

SUMMER INTERNSHIP PROGRAM
at
CORONA REMEDIES PVT. LTD.

From 02nd May 2024 to 01st July 2024

A REPORT BY
VINAMRATA SHIVASHANKAR SHETTY

IIHMR-U/02/2023-25/0575

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ratna Verma

(Associate Professor)

School of Development Studies

IIHMR University, Jaipur



Annexure A

Completion Certification from the Organization

CERTIFICATE



CORONA Remedies Private Limited
Regd. Office: CORONA House
C- Mondol Business Park, Near Gurudwara, S.G. Highway,
Thaltej, Ahmedabad 380 059, Gujarat, India.
Tele: + 079 - 40233000 Fax: + 079 - 40233999
Online at : info@coronaremedies.com
website : www.coronaremedies.com
CIN : U24231GJ2004PTC044656

Date: 30th June 2024

To Whom So Ever It May Concern

This is to certify that **Ms. Vinamrata Shetty** the student of IIHMR, Jaipur has successfully completed her internship at CORONA Remedies Pvt. Ltd. during **May 1st – June 30th 2024**.

Her internship project was a part of Market Research assignment on "**Identifying the opportunity of different forms of 'Folates' in CP & Gyne**".

The scope of her work included primary research on CP & Gyne with the help of a well-designed questionnaire to understand the various patient profiles for different types of folates used, indication analysis of different forms of folates & brand perception mapping for Brand 'Y' & its competitors.

We wish her every success in her life & career.



Corporate Strategy Department
CORONA Remedies Pvt. Ltd.
Ahmedabad.

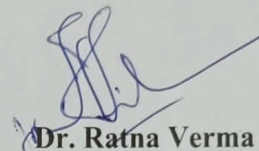
Annexure B

IIHMR University Faculty Mentor Approval

This is to certify that Ms. **Vinamrata Shivashankar Shetty** of academic year 2023-25 of **School of Pharmaceutical Management, IIHMR University** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 25/06/2024

A handwritten signature in blue ink, appearing to read 'Dr. Ratna Verma'.

Dr. Ratna Verma
Associate Professor
School of Development Studies

LIHMR UNIVERSITY

L-Methylfolate, Methylcobalamin & Pyridoxal-5-Phosphate Tablets
Cor-3

Better feedback mechanism

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 1

From: 02nd May 2024 to 8th May 2024

Activity Done	Day 1: Attended a remote briefing session led by Mrs. Richa Shah. Day 2: Received the objectives and expected outcomes of the project based on identifying the opportunities of Folates in Consultant Physicians and Gynaecologists. Day 3: Gained knowledge on Market Research and types of market research i.e Primary Research and Secondary Research. Day 4: Received assignment of the market analysis project on Folates and Secondary research on the same. Day 5: Conducted secondary research on folates and opportunities of folates and compiled the data from secondary research and included it in the presentation.
Linking theory (Classroom learning) with practice at your organisation	• Leveraged coursework in pharmacology and nutritional science to understand the clinical significance and benefits of folates. • Utilized market analysis frameworks learned in class to assess the demand and adoption of folate supplements among healthcare professionals. • Practiced teamwork skills to collaborate with colleagues and mentors, facilitating a productive research environment. • Applied techniques of integrating secondary research findings into strategic planning.
Gaps identified on the working area.	During the first week of my internship at Corona Remedies Pvt. Ltd., I observed no significant gaps in their working process. Although the company handles a wide range of pharmaceutical products, their processes are very streamlined and efficient. Even as I was getting familiar with their operations, it was clear that the team maintained a well-structured and organized workflow, reflecting their strong experience in the industry.
Suggestions for improvement	The initial phase of my internship at Corona Remedies Pvt. Ltd. has been informative and well-structured. I haven't identified any immediate areas needing improvement as the current processes seem very effective and organized.
Plan for the next week	Completion of secondary research on folates.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 2

