



# A COMPLETE STUDY OF BURN AND TREATMENTS FOR BURN WOUND MANAGEMENT

PRESENTED BY: MANISH R.NO- 0401 STREAM- PM 14  
FACULTY MENTOR: DR. SUDHINDER SINGH CHOWHAN  
INDUSTRIAL MENTOR: Mrs. BHAGYALAXMI H



## Introduction:

**FIBROHEAL WOUNDCARE PVT. LTD:** It is a biotech and healthcare start-up that focuses on using silk proteins as a biomaterial for wound healing. They specialize in developing innovative, advanced, and active wound care products to heal acute, chronic, non-healing, slow-healing, or difficult-to-heal wounds.

## Vision:

Our mission is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

## Mission:

To provide value-added advance and active wound care products and services derived from silk proteins; while at the same time, remaining humble and responsible towards society and ensuring that every aspect of our business is conducted with integrity and excellence. Our ambition is to develop products & services that enhance quality of life of the people. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.



## The usefulness of the internship:

- Exposure of the Industry
- Career Exploration
- Networking Opportunities
- Skill Development
- Personal and Professional Growth

## Learnings and value addition:

- Understanding the customer behaviour
- Understanding the target audience
- Market research & Analysis
- Sales enhancement strategies.
- Customer relationship management
- Collaboration and teamwork

## About the project:

It aims to provide a comprehensive understanding of burns and their management, exploring various treatment approaches and advancements in the field. It will contribute to the existing body of knowledge, potentially guiding healthcare professionals in implementing evidence-based practices for improved outcomes in burn wound care.

## About BURN

A burn is an injury to the skin or other organic tissue primarily caused by:

- Heat
- Radiation
- Electricity
- Contact With Chemicals.



## INCIDENCE OF BURNS IN INDIA

- India records 70 lacs burn injury annually of which 1.4 lacs people die and 2.4 lacs suffers from disability.
- Burn is the second largest group of injuries after road accidents.
- 70% of cases are in 15-40 years age group.
- 4 out of 5 cases are either women or children.
- 80% cases with women are related to kitchen related accidents.



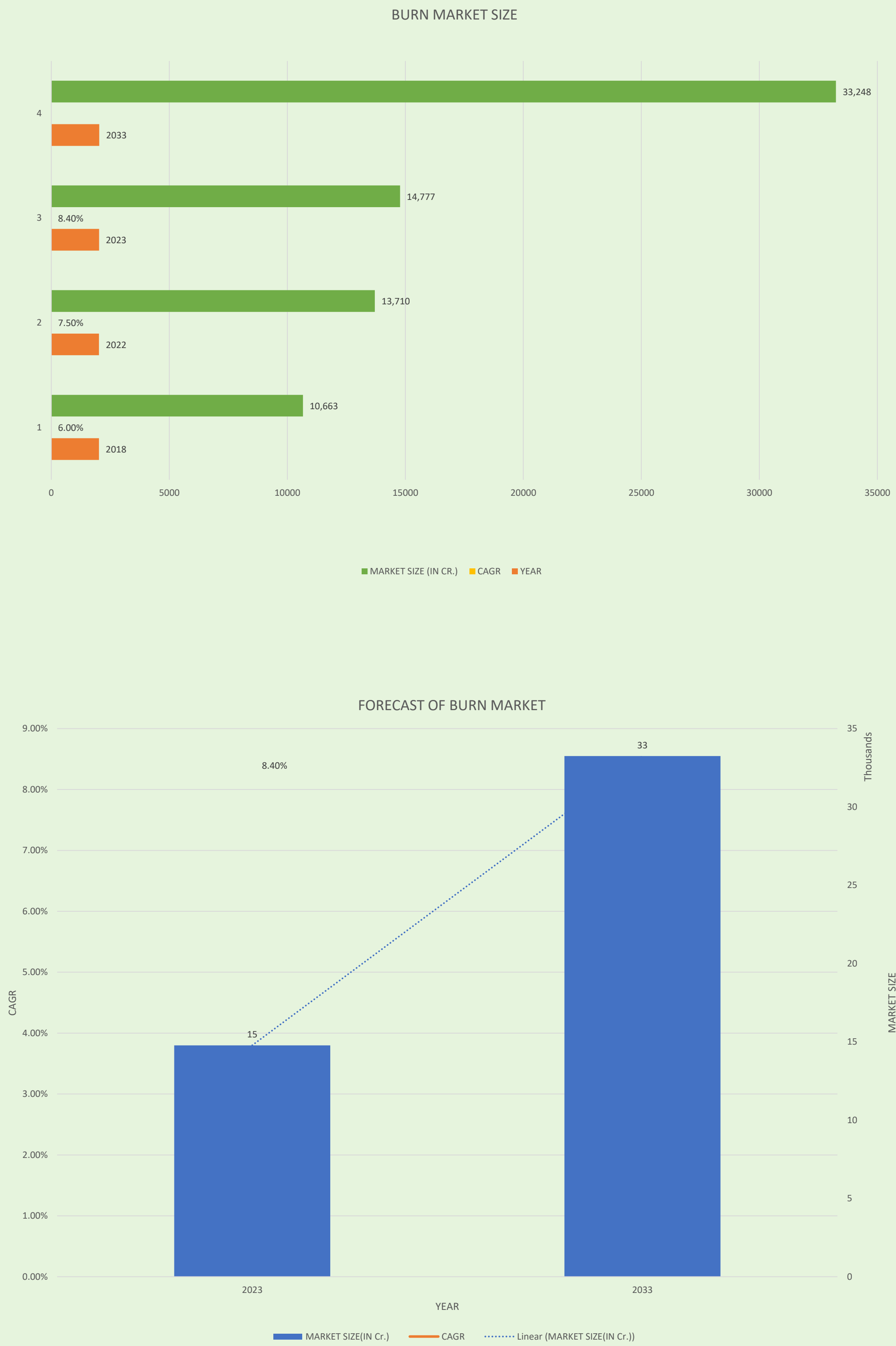
## Challenges faced:

- Dealing with Rejections
- Adapting to changing market dynamics
- Territory Management
- Negotiation
- Building and Maintaining Relationships

## Task assigned:

The assigned role includes gathering in-depth product information, considering various sales strategies, visiting doctors, and intensively investigating competitors and the biomaterials currently available in market.

## Market research & Analysis:



## Difference between practical and theoretical exposure:

- Skill development in communication, negotiation, problem-solving, and adaptability
- Hands-on experience in real-world scenarios.
- Direct involvement in sales and marketing activities
- Understanding customer behavior and market dynamics.
- Application of theoretical concepts in practical settings.
- Enables strategic planning and campaign development.

## Suggestions:

- Provide Training and Support to Sales Team
- Establish Key Partnerships
- Focus on Brand names differentiation.
- Explore Digital Health Solutions