge in the candidate. At Institute of Good Manufacturing Practices India, this responsibility is viewed as a bidirectional process and is treated as the same.

IGMPI does what is expected of it, and then takes a step ahead as well. The market has gone ahead and found a brand new platform- the electronic one. However, it goes beyond the general techniques and thus, it is crucial to understand the underlying implications of the electronic market.

This is no longer about the art of selling and buying. Rather, it has become a cocktail of technology, strategy, tactics and business. It involves both partial and complete understanding of various related fields such as advertising, marketing, branding, business strategies and media distributions.

For a rapidly-growing field with many dimensions, we have made sure to add comprehensive aspects of e-commerce domain to keep the wagon of knowledge on Programme. At IGMPI, you'll find the best sort of efforts to create and apply the effective modules. You'll find the level of determination to be quite fascinating. And if you share a similar passion, you'll find this Programme, just suiting your needs.

## *Programme Structure*

IGMPI gathers contentment from the fact that it has been able to devise a set of modules to fulfill the aim that it sets for itself with every wind of change that ruffles the industry. Here is a little peek into the big picture.

**Module 1:** Key Concepts and Evolution of Commerce

**Module 2:** Key Issues in Developing an E-Business

**Module 3:** Study of Online Consumer Behavior and CRM

**Module 4:** Consumer Satisfaction Models, Issues and Website Optimization

**Module 5:** Network Security in E-Commerce

**Module 6:** E-Business Design and Strategic Planning in Food, Pharma and Healthcare Industry

**Module 7:** Risk Strategy Response

**Module 8:** Alternative approaches to develop E-commerce

**Module 9:** Environmental factors and macro-economic factors affecting E-Commerce

**Module 10:** Information system and supply change management



**Module 11:** E-Commerce Trends Shaping Food, Pharma and Healthcare Industry

**Module 12:** Industry-based Case Studies and Discussions

## ***Eligibility***

The minimum eligibility standard for this e-commerce diploma Programme is a graduation degree. Any degree above that, within a similar field, is also accepted.

## ***Programme Duration***

The Post Graduate Diploma in Electronic Commerce Management is a Programme for one year. It spans over twelve months and involves detailed learning via uniformly distributed modules. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies etc.

## ***Registration***

The registration dates for this programme run by the institute are updated timely on the website. The live training sessions and webinars are strictly scheduled depending on the availability of speakers. Effective online learning tools have been incorporated into the design of the Programme to make the lectures, videos and study material easily accessible. This gives a huge window of self-regulated and self-paced performance to the participants.

## ***Programme Deliverables***

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With the value of global e-commerce sales going over \$3.535 trillion, the industry has witnessed more and more participation from professionals working in the e-commerce domain. With giants like Amazon, Flipkart, Myntra, Shopclues, Mamaearth, Healthkart, The Whole Truth Foods and hundreds of startups going online to boost their digital shopping experience, e-commerce as seen a boom not only in the world but more so in the Indian context.

The work offered in the field of e-commerce has variations and thus choices to select from. These include:

- E-Commerce Managers
- Online Customer Experience Managers
- E-Commerce Marketing Specialists
- E-Commerce Logistics and Warehousing
- Web Developers
- Content Marketers and SEO
- E-Commerce Platform Experts

Post Graduate Diploma in E-Commerce Management adds advantage to those already in the industry as a tag of professional training and those aspiring to make their debut to one of the fastest growing industries and even for expanding their avenues of personal businesses online.



# Executive Diploma in Electronic Commerce Management

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years both in mobile and desktop purchases of products online. It has made the entire syndicate of buying and selling, a very convenient and enjoyable experience. A career in this trend is even more desirable because of the numerous perks. And if you have a passion for making life digitally convenient, this is just the career meant for you.

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**Module 10:** Information system and supply change management

**Module 11:** E-Commerce Trends Shaping Food, Pharma and Healthcare Industry

**Module 12:** Industry-based Case Studies and Discussions

## *Eligibility*

The minimum eligibility standard for this e-commerce diploma Programme is a graduation degree. Any degree above that, within a similar field, is also accepted.

## *Programme Duration*

The Executive Diploma in Electronic Commerce Management is a Programme for six months and involves detailed learning via uniformly distributed modules. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies etc.

## *Registration*

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## *Programme Deliverables*

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## ***Examination & Certification***

IGMPI follows a credit system based on all learning activities involved in studying for all PG Diploma, Executive Diploma and Certificate Programmes. Each of your modules is equal to 4 credits. To successfully complete the programme, you will have to earn all the credits assigned to your programme.

All the participants are obliged to timely submit completed assessment assignments (during the Programme, usually after every module and appear for an online exam at the end of the Programme. After successful completion, the participants will be awarded Executive Diploma in Electronic Commerce Management by IGMPI. For all the above mentioned modules elaborate Programme material, self-assessment assignments and project work details would be provided by the Institute from time to time. Details get updated on the webpage as well.