From: 09th May 2024 to 15th May 2024

Activity Done	Day 1: Conducted a comprehensive literature review on folates and summarized the key findings. Day 2: Presented the PPT in a remote meeting with Mrs. Richa shah. Day 3: Conducted a comprehensive literature review on folates and summarized the key findings. Day 4: Area assigned for market research was Dahisar-Andheri in Mumbai. Conducted a thorough secondary research on the gynaecologists in the assigned area. Day 5: Conducted a thorough secondary research on the Consultant Physicians in the assigned area. Day 6: Designed a questionnaire to conduct survey on the gynaecologists.
Linking theory (Classroom learning) with practice at your organisation	• Applied research methods from coursework to efficiently gather and analyze existing literature on folates, ensuring a strong foundational understanding. • Utilized presentation and communication skills developed in class to effectively convey key findings and engage with team members remotely. • Applied knowledge from survey design principles to create a detailed questionnaire targeting healthcare professionals.
Gaps identified on the working area.	During the second week of my internship at Corona Remedies Pvt. Ltd., I continued to observe a highly efficient and organized working environment. The company's approach to managing various pharmaceutical projects remained well-coordinated and smooth. As I delved deeper into my tasks, it became evident that their experience and systematic processes greatly contribute to their consistent productivity and success.
Suggestions for improvement	In the second week of my internship at Corona Remedies Pvt. Ltd., I found the experience to be just as informative and well-organized as in the first week. I still haven't identified any areas that require immediate improvement, as the team's operations remain smooth and highly efficient.
Plan for the next week	To begin with primary market research.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 3

From: 16th May 2024 to 22nd May 2024

Activity Done	Day 1: Designed a questionnaire to conduct survey on the consultant physicians in the assigned area. Day 2: Presented the complete secondary research data in a remote meeting with Mrs. Richa Shah. Day 3: Conducted primary research of gynaecologists in Dahisar East. Day 4: Conducted primary research of gynaecologists in Dahisar East. Day 5: Conducted primary research of consultant physicians in Dahisar East. Day 6: Compiled the survey inferences and data.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from consultant physicians and gynaecologists. • Applied interview and data collection strategies to engage with gynaecologists and consultant physicians and gather valuable primary data for the study. • Leveraged data analysis and synthesis skills from statistics to compile and interpret the collected survey data, drawing meaningful inferences to support the research objectives.
Gaps identified on the working area.	In the third week of my internship at Corona Remedies Pvt. Ltd., I continued to see their efficient and well-organized processes in action. However, while researching opportunities for folates among consultant physicians and gynecologists, I noticed a significant gap. The company's folate product, Cor 3, is less prescribed compared to leading brands. This highlights an opportunity for Corona Remedies to boost the market presence of Cor 3 and increase its adoption among healthcare professionals.
Suggestions for improvement	To improve the market presence and adoption of Cor 3, Corona Remedies Pvt. Ltd. could focus on targeted marketing and education initiatives. Additionally, expanding distribution channels and leveraging digital platforms can increase accessibility and visibility, ensuring Cor 3 is more readily available and recognized as a competitive option among folate supplements.
Plan for the next week	To continue primary research in Dahisar and Borivali.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 4

From: 23rd May 2024 to 29th May 2024

Activity Done	Day 1: Conducted primary research of consultant physicians in Dahisar East. Day 2: Conducted primary research of gynaecologists in Dahisar West. Day 3: Conducted primary research of consultant physicians in Dahisar West. Day 4: Conducted primary research of gynaecologists in Borivali West. Day 5: Conducted primary research of gynaecologists in Borivali West. Day 6: Presented the complete secondary research data in a remote meeting with Mrs. Richa shah.
Linking theory (Classroom learning) with practice at your organisation	- Utilized qualitative research methods learned in class to effectively engage with gynecologists and consultant physicians and collect relevant data on folate usage and preferences. - Applied interview and data collection strategies to engage with gynaecologists and consultant physicians and gather valuable primary data for the study. - Utilized presentation and data interpretation skills to effectively present the secondary research findings.
Gaps identified on the working area.	In the third week of my internship at Corona Remedies Pvt. Ltd., while I made significant progress in conducting thorough market research and compiling necessary information, I recognized the need to further enhance my presentation skills to effectively convey complex ideas and strategies.
Suggestions for improvement	Despite my successful primary research with consultant physicians and gynecologists, improving how I present these findings would ensure clearer communication and better strategic planning.
Plan for the next week	To continue primary research in Borivali and compile data.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 5

