

Internship report Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Naveen Kumar

Under the Supervision and Guidance of

Saurabh Kumar

Purpose of the internship-

Purpose of Internship at Blue Berry Pharma Advisory

The internship at Blue Berry Pharma Advisory was designed to provide hands-on experience and professional development in the pharmaceutical consulting industry. The primary purposes of the internship included:

1. Practical Exposure to Pharmaceutical Consulting:
 - To gain practical experience in the field of pharmaceutical consulting by working on real-world projects and interacting with industry professionals.
 - To understand the role of consultancy in aiding pharmaceutical companies with market strategies, regulatory compliance, and product development.
2. Enhancement of Industry Knowledge:
 - To acquire in-depth knowledge of the pharmaceutical industry, including market trends, competitive landscapes, and regulatory environments.
 - To develop an understanding of the various smoking cessation products, including pharmaceutical drugs and herbal remedies.
3. Skill Development:
 - To develop critical skills such as market research, data analysis, regulatory documentation, and project management.
 - To enhance soft skills such as communication, teamwork, problem-solving, and client interaction.
4. Strategic Insight:
 - To gain insights into strategic planning and decision-making processes within the pharmaceutical industry.
 - To contribute to the development of strategic plans for clients, including market entry strategies, product launches, and business development initiatives.
5. Professional Networking:
 - To build a network of professional contacts within the pharmaceutical industry and related sectors.

- To interact with clients, industry experts, and colleagues, fostering relationships that could benefit future career opportunities.

6. Academic and Career Advancement:

- To apply academic knowledge in a professional setting, bridging the gap between theoretical studies and practical application.
- To enhance the resume with relevant experience and achievements, thereby improving prospects for future career opportunities in the pharmaceutical industry.

7. Contribution to Company Goals:

- To support Blue Berry Pharma Advisory in delivering high-quality consultancy services to its clients.
- To assist in projects that help clients achieve their business objectives, thereby contributing to the overall success of the company.

This internship aimed to provide a comprehensive learning experience, equipping you with the necessary skills, knowledge, and professional connections to succeed in the pharmaceutical industry.

Internship Objectives-

During my internship, the primary objectives were to:

1. Acquire Industry-Specific Knowledge
2. Develop Analytical Skills
3. Learn Regulatory Processes
4. Improve Project Management Capabilities
5. Enhance Communication and Interpersonal Skills
6. Gain Strategic Insight
7. Build Professional Network
8. Apply Academic Knowledge
9. Achieve Personal and Professional Growth
10. Contribute to Company Success

About organization-

Blue Berry Pharma Advisory is an independent consultancy company based in Mumbai, India. Since its establishment in April 2011, the company has been advising both Indian and overseas pharmaceutical companies with diverse business interests.

Mission Statement:

Blue Berry Pharma Advisory aims to provide superior consultancy and advisory services globally. Their core values include honesty, integrity, respect, and responsiveness.

Our Vision:

- Improve our deliverables to clients.
- Forge lasting relationships by addressing genuine needs.
- Support our employees' growth and recognition for superior performance.

Key objective of the company-

The key objective of Blue Berry Pharma Advisory is to provide superior consultancy and advisory services to partners and stakeholders. By leveraging the extensive experience of our highly skilled team members, we aim to add value and satisfy customer needs. Our goal is to be recognized as a reliable partner globally.

Here are the core elements of our mission:

1. Mission Statement: Blue Berry Pharma Advisory strives to offer world-class consultancy and advisory services by combining expertise and delivering value to our clients. We focus on understanding and meeting customer requirements effectively.

2. Core Values:

- **Honesty and Integrity:** We operate with transparency and ethical conduct.
- **Respect for People and Customers:** We value relationships and treat everyone with respect.
- **Innovative Thinking:** We encourage creative solutions and adaptability.
- **Responsiveness:** We promptly address client needs and provide timely solutions.

3. Areas of Expertise:

- **Strategic Planning:** Advising clients on long-term strategies for growth.
- **Business Development:** Assisting companies in expanding their reach.
- **Sales & Marketing:** Providing insights to enhance market presence.
- **Regulatory, Legal, and Financial Advice:** Connecting clients with experts.
- **Research & Development:** Offering guidance on product development.
- **Training:** Providing training in sales, marketing, and related areas.

4. Global Reach: Our network of experts spans across India and various international locations, enabling us to offer effective solutions to our diverse clientele.

Blue Berry Pharma Advisory, committed to supporting the pharmaceutical industry and promoting public health.

Services provided by the company-

Blue Berry Pharma Advisory, based in Mumbai, India, offers world-class consultancy and advisory services in the pharmaceutical domain. Here are the key services they provide:

1. Strategic Services:

- Licensing: Guidance on licensing agreements and partnerships.
- Strategic Projects: Assistance with strategic initiatives.
- Portfolio Expansion: Strategies for expanding product portfolios.
- Life Cycle Management: Maximizing product life cycle value.

2. Product Identification and Market Research:

- Market Research: Insights into market trends and opportunities.
- Sales & Marketing: Expertise in sales and marketing strategies.
- Training: Behavioural training for effective communication.

3. Global Market Entry and Partnerships:

- Global Market Entry: Support for entering international markets.
- Global Partnerships: Facilitating collaborations with global entities.

4. Product Development and Regulatory Services:

- Product Development: Assisting companies in developing pharmaceutical products.
- Strategic Orientation: Aligning product development with business goals.
- Technical Services: Expertise in technical aspects of pharmaceuticals.
- Regulatory Service: Navigating regulatory requirements.

