



SIP ORGANISATION: SUN PHARMACEUTICALS INDUSTRIES LTD.
ORG. MENTOR: Sr. Gen. Manager (CSR) MR. BRAJESH CHOUDHARY
UNIV. MENTOR: Dean (SDS) Prof. Dr. HIMADRI SINHA

SUMMER INTERNSHIP PROGRAM IIMR UNIVERSITY JAIPUR

SUBMITTED BY: JAI SINGH CHAUHAN



NEED ASSESSMENT OF NGO PARTNERS AT SUN-PHARMA

1. BRIEF HISTORY:

Sun Pharmaceutical Industries Limited was founded in 1983 by Mr. Dilip Shanghvi. It started as a small pharmaceutical company and has grown to become one of the largest pharmaceutical companies in India and globally with global revenues of US\$ 5.4 billion.

2. MISSION & VISION:

The **Mission** of Sun Pharma is to provide high-quality, affordable medicines trusted by healthcare professionals and patients worldwide. The **Vision** is to be a global leader in the pharmaceutical industry.

3. ORGANIZATION STRUCTURE:

Corporate Hierarchy:

The company is led by a Board of Directors, with Mr. Dilip Shanghvi as the Managing Director. The executive team includes various VPs and General Managers overseeing different divisions like R&D, Marketing, Manufacturing, and CSR.

CSR Division:

The CSR division is managed by the Sr. CSR Manager, Mr. Brajesh Choudhary, and includes partnerships with various NGOs and foundations like Anwesha Foundation and Baroda Education Trust for development projects.

4. LEARNING AND VALUE ADDITION:

Theoretical Understanding:

Academic concepts learned in courses such as Research Methods & Data Analytics.

Practical Exposure:

Hands-on experience in CSR projects, data collection, and analysis. Interaction with NGO partners and understanding ground-level challenges.

5. CHALLENGES FACED DURING INTERNSHIP

- Difficulty in gathering consistent and reliable data from NGO partners.
- Coordinating with multiple stakeholders and managing communication gaps
- Limited resources and time to conduct extensive field visits and assessments.

6. USEFULNESS OF INTERNSHIP

- **Real-world Application:** Application of theoretical knowledge to real world problems.
- **Career Insight:** Insight into the workings of the pharmaceutical industry and its CSR initiatives.
- **Professional growth:** Development of professional skills such as teamwork, communication, and problem-solving.

7. SWOT ANALYSIS:

STRENGTHS

- **Strong Brand and Market Presence:** Sun Pharma is one of the largest pharmaceutical companies in India with a significant global presence, enhancing its brand recognition and market reach.
- **Diverse Product Portfolio:** The company offers a wide range of products across various therapeutic segments, including specialty and generic medications.

OPPORTUNITIES

- **Collaborations and Partnerships:** Forming strategic alliances with other pharmaceutical companies and research institutions can enhance innovation and market reach.
- **Digital Health and Telemedicine:** Leveraging digital health technologies and telemedicine can improve patient engagement and expand the company's service offerings.



WEAKNESSES

- **Regulatory Challenges:** Navigating the complex regulatory environments in various countries can lead to delays in product launches and increased compliance costs.
- **Quality Control Issues:** Instances of quality control problems can damage the company's reputation and result in costly recalls and legal issues.

THREATS

- **Intense Competition:** The pharmaceutical industry is highly competitive, with numerous companies vying for market share, which can pressure pricing and margins.
- **Generic Drug Pricing Pressure:** Governments and insurance companies are continually pushing for lower drug prices, which can impact revenue from generic drugs.

8. FINDINGS OF STUDY:

Fig.1: FUTURE BUDGET REQUIREMENTS OF NGO PARTNERS, FROM THE APPROX. TOTAL 97,50,000 INR FOR ANGANWADI DEVELOPMENT IN MAHARASHTRA FOR NEXT 3 YEARS.

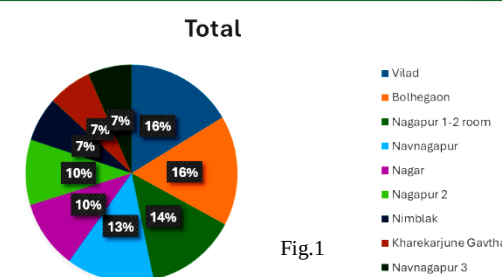


Fig.2: PROJECT WISE BUDGET REQUIREMENTS OF NGO PARTNERS FROM THE APPROX. BUDGET 5,332,500 INR UNDER SCHOOL DEVELOPMENT FOR THE NEXT 3 YEARS

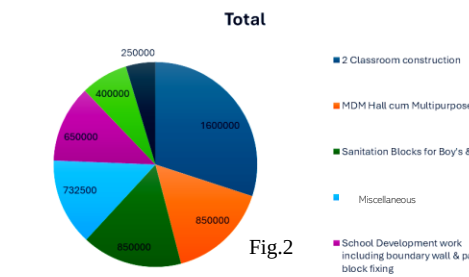
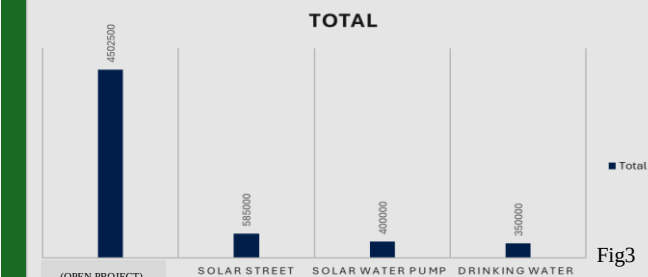


Fig.3: PROJECT WISE BUDGET REQUIREMENTS OF NGO PARTNERS FROM THE APPROX. BUDGET 5,837,500 INR UNDER RURAL DEVELOPMENT FOR THE NEXT 3 YEARS



9. SUGGESTIONS

Anganwadi Development

Implement regular training programs for Anganwadi workers and ensure the provision of nutritional supplements. Develop infrastructure for better childcare and learning environments.

Rural Development

Expand mobile health units and telemedicine services. Ensure the availability of essential medicines and healthcare services in remote areas.

School Development

Introduce digital learning tools and enhance library facilities. Conduct regular health check-ups and provide scholarships for underprivileged students.

10. GLIMPSES

