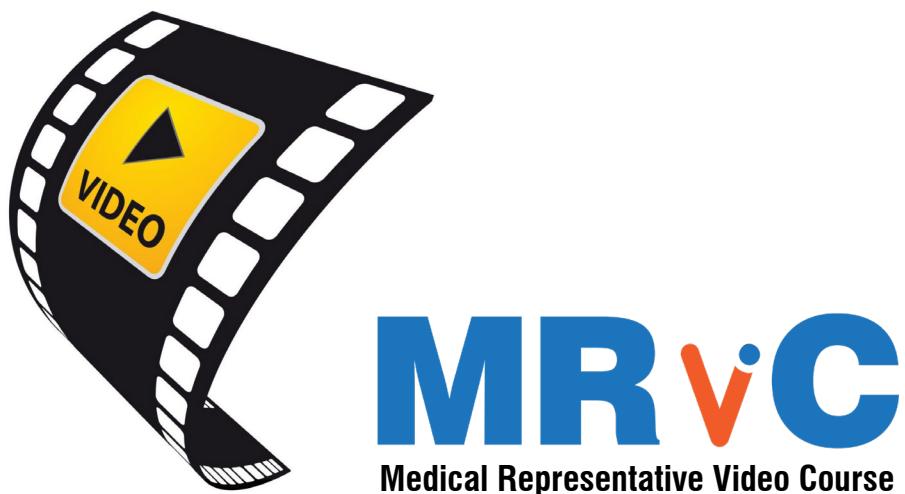


Overview of the Indian Pharmaceutical Industry and in depth learning on the Job Role and Responsibility of a Medical Representative



About Carreograph

CARREOGRAPH is imparting its own State of Art methodology in training for aspiring Medical Representatives since 1997, based at Kolkata and operating at a national level.

From classroom training to hybrid mode & now in video based format, Carreograph training programme has continuously updated its delivery pattern keeping pace with the industry requirements.

The Institute, has gone beyond the walls of the traditional classroom training, reinforcing its presence in a diverse way in the job market and have become the National Leader in the field of Medical Representative Training.

CARREOGRAPH's students often face the Institute's alumni in the interview board as their interviewers.

In the field of Pharmaceutical Training and Talent Acquisition, CARREOGRAPH is the one stop solution for the Pharmaceutical Industry.

Medical Representative Training Programme- MRTP

CARREOGRAPH conducts regular classroom course for fresh graduates, below 25 years of age, who are selected on the basis of aptitude and communication skills. Over a period of two months, the students are groomed with utmost care, so that most of them are selected by the Pharmaceutical Companies as Medical Representatives.

MRTP Programme is carried out in Kolkata, Durgapur & also Siliguri campus in classroom mode.

Advised for: Graduates below 25 years.



Medical Representative e Orientation Programme- MReOP

MReOP is designed for learners who are aspiring to join the Pharmaceutical Industry as Medical Representatives. This programme is in hybrid mode. Along with pre-recorded lectures & digital live doubt clearing sessions, learners also have the facility & option of undergoing face-to-face classroom sessions & mentorship. The objective of this programme is to empower those students who are willing to join the fast growing pharmaceutical industry as Medical Representatives.

Advised for : Graduates between 25-27 years

Top 20 Pharma Companies

 SUN PHARMA	 Abbott	 Cipla	 Mankind Serving Life	 ALKEM	 INTAS	 LUPIN
 Torrent POWER	 MACLEODS	 Dr. Reddy's	 ARISTO LABORATORIES PRIVATE LIMITED	 Zydus	 gsk	 Emcure
 IPCA A dose of life	 Glenmark A new way for a new world	 USV		 MICRO LABS	 Pfizer	 Alembic Touching Lives over 100 years

Medical Representative Video Course- MRVC

There is a section of the learners who are unable to attend any fixed routine-based training programme. Carreograph's MRVC programme is designed for those candidates.

MRVC is delivered through Video based pre-recorded lectures. Learners have the flexibility to go through the videos comfortably from their place at their own convenience. The programme also allows a learner to see a video multiple times if needed, for better clarity & understanding. This facility is not available to students who attend face-to-face classroom sessions.