## ***Placement Assistance & Career Prospects of E-Commerce***

The Institute has partnered with many organizations for providing top-class placement assistance to its participants. The robust placement cell comprises senior level professors, Human Resources professionals and Talent Acquisition experts who maintain close links with business and industry. We are engaged in promoting the employability of our participants by maintaining good rapport and relation with the HR department and recruiting managers to recruit/hire our participants for their vacant positions. The efforts of our placement cell also include helping with professional resume writing & interview skills.

With the value of global e-commerce sales going over \$3.535 trillion, the industry has witnessed more and more participation from professionals working in the e-commerce domain. With giants like Amazon, Flipkart, Myntra, Shopclues, Mamaearth, Healthkart, The Whole Truth Foods and hundreds of startups going online to boost their digital shopping experience, e-commerce as seen a boom not only in the world but more so in the Indian context.

The work offered in the field of e-commerce has variations and thus choices to select from. These include:

- E-Commerce Managers
- Online Customer Experience Managers
- E-Commerce Marketing Specialists
- E-Commerce Logistics and Warehousing
- Web Developers
- Content Marketers and SEO
- E-Commerce Platform Experts

Executive Diploma in E-Commerce Management adds advantage to those already in the industry as a tag of professional training and those aspiring to make their debut to one of the fastest growing industries and even for expanding their avenues of personal businesses online.



# Industry Certificate in Electronic Commerce Management

E-commerce or electronic commerce is one of the fastest booming industries worldwide with over 2.14 billion global digital buyers and the number is ever-increasing. As the digital space continues to expand for organizations selling their products online, e-commerce has seen a rapid growth in the past few years both in mobile and desktop purchases of products online. It has made the entire syndicate of buying and selling, a very convenient and enjoyable experience. A career in this trend is even more desirable because of the numerous perks. And if you have a passion for making life digitally convenient, this is just the career meant for you.

While there are diverse opportunities for this particular genre, it has been our endeavor to put in exceptional resources and efforts to develop a deep seated knowledge in the candidate. At Institute of Good Manufacturing Practices India, this responsibility is viewed as a bidirectional process and is treated as the same.

IGMPI does what is expected of it, and then takes a step ahead as well. The market has gone ahead and found a brand new platform- the electronic one. However, it goes beyond the general techniques and thus, it is crucial to understand the underlying implications of the electronic market.

This is no longer about the art of selling and buying. Rather, it has become a cocktail of technology, strategy, tactics and business. It involves both partial and complete understanding of various related fields such as advertising, marketing, branding, business strategies and media distributions.

For a rapidly-growing field with many dimensions, we have made sure to add comprehensive aspects of e-commerce domain to keep the wagon of knowledge on Programme. At IGMPi, you'll find the best sort of efforts to create and apply the effective modules. You'll find the level of determination to be quite fascinating. And if you share a similar passion, you'll find this Programme, just suiting your needs.

## *Programme Structure*

IGMPI gathers contentment from the fact that it has been able to devise a set of modules to fulfill the aim that it sets for itself with every wind of change that ruffles the industry. Here is a little peek into the big picture.

**Module 1:** Key Concepts and Evolution of Commerce

**Module 2:** Key Issues in Developing an E-Business

**Module 3:** Study of Online Consumer Behavior and CRM

**Module 4:** Consumer Satisfaction Models, Issues and Website Optimization

**Module 5:** Network Security in E-Commerce

**Module 6:** E-Business Design and Strategic Planning in Food, Pharma and Healthcare Industry

**Module 7:** Risk Strategy Response

**Module 8:** Alternative approaches to develop E-commerce

**Module 9:** Environmental factors and macro-economic factors affecting E-Commerce

**Module 10:** Information system and supply change management

**Module 11:** E-Commerce Trends Shaping Food, Pharma and Healthcare Industry

**Module 12:** Industry-based Case Studies and Discussions

## ***Eligibility***

The minimum eligibility standard for this e-commerce industry certificate Programme is a graduation degree. Any degree above that, within a similar field, is also accepted.

## ***Programme Duration***

Minimum duration to complete this programme is 3 months and maximum is 6 months. It involves detailed learning via uniformly distributed modules. This Programme involves the assessment and examinations and various other activities included in the programme such as interactive sessions, case studies etc.

## ***Registration***

The registration dates for this programme run by the institute are updated timely on the website. The live training sessions and webinars are strictly scheduled depending on the availability of speakers. Effective online learning tools have been incorporated into the design of the Programme to make the lectures, videos and study material easily accessible. This gives a huge window of self-regulated and self-paced performance to the participants.

## ***Programme Deliverables***

A comprehensive study material for all the modules in hard copies ensuring the needs of the audience. The accompanying training material is appropriately aligned with the current Industry's expectations.

