

Internship Report

Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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Internship Report

Internship Organisation: IIHMR University, Jaipur

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Roll No- 0384

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About IIHMR:

Founded on October 5, 1984, and established as a postgraduate research university in 2014 by the Government of Rajasthan, IIHMR University includes five schools: IHMR, SPM, SDS, SDG-SPH, and SDH. It offers MBA programs in health and pharmaceutical management, an MPH with Johns Hopkins Bloomberg School, and Ph.D. programs in various health disciplines. The university's mission is to improve health standards through education, research, and training. Known for its diverse student body and significant contributions to executive development programs, IIHMR engages with global organizations, fostering a vibrant, inclusive learning environment.

Vision:

IIHMR University aspires to become a world-class higher education institution by promoting education and research for the betterment of society.

Mission:

IIHMR University is dedicated to the improvement in standards of health through better management of health care and related programs. It seeks to accomplish this through management education, research, training, consultation and institutional networking in a national and global perspective.

1. Acknowledgements

I would like to sincerely thank my mentor, Dr. Saurabh kumar Banerjee, for his invaluable guidance and support throughout my internship at IIHMR University. I am also grateful to the faculty and staff of IIHMR University for providing a conducive learning environment and all necessary resources.

2. Introduction

This report details my internship experience at IIHMR University, where I undertook a research project on 'Market Assessment of disposable injection in india' The primary objective was to explore and analyze the shifts and developments in marketing strategies within the Indian pharmaceutical industry, with a focus on traditional and innovative approaches.

3. Objectives

1. In order to put a measure on the size and the growth rate of the disposable injections market in India the following features are relevant.
2. Identify a set of key parameters that affects the demand of the disposable injections in the Indian market.

3. Methodology

Under the research methodology section, the research design adopted in sorting out the market analysis of disposable injections in India is presented in systematically narrowing down the investigation. Therefore the study encompasses the research strategy, data collection procedures, sampling procedures, data analysis methods and issues of sensitivity and ethical considerations.

This detailed methodology helps in attaining credibility and believability of the research outcomes.

5.1 Literature Review

India is a prominent player in the worldwide disposable injections market, vital to the healthcare industry, with rapid expansion and several opportunities. Factors influencing the industry include infection rates, medical advances, and government measures to improve medical care delivery. This study investigates the existing literature on market quality, acquisitions, hurdles, and regulatory perspectives on disposable injections in India, offering a thorough analysis of the market's current status and future potential.

5.2 Primary Research

Conducted structured interviews with marketing professionals from various pharmaceutical companies. Designed and distributed surveys to gather quantitative data on the adoption and impact of different marketing strategies.

5.3 Data Analysis

Utilized tools like SPSS and Excel for data analysis. The analysis included descriptive statistics, correlation analysis, and regression analysis to understand the relationships between different marketing strategies and their outcomes.

6. Findings and Discussion

The participants in this study were healthcare workers, patients, manufacturers, distributors and prescribers of DME from the literate population covering both the urban and rural areas.

High-density regions had greater uptake of disposable injections due to access to better provisions, better health facilities, and higher knowledge of the user community and greater exposure to superior technologies like auto disable and pre filled syringes.

7. Recommendations

- **Integration of Strategies:** Pharmaceutical companies should integrate traditional and innovative marketing strategies to maximize reach and effectiveness.
- **Focus on Digital Transformation:** Invest in digital marketing infrastructure and training for marketing personnel.
- **Patient-Centric Approach:** Develop more patient-centric marketing initiatives to build trust and loyalty among consumers.

8. Conclusion

My internship at IIHMR University under the guidance of Dr. Saurabh Kumar Banerjee has been an enriching experience. The research project on Market Assessment of disposable injection in India has provided me with valuable insights into the dynamics of pharmaceutical marketing. The findings and recommendations from this study can serve as a guide for pharmaceutical companies aiming to enhance their marketing strategies.