The MRVC course offers an affordable fee structure within the available training options.

MRVC for Whom?

- Some students feel that a basic orientation will help them to crack the job interview of a Medical Representative. MRVC is the ideal choice for them.
- There is a segment of learners looking for budget-friendly learning options for Medical Representative training. MRVC is their ideal solution.
- A section of the audience wants to know about the pharmaceutical industry but are not aspirants for Medical Representative Jobs. MRVC gives them the basic overview of the Indian Pharmaceutical Industry.

How will MRVC benefit the learner?

Through structured pre-recorded video lecturers, MRVC provides the learner with a clear understanding of-

- Job of a Medical Representative
- Role of a Medical Representative
- Responsibility of a Medical Representative

These skills increase the probability of the learner to win the interview board.

MRVC course structure:

Overview of Pharma Industry- Idea about different type of companies , growth of the Industry & knowing a medicine

Job of a Medical Representative - In clinic activities , handling distribution system , RCPA, POB, Role in the Stockist Counter.

Communication Skills - What is communication and its importance in this profession , types of communication , guideline for effective communication .

Selling & Objection handling - What is Marketing and Selling, steps of a sales call , qualities of an effective sales person .

Interview Techniques & Etiquettes

Cytology , Pharmacology & Major Systems of human body.

Collaborative Programme

Carreograph has successfully partnered with renowned Institutions and delivered classes for Medical Representative Training programme. The programme, through such collaboration, has always proved to be effective in nurturing the students' mind and help them in career development along with the changing times.



Our student was felicitated by IPS Sri, Gourav Sharma in presence of Member of Parliament Sri, Prasun Banerjee under collaborative programme with Government of West Bengal.

**Collaborative program MOU with
Confederation of Indian Industries –
CII**

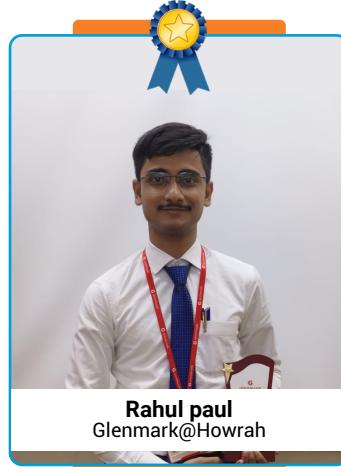
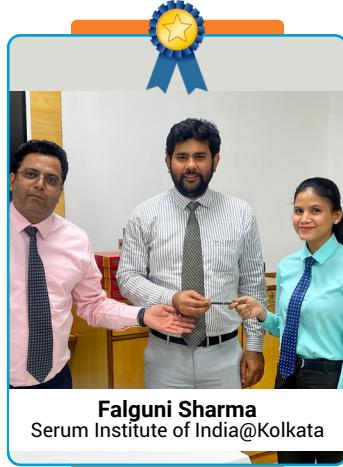


**MOU with Ramakrishna Mission
Vidyamandira**

Achievement of our beloved students

Carreograph students after getting selected in the Pharmaceutical Companies, undergo Training Programme at their respective Head Offices. In this Training, students receive in-depth knowledge of the products along with the marketing strategies.

Our students usually become the toppers in such Company Training Programmes conducted at National level.