- Assignments for all the programme modules for continuous evaluation and guidance.
- Interactive or online live sessions on all key areas of the programme giving all flexibility to the participants.
- Online classes for all the modules will be conducted on the weekends. Moreover, a doubt clearing session will also be scheduled before the examination.
- All the efforts are made by IGMPI faculty members to make the entire programme modules easily understandable.
- Assessment and evaluation for all the programme modules in order to enhance the levels of competencies and skills of the participants leading towards the objective of application in the job.
- At the end of each programme modules, the trainers shall obtain feedback from the participants using specially designed questionnaires.
- All learning and training delivery initiatives shall be conducted in English.

## ***Examination & Certification***

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# Ecommerce Packaging





# Institute of Good Manufacturing Practices India

An Autonomous Body Recognized by Ministry of Commerce & Industry, Government of India

## REGISTRATION FORM

Programme: \_\_\_\_\_

Mode: \_\_\_\_\_

### Please Note:

1. Please complete all the information accurately. Incomplete or false information may make your candidature null and void.
2. The decision of the Institute will be final and binding on the applicants in all the matters relating to registration.
3. For details of the Programme, please visit [www.igmpiindia.org](http://www.igmpiindia.org).
4. You are required to enclose self-attested photocopies of all relevant testimonials along with the registration form.

The completed registration form should be sent by a registered post or couriered to The Director, Institute of Good Manufacturing Practices India (IGMPI), Satsang Vihar Marg, A-14/B, A Block, Qutab Institutional Area, Near Old JNU Campus, New Delhi – 110067, India  
Phone: 18001031071 (Toll Free), Phone: +91 11 26512850

APPLICATION FEE DETAILS*	
AMOUNT Rs.	
DEMAND DRAFT/CHQ NO.	
DATED	
BANK	

Registration Number					

(Leave this space blank)

Affix a recent  
coloured passport  
size photograph

\*Crossed DD or cheque should be in favour of "Institute of Good Manufacturing Practices India" payable at New Delhi. Please write your name and address at the back of DD/Cheque. Applicable examination fee can be paid later as per the Institute's examination notification.

### PERSONAL DATA

1. Name: \_\_\_\_\_  
(First Name) (Middle Names) (Last Name)
2. Gender: ☐ Male ☐ Female
3. Date of Birth:  DD  MM  YYYY
4. Age: \_\_\_\_\_ Month: \_\_\_\_\_
5. Mother's Name: \_\_\_\_\_
6. Father's Name: \_\_\_\_\_
7. (a) Address for correspondence (in capital letters): \_\_\_\_\_  
\_\_\_\_\_
8. (b) Permanent Address (in capital letters): \_\_\_\_\_  
\_\_\_\_\_
9. E-mail id: \_\_\_\_\_
10. Contact Telephone No. with STD Code: \_\_\_\_\_ Phone No. \_\_\_\_\_ Mobile \_\_\_\_\_





11. Nationality:

12. Category (SC: Scheduled Caste; ST: Scheduled Tribe; PH: Physically Handicapped; EWS: Economically Weaker Sections; Ex-servicemen; Attach copy of SC/ST/OBC, PH, EWS, Ex-servicemen, Defense personnel, certificate as applicable for 10% fee concession)

SC	ST	PH	EWS	Ex-Service men	GEN
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### WORK EXPERIENCE

13. Work Experience (if any)

i) Total Work Experience \_\_\_\_ years \_\_\_\_ months and \_\_\_\_ days

ii) List all your work

From	To	Total Completed Months Days	Name the Organization	Designation	Brief Job Profile

### ACADEMIC QUALIFICATIONS

14. Pre-Bachelor's Degree Examination(s):

Std.	School / Institution	Board/ University	Year completed	Max. Marks	Total Marks Obtained	% Marks Obtained	Class/ Division
10 <sup>th</sup> / High School							
12 <sup>th</sup> / Intermediate/ Senior Secondary							



15. Bachelor's Degree Examination(s):

Degree Obtained		Subject / Specialization	
College/Institute		University	

16. Post-Graduation Degree/Diploma (if any):

Degree Obtained		Subject / Specialization	
College/Institute		University	

	Year		Subject	Max. Marks	Marks Obtained	% of Marks Obtained
	From (DD/MM/YYYY)	To (DD/MM/YYYY)				
Overall percentage of marks obtained						

17. Professional qualification (if any):

Degree Obtained		Subject / Specialization	
College/Institute		University	

	Year		Subject	Max. Marks	Marks Obtained	% of Marks Obtained
	From (DD/MM/YYYY)	To (DD/MM/YYYY)				
Overall percentage of marks obtained						

**DECLARATION**

I have carefully filled up all the information and agree to abide by the decision of the Institute of Good Manufacturing Practices India, New Delhi authorities regarding my registration. I certify that the particulars given by me in this form are true to the best of my knowledge and belief.

Place

Date

Signature of Applicant



## New Delhi

INSTITUTE OF GOOD MANUFACTURING PRACTICES INDIA

Satsang Vihar Marg, A-14/B, A Block,

Qutab Institutional Area,

Near old JNU Campus, New Delhi, 110067, India,

E mail: [info@igmpiindia.org](mailto:info@igmpiindia.org)

18001031071 (Toll Free), Phone: +91 11 26512850