

Internship Report

Submitted



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By

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Introduction

The pharmaceutical industry has witnessed significant advancements over the past few decades, particularly in the field of drug delivery systems. Traditional methods, such as oral tablets and capsules, although effective, often face challenges such as poor bioavailability, patient non-compliance, and systemic side effects. The field of novel drug delivery systems (NDDS) is experiencing rapid. Advancements in technology have sparked a major change in how people shop. In this dissertation, we delve into the various aspects of consumer behavior when it comes to new drug delivery systems (NDDS). We'll explore the psychological, social, and economic factors that influence how consumers make decisions. Our research aims to give you a complete analysis of how cool new drug delivery technologies like nanoparticles, liposomes, transdermal patches, and implantable devices are shaping what consumers like and prefer in the pharmaceutical world.

Objectives Of Internship:

1. To asses the challenges include in Novel Drug Delivery System and to process reduced dosage adjustments, stability issues and delayed drug action.
2. To identify and categorize different types of Novel Drug Delivery Systems (NDDS) available in the market.

3. To study the factors influencing consumer preferences and acceptance of NDDS, including convenience, efficacy, safety, and cost.
4. To evaluate the role of healthcare professionals in influencing consumer choices and adoption of NDDS.
5. To recommend strategies for the healthcare providers on how to improve consumer acceptance and uptake of NDDS.

Organisational Profile: Torrent Pharmaceuticals is an Indian multinational pharmaceutical company known for its innovation and quality in the healthcare industry. Headquartered in Ahmedabad, Gujarat, it operates in over 40 countries worldwide. The company specializes in manufacturing and marketing a wide range of generic and branded drugs across various therapeutic segments, including cardiovascular, central nervous system, gastro-intestinal, diabetology, and anti-infective. Torrent Pharma is renowned for its research and development capabilities, with several state-of-the-art facilities dedicated to creating advanced medical solutions. Their commitment to improving patient health is reflected in their sustainable practices and global reach, making them a trusted name in the pharmaceutical sector.

Key Activities Undertaken Other Than Dissertation:

1. Study of internal and external data of CVD department.
2. Active participation in one of the most prestigious TYSA i.e Torrent Young Scholar Awards, which is being successfully organized by torrent pharma from last 28 years. No other organization is able to replicate this kind of activity on such a big platform.
3. Given task to analyse the performance of division compared to covered market.

4. Given task to study and solve the business cases of some new molecules which is to be launched in upcoming quarters.
5. Undertaken weekly brand recall activity of specific brand.

Key learnings from internship:

- learn how to analyze market trends, identify opportunities, and develop strategies to position products effectively in a competitive market.
- Experience working closely with diverse teams including medical affairs, marketing, sales, and designer department.
- Develop skills in gathering and interpreting customer feedback and market data to inform product development and marketing strategies.
- Improved my project management skills by coordinating complex projects, managing timelines, and resources effectively.
- Foster a culture of innovation and problem-solving, driving the development of new and improved pharmaceutical products.