5. Quality Assurance and Audits:

- Plant Audits: Ensuring compliance with quality standards.
- IPR Services: Intellectual Property Rights guidance.

CLINTS OF BLUE BERRY PHARMA ADVISORY



abhilash-chemicals-and-pharmaceuticals



acebright



agati



aizant



alissa-healthcare



alvogen



amoli-organics



blue-circle



dexcel-pharma



eclectic-consultants



encore-healthcare



eskayef



etico-life-sciences



global-pharma-consulting



glowderma



granules



gufic-group



halcyon



harman



igrs



logo



mars



milan-labs



morningside



murli-krishna-pharma



one-pharma



pharmanel



precise



rafarm



rc2-pharma



sai-krishna-pharma



sikdar



smruthi-organics-limited



sohan-healthcare



solco



stevia-world



usv



vergo



verisfield



vsi



zentiva

Internship Activities at Blue Berry Pharma Advisory

1. Market Research and Analysis

- Conducted extensive market research to identify trends, opportunities, and competitive landscapes within the pharmaceutical industry.
- Analysed market data to support strategic decision-making for product development and market entry.

2. Regulatory Compliance Support

- Assisted in the preparation and review of regulatory documents to ensure compliance with local and international regulatory requirements.
- Gained familiarity with regulatory guidelines such as FDA, EMA, and ICH.

3. Client Interaction and Communication

- Engaged with clients to understand their needs and provided tailored consultancy services.
- Developed and delivered presentations and reports to communicate findings and recommendations effectively.

4. Project Management Assistance

- Supported project planning and execution, including timeline management, resource allocation, and milestone tracking.
- Coordinated with cross-functional teams to ensure project deliverables were met on time and within budget.

5. Data Analysis and Interpretation

- Utilized statistical tools and software to analyse clinical and market data.
- Interpreted data to generate actionable insights and support evidence-based decision-making.

6. Strategic Planning Support

- Contributed to the development of strategic plans for clients, including market entry strategies, product launch plans, and business development initiatives.
- Assisted in creating SWOT analyses and other strategic frameworks.

7. Knowledge Acquisition on Smoking Cessation Products

- Gained in-depth knowledge of various smoking cessation aids, including nicotine replacement therapies (NRTs) and non-nicotine medications.
- Analyzed the effectiveness and side effects of different smoking cessation products based on clinical trials and meta-analyses.

Achievements

1. Enhanced Client Satisfaction

- Successfully contributed to multiple client projects, resulting in positive feedback, and strengthened client relationships.

2. Improved Regulatory Submissions

- Played a key role in the preparation and review of regulatory submissions, ensuring timely and accurate compliance with regulatory standards.

3. Effective Market Insights

- Provided valuable market insights that informed strategic decisions for product launches and market expansions.

4. Project Milestone Achievement

- Assisted in managing projects that met all milestones within the specified timelines and budgets.

5. Valuable Research Contributions

- Conducted research that significantly contributed to the understanding of the efficacy and safety profiles of smoking cessation products, aiding clients in making informed decisions.

Skills Acquired during Internship at Blue Berry Pharma Advisory

1. Pharmaceutical Market Analysis

- Conducted comprehensive market research and analysis to identify trends, opportunities, and competitive landscapes within the pharmaceutical industry.
- Analysed market data to support strategic decision-making for product development and market entry.

2. Regulatory Compliance and Documentation

- Assisted in the preparation and review of regulatory documents to ensure compliance with local and international regulatory requirements.
- Gained familiarity with regulatory guidelines such as FDA, EMA, and ICH.

3. Project Management

- Supported project planning and execution, including timeline management, resource allocation, and milestone tracking.
- Coordinated with cross-functional teams to ensure project deliverables were met on time and within budget.

4. Client Interaction and Communication

- Engaged with clients to understand their needs and provide tailored consultancy services.
- Developed and delivered presentations and reports to communicate findings and recommendations effectively.

5. Data Analysis and Interpretation

- Utilized statistical tools and software to analyse clinical and market data.
- Interpreted data to generate actionable insights and support evidence-based decision-making.

6. Strategic Planning

- Contributed to the development of strategic plans for clients, including market entry strategies, product launch plans, and business development initiatives.
- Assisted in creating SWOT analyses and other strategic frameworks.

7. Report Writing and Documentation

- Authored detailed reports summarizing research findings, market analysis, and strategic recommendations.
- Ensured accuracy and clarity in all written communications.

8. Knowledge of Smoking Cessation Products

- Gained in-depth knowledge of various smoking cessation aids, including nicotine replacement therapies (NRTs) and non-nicotine medications.
- Analysed the effectiveness and side effects of different smoking cessation products based on clinical trials and meta-analyses.

9. Understanding of Herbal Medicine

- Explored the efficacy of herbal remedies in smoking cessation, including the benefits and mechanisms of action of key herbal ingredients.

10. Soft Skills

- Enhanced problem-solving abilities through complex project challenges.
- Improved interpersonal and teamwork skills through collaboration with colleagues and clients.
- Strengthened attention to detail and organizational skills by managing multiple tasks and deadlines.

Conclusion

My internship experience at Blue Berry Pharma Advisory has been invaluable in terms of professional growth and personal development. I am grateful for the opportunities provided and the guidance received from the Subhash Seth Sir.

I would like to express my heartfelt appreciation to the entire team for their support and mentorship throughout my internship.