CARREOGRAPH TRAINING DEPARTMENT



Amit Kumar Dutta
Organon



Pinki Basu Choudhury
Cipla



Sumita Sil
Communication Trainer



Aniruddha Chakravarti
Cipla



Mukul Roy
Nicholas Piramal



Jayanta Dey
Indoco



Ujjal Kumar Bagchi
Saf Fermion



Uday Chand Goswami
TTK Health Care



Supravat Dey
Abbott India Ltd



Biswadip Das
Win Medicare



P N Upadhyay
Indoco Remedies



Debolina Mukherjee
Communication Trainer



Panchali Saha Chakraborty
Pfizer India Ltd



Anushree Pachhal
Communication Trainer



Piyanka Khandelwal
Aristo



Laboni Nath
Communication Trainer



Pradip Kumar Sarkar
Pfizer India Ltd



Nilufa Ghosh
Communication Trainer



Sarada Sengupta
Communication Trainer



Anindita Deb
Communication Trainer

HR DEPARTMENT



Sanjukta Rakshit



Subhajit Roy



Biswajit Modak



Meghna Chatterjee Dhar



Suparna Majumder

CARREOGRAPH DIGITAL ASSETS



Suparna Ghosh Kunda



Goutam Sardar



Parina Nandi



Sayani Paul

Partner :
LSQ , Techshu,
TSJ

Our Patron

FOREIGN COMPANIES



Johnson&Johnson



sanofi



- Ajanta Pharma
- Diamond Drugs
- Lupin
- Shield Health Care
- Akumentis Pharma
- Dr. Reddy's Lab
- Leeford
- Signova Pharma
- Albert David
- Dr. Willmar Schwabe
- Macleods Pharma
- Sinsan Pharma
- Alembic
- DWD
- Mankind Pharma
- Signutra
- Alkem
- Dyota Numandis
- Mapra
- Stafford Laboratories
- Allen's Laboratories
- Efedra
- Masaya
- Stanross Pharma
- Anthem Pharma
- Emcure Pharma
- Med Manor
- Stedman
- Anglowfrench
- Emcee Pharmaceutical
- Medsol India
- Strassenburg
- Apex
- Eris Life Sciences
- Meyer Organics
- Solvate Pharma
- Aristo Pharma
- Ethicare Pharma
- Micro Lab
- Sun Pharma
- Aksigen Hospicare
- FDC Pharma
- Modimundi
- Sunways Pharma
- Assentus Biogenics
- Forgen
- MSN Labs
- Svizera
- Avigenix Innovation
- Fourrts
- Mypher
- Systopic
- Aurobindo Pharma
- Franco India
- Natco Pharma
- Tablets India
- Azkka
- Glenmark
- Neon Lab
- Themis Pharma
- Bellissa Pharma
- Geno Health care
- Ranstad
- Three dots Life Sc.
- Bharat Biotech
- Genx Pharma
- Nouveau Medicament
- Tidal Laboratories
- Bharat Serum
- Gufic Bio Scinece
- Nugen Pharma
- Torrent
- Biological E. Ltd.
- H & H Pharma
- Signutra
- Troikaa Pharma
- Blue Cross Lab
- HBC Life Science
- Ozone Pharma
- USV Ltd
- British Biologicals
- Health n u
- Palson Drugs
- Uniza Health Care
- Cachet Pharma
- Himalayan Drugs
- Panacea Biotech
- Venus Remedies
- CadilaPharma
- Icon Life Science
- Pathkind Lab
- Vivo Life Science
- Care Sight Solution
- ICPA
- Percos India
- Vissco Health Care
- Centaur
- Indchemie
- Pharmed limited
- Wallace
- CharakPharma
- Indoco
- Pulse Pharma
- Wanbury
- Cipla
- Intas
- R.P.G. Life Sc.
- Win Medicare
- Crescent
- Iresia Life Science
- Raptakos Brett
- Wilbert Remedies
- Delbruk
- J. B. Chemicals
- Samarth Life Sc.
- Wockhardt
- Dabur
- Jagsonpal
- Saviour HC
- Yash Pharma
- Dent Care
- Kontest Chemicals
- Serum Institute
- Zuventus
- Dey's Medical
- Linux Lab
- SBL
- Zydus
- Zorvia

MRvC

Medical Representative Video Course

Life of a Medical Representative

Money, masti and more...

Earning potential

Starting from ₹ 2-5 Lakhs per annum
as a Medical representative

Other incentives

Daily allowance | Overseas travel and
cash linked incentive | Gift voucher &
club membership Social prestige



CARREOGRAPH

Institute of Management Studies

Corporate Office :

227 D, APC Road, Kolkata - 700 004 | Mobile : 8584073739
www.carreograph.in www.facebook.com/carreographinstitute

Campus : Kolkata
M: 7604077112

Campus : Durgapur
M: 98741 82795

Campus : Siliguri
M: 98741 97671