

**Internship at
Seagull Pharmaceuticals Pvt. Ltd., New Delhi**

By

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MBA Pharmaceutical Management

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INTERNSHIP REPORT

1. Introduction:

I began my internship on February 10th, 2017 at Seagull Pharmaceuticals Private Limited as Management Trainee in PMT department.

First six days we had induction where we were introduced to the organization and the type of products company deals with. First two days in corporate office of organization Product Manager introduced us about major products in deep. After that next four days I had assigned with Area Sales Executives (ASE) who introduce me about area in which I have to work. ASE also introduced me to chemist and doctors and I also do detailing of some major products to doctors. ASE also gives me information about how to do detailing to doctors about products and how to interact with pharmacist at chemist shop. After that I had assigned to do job individually in assigned area.

In month of March I had training of six days with other medical representatives of company conducted by Senior Manager, Training and Development.

2. A Brief Overview of Seagull Pharmaceuticals.

Seagull Pharma Group – a more than three decade old pharmaceutical manufacturing & marketing group – is today a well established group having its marketing operations spanning a large part of the country.

Our high standard quality products are recognized and well accepted in domestic market as well as global market. We are now aggressively marching ahead with an objective to achieve a turnover USD 40 million, in next 3 years. Our sincere & continuous effort to serve medical fraternity helped us to meet the expectations of our business partners globally.

Our most modern production facilities are equipped to manufacture **Tablets (coated, uncoated, sustained released, chewable and dispersible), Capsules, Injectables, Oral Liquids, ORS, Ointments, Creams & Cosmeceuticals.**

Our team at the production facilities is constantly studying and upgrading the processes and staff competency as required by advancements in the pharma industry. Our Quality Control

Department is equipped with modern equipments to carry out quality checks from raw material to packing materials upto finished products.

To double check the quality assurance of our products we establish the quality through government approved external quality control agencies.

Shelf life and stability studies are conducted on all products produced by us. The production team at our facilities undergo regular health checks. Regular training programs are conducted to upgrade their skills. All this helps us to lay down our quality parameters which are well above the acceptable norms.

The company's research and development team is constantly carrying out study to understand the requirements and carry out developments to best suit the needs. Our products are manufactured at our ultra modern plants, incorporating state-of-the-art technology at **Dehradun & Bhiwadi - India**. The factories are most modern and certified as per **GMP/WHO GMP Standards**.

All products that reach our clients through us are supervised and quality checked at every stage. We at Seagull believe that every manufacturing endeavour must not only yield optimum customer satisfaction but also fulfil the customers ever changing needs.

A large part of the company's business involves ethical marketing of prescription products.

Our products are extensively prescribed all over the country and we ensure satisfactory customer service in terms of availability. We cover almost whole of India and Nepal with various distribution centers from where a network of 300 wholesalers are supplied. We have a well developed professional team covering all important cities and towns.

SPARROW LIFE-CARE (P) LIMITED

SPARROW LIFE-CARE (P) LIMITED is one of the group companies of Seagull Pharmaceuticals (P) Limited, Manufacturer and Exporter of Premium Medicated Soaps, Toilet Soaps and Natural Handmade Soaps.

Seagull Pharma Group has following business segments:

- Prescription Medicines
- Exports
- Generics – Marketed by our SBU – SPAGEN
- API
- Contact Lenses
- Cosmetics

2.1. Mission and Vision of Organization.

Mission

Building an organization that manufactures and markets products of the highest quality, while categorically ensuring the existence of an exemplary environment for training and development, as an effort to continuously invest in the future of the company and growth of our people.

Vision

To be a leading pharmaceutical formulations marketing company, that is respected by its customers, employees & stakeholders.

2.2 Research and Development

Our In house Research & Development division constantly strives towards development of new formulations. Backed by state of the art analytical laboratory and in-house Research and Development initiatives, our Research & Development unit is recognized by the Department of Science and Technology, Government of India.

Our commitment to innovation and innovative technologies has lead to collaboration with leading institutes like Jawaharlal Nehru University, Department of Science and Technology, All India Institute of Medical Science and many other prominent institutions and organizations.

Our Research and Development centre has all the facilities that are required to come out with world class, safe and reliable pharmaceutical products.

2.3. DEPARTMENT WORKED

I have worked with Sales team in at Seagull Pharmaceuticals. My main job profile is promoting the products of organization to the doctors and take time to time update of availability and sales status at chemists shop about company's products. Along with this I have to ensure the availability of products at stockiest assigned by the company. Along with the internship project work, I simultaneously carried out my dissertation study in the same organization.

2.4 LEARNINGS FROM THE KNOWLEDGE MANAGEMENT TEAM

In general the overall learning and hands on includes the following:

1. I learned about my role of Management Trainee and how to work in the sales territory.
2. Learn about how to promote pharmaceutical product to the doctor by face to face meeting.
3. I came to know how interact with doctors and also to solve their queries regarding the product.
4. I also learn how to interact with chemist to know the sales and availability status of our product.
5. I came to know about the market scenario of various products which I am dealing with.
6. I learned that how should I have to make plan of daily visit to doctors in different areas of city.
7. Learned about how to identify doctors need, their preferred brands and like and dislike which has directly or indirectly impact on business of company.
8. Learned about how to collect the various type of information of products from the market.