



OPPI Conclave focuses on attracting young talent to the pharmaceutical industry

Mumbai, November 27, 2013: The Organisation of Pharmaceutical Producers of India (OPPI) hosted an HR Conclave today on “**Talent Attraction – Engaging Gen Y**” to address the Human Resources challenge in the pharmaceutical sector.

The event brought together industry stalwarts, multinational pharmaceutical companies, distinguished academicians and HR Leaders from the pharmaceutical and allied sectors.

The pharmaceutical industry is a knowledge-based industry, which is growing steadily and plays a major role in the Indian economy. The country’s emergence as an important manufacturing base, as well as a market for the global pharmaceutical industry, makes this an attractive sector for young professionals in a wide range of specialties involving drug development, marketing, project management and technology.

The pharmaceutical industry currently employs approximately 450,000 people and has contributed significantly in creating a rich talent pool of researchers, scientists, doctors and project managers.

Addressing the gathering, Ranjana Smetacek, Director General, OPPI said, “Gen Y, or the 20-to-30-something age group, today constitutes a major part of the country’s workforce and will bring us tomorrow’s leaders. The pharma industry also needs to retain and nurture existing talent and equip young workers with the skills and knowledge, necessary for a better understanding of emerging challenges and opportunities.”

The key-note speaker, Dietmar Eidens, Executive Vice President, Human Resources, Merck Serono said, “Globally as well as in India, the pharmaceutical industry is rapidly undergoing changes. The pace of this transformation has made it important to invest in developing young talent and adapting to their needs. As Generation Y begins to play a more important role in the workforce, the pharmaceutical industry will also need to adjust to the changing workplace dynamic and cultivate a strong image as an ‘employer of choice’”.

The pharmaceutical industry in India has clocked double digit growth rate in the last five years and this is expected to continue in 2014. With several multinational companies operating in this space, there are more jobs in the pharmaceutical sector and a great scope for hiring. Dr. Shailesh Ayyangar, President – OPPI and Managing Director, India & Vice President, South Asia, Sanofi, added “The very nature of the pharmaceutical business - treating patients and providing integrated healthcare access - will certainly go a long way in meeting key career aspirations of Generation Y, looking for ‘social value’ and ‘instant gratification’ in what they do. In turn, the pharmaceutical industry, now delving into new-age marketing and sales promotion models, can benefit greatly from this Generation which is well informed, agile, unconventional, has unlimited access to information, and takes responsibility for their thoughts and actions. Furthermore, our sector has an edge over others having proven resilience during the economic downturn. Stronger focus on patient well-being; a steadily growing population, per capita income and government expenditure; are promising in terms of potential and experience, for those who are establishing their careers.”

With a strong commitment to attracting and nurturing young talent, OPPI has also been organising sessions under its “OPPI Academia Programme” at leading Management Institutes across India. Here the aim is to provide students an understanding of growth trends, challenges and business models of the healthcare industry, and understand their concerns and suggestions.



About OPPI

The Organisation of Pharmaceutical Producers of India (OPPI) was established in 1965. OPPI represents the research-driven pharmaceutical companies in India and remains committed to supporting the nation's healthcare objectives. OPPI is committed to collaborating with the Indian Government and other stakeholders to find sustainable solutions that balance the need for innovation with the necessity for more accessible medicines, within a robust IP environment. A holistic approach is needed to expand healthcare in India and OPPI believes the pharmaceutical industry can form part of the solution.

For more information, please visit www.indiaoppi.com

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