

**An INTERNSHIP REPORT ON
TRANSFORMING WEIGHT LOSS:
SEMAGLUTIDE'S MARKET POTENTIAL
AND
ROLE IN OBESITY MANAGEMENT**

**PREPARED BY
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**UNDER THE SUPERVISION AND GUIDANCE OF
SUBHASH SETH
CEO AT BLUE BERRY PHARMA ADVISORY**

2024

Blue Berry Pharma Advisory



1st July 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. YASH GOYAL student of MBA
PHARMACEUTICAL MANAGEMENT AT IIHMR, JAIPUR has undergone
summer internship project from 1ST April-30th June 2024

The candidate has successfully carried out the study designated
during dissertation and his approach to the study has been good.

I wish him all the success in his future endeavor.

Subhash Seth
CEO
Blue Berry Pharma Advisory

INTRODUCTION

An internship is a transformative experience that bridges the gap between academic learning and professional practice. It's an opportunity for students, typically enrolled in a college or university program, to gain valuable hands-on experience in their field of interest. Internships offer a multitude of benefits for both interns and employers.

For interns, internships provide:

- **Practical experience:** Interns get to apply their classroom knowledge to real-world scenarios. They can work on projects, take on tasks, and gain a deeper understanding of how their field operates in practice.
- **Skill development:** Internships allow interns to develop essential workplace skills, such as communication, teamwork, problem-solving, and time management.
- **Career exploration:** Internships can help interns solidify their career paths or discover new areas of interest within their field.
- **Networking opportunities:** Interns can build valuable connections with professionals in their field, which can be crucial for future job opportunities.

Employers benefit from internships by:

- **Identifying and nurturing talent:** Internships serve as a platform for employers to assess potential future employees.
- **Bringing fresh perspectives:** Interns often bring new ideas and approaches to the workplace, fostering innovation.
- **Cost-effective support:** Interns can provide valuable assistance on projects, freeing up experienced staff for more complex tasks.

The structure and format of internships can vary depending on the organization, field, and program. Internships can be paid or unpaid, part-time or full-time, and can last anywhere from a few weeks to a year.

Overall, internships are a stepping stone to a successful career. They provide a unique opportunity for students to gain valuable experience, develop professional skills, and explore their career goals.

Objectives of Internship

Internships offer a wealth of experiences, but to get the most out of them, it's important to set clear objectives. These objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). Here are some key categories to consider when defining your internship objectives:

- **Skill Development:**
 - Identify specific skills you want to develop or improve, such as software proficiency, data analysis, or public speaking.
 - Set goals for how you will practice and refine these skills during your internship.
- **Knowledge Acquisition:**
 - Define areas of knowledge you want to gain a deeper understanding of within your field.
 - Aim to learn about specific processes, methodologies, or industry trends.
- **Professional Experience:**
 - Set goals for the types of projects you want to work on or the responsibilities you want to take on.
 - Aim to gain experience in a specific department or area within the organization.
- **Career Exploration:**
 - Use the internship to confirm your career path or explore different specializations within your field.
 - Seek opportunities to shadow professionals or learn about various career options.
- **Network Building:**
 - Set goals for the number of professional connections you want to establish during your internship.
 - Identify specific individuals you want to connect with and develop strategies to build rapport.

By setting specific and measurable objectives, you can ensure that your internship is a valuable learning experience that propels you towards your career goals. Remember, it's also a good idea to discuss your objectives with your internship supervisor to ensure they align with the internship program and the organization's needs. This collaborative approach will lead to a more fulfilling and successful internship for everyone involved.

Organizational Profile

Blue Berry Pharma Advisory was established on the April 1, 2011 in Mumbai, India.

Blue Berry Pharma Advisory, an independent consultancy company advising Indian & Overseas pharmaceutical companies with different business interests since April 2011. Subhash Seth is Chief Executive Officer and Owner of Blue Berry Pharma Advisory. Subhash Seth has over 39 years of global pharmaceutical experience. He was previously the Senior Vice President of International Business at USV Limited . He had global responsibility of sales and marketing of Active pharmaceutical ingredients (APIs) and Finished Dosage business. Subhash Seth has also worked with leading Indian pharmaceutical companies including Zydus Cadila and Torrent Pharmaceuticals. He has extensively travelled across the globe and has worked with innovators and top global generic companies.

Blue Berry Pharma Advisory advises healthcare product companies in developing strategies for the companies that can take them to next level of the horizon. Subhash Seth's focusses in advising clients in the areas of Strategic Planning, Business Development, Sales & Marketing.

Blue Berry Pharma Advisory is connected with a group of experts in different fields like a Regulatory, Legal Advice, Financial Advice & Training, Research & Development, Sales & Marketing Training. And these experts are located in India & a few different locations across the globe that enables to provide effective and timely solutions to our customers. Each of our expert has spent several years working in the pharmaceutical industry. This company's focus and depth of functional expertise allow us to to satisfy customer's need.

Currently the company is advising mid-size Indian Pharma Companies & assisting US & EU companies to develop products from scratch & preparation of ANDAs, EU Dossiers & supply of Finished Dosages to clients.

Mission Statement

- The mission of BLUE BERRY PHARMA ADVISORY is to provide Partners and Stakeholders with superior consultancy and advisory services by combining highly skilled team members experience and add value to

satisfy customer needs, thereby we are recognized as a reliable partner globally.

- Consistently improve our deliverables to our clients and add value
- Forge lasting relationships with our clients by listening and addressing their genuine needs in a manner that will allow both successful
- Support our employees in a way that foster learning, growth and recognition for superior performance

Core Values

- Act with honesty and integrity
- Respect for people and customers
- Think differently
- Be responsive

Key Activities/ Projects Undertaken Other than Dissertation.

- Research of new molecules
- Patent expiration check
- Product launch plan
- Survey

Key Learnings from Internship

Industry Knowledge:

- Gain insights into the pharmaceutical industry landscape in India, including regulatory processes, market trends, and challenges.
- Learn about different segments of the pharmaceutical industry, such as drug development, manufacturing, or marketing.

Consulting Skills:

- Develop problem-solving skills by assisting with client projects and analyzing pharmaceutical business issues.
- Refine your research and communication skills by gathering information, preparing reports, and presenting findings to clients.
- Gain experience in project management techniques used in the consulting field.

Business Operations:

- Learn about the business side of the pharmaceutical industry, such as market research, competitor analysis, and strategic planning.
- Understand financial concepts relevant to the pharmaceutical sector, such as pricing strategies and cost-benefit analysis.

Regulatory Affairs:

- Depending on the internship focus, you might gain exposure to pharmaceutical regulations and compliance requirements in India.
- Learn about the processes for drug registration, quality control, and pharmacovigilance.

Soft Skills:

- Enhance your communication, teamwork, and interpersonal skills by collaborating with colleagues and clients.

- Develop professionalism and work ethic through exposure to a professional consulting environment.
- Gain experience in time management and prioritization as you manage internship tasks.