From: 30th May 2024 to 05th June 2024

Activity Done	Day 1: Conducted primary research of consultant physicians in Borivali West. Day 2: Conducted primary research of consultant physicians in Borivali West. Day 3: Conducted primary research of gynaecologists in Borivali East. Day 4: Conducted primary research of gynaecologists in Borivali East. Day 5: Conducted primary research of consultant physicians in Borivali East. Day 6: Compiled the survey inferences and data.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from consultant physicians and gynaecologists. • Applied interview and data collection strategies to engage with gynaecologists and consultant physicians and gather valuable primary data for the study. • Leveraged data analysis and synthesis skills from statistics to compile and interpret the collected survey data, drawing meaningful inferences to support the research objectives.
Gaps identified on the working area.	During the fifth week of my internship at Corona Remedies Pvt. Ltd., I continued to gather extensive data through primary and secondary research. While my ability to collect valuable information has improved significantly, I recognized a need to enhance my skills in analyzing this data to draw meaningful conclusions. Strengthening my analytical skills will help me better understand market trends and provide more effective strategic recommendations.
Suggestions for improvement	Strengthening my analytical skills will help me better understand market trends and provide more effective strategic recommendations.
Plan for the next week	To continue primary research in Kandivali.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 6

From: 06th June 2024 to 12th June 2024

Activity Done	Day 1: Conducted primary research of gynaecologists in Kandivali West. Day 2: Presented the primary research data collected until now in a remote meeting with Mrs. Richa Shah. Day 3: Conducted primary research of consultant physicians in Kandivali West. Day 4: Conducted primary research of gynaecologists in Malad West. Day 5: Conducted primary research of gynaecologists in Malad West. Day 6: Compiled the survey inferences and data.
Linking theory (Classroom learning) with practice at your organisation	• Applied qualitative research methods from coursework to effectively gather data from gynecologists and consultant physicians, ensuring comprehensive and reliable information collection. • Implemented interview and data gathering strategies from research methodology courses to gain insightful data from gynaecologists and consultant physicians. • Utilized presentation skills and data interpretation techniques learned in business communication classes to clearly convey primary research findings.
Gaps identified on the working area.	During the sixth week of my internship at Corona Remedies Pvt. Ltd., I made considerable progress in conducting primary research and compiling comprehensive data from gynecologists and consultant physicians. However, I recognized the need to improve my time management skills.
Suggestions for improvement	Although I successfully gathered a significant amount of data, I realized that with better time management, I could have conducted more interviews within the given timeframe. Enhancing these skills will enable me to maximize productivity, ensure timely completion of tasks, and further enrich the quality and depth of my research
Plan for the next week	To continue primary research in Malad and Andheri.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 7

From: 13th June 2024 to 19th June 2024

Activity Done	Day 1: Conducted primary research of gynaecologists in Malad West. Day 2: Conducted primary research of consultant physicians Malad West. Day 3: Conducted primary research of consultant physicians Malad West. Day 4: Conducted primary research of consultant physicians Malad West. Day 5: Conducted primary research of consultant physicians and gynaecologists in Malad East. Day 6: Compiled the survey inferences and data.
Linking theory (Classroom learning) with practice at your organisation	• Applied qualitative research techniques and interview strategies from market research courses to effectively gather detailed data from gynecologists and consultant physicians, ensuring thorough and accurate information collection. • Applied interview and data collection strategies to engage with gynaecologists and consultant physicians and gather valuable primary data for the study. • Leveraged data analysis and synthesis skills from statistics to compile and interpret the collected survey data, drawing meaningful inferences to support the research objectives.
Gaps identified on the working area.	During the seventh week of my internship at Corona Remedies Pvt. Ltd., I identified a need to improve the efficiency of organizing and presenting large amounts of collected data. Although I gathered extensive data from gynecologists and consultant physicians, my current methods made it challenging to quickly retrieve specific information and synthesize it into clear reports.
Suggestions for improvement	By adopting more advanced data organization tools and techniques, I can ensure that the information is systematically categorized and easily accessible. Enhancing my data management and presentation skills will streamline this process, making it easier to convey complex findings effectively and support strategic decision-making.
Plan for the next week	To continue primary research in Andheri.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 8

From: 20th June 2024 to 26th June 2024

Activity Done	Day 1: Conducted primary research of gynaecologists and consultant physicians in Andheri West. Day 2: Presented the primary research data collected until now in a remote meeting with Mrs. Richa shah. Day 3: Conducted primary research of consultant physicians in Andheri East. Day 4: Conducted primary research of consultant physicians Andheri East. Day 5: Conducted primary research of gynaecologists in Andheri East. Day 6: Conducted primary research of gynaecologists in Andheri East.
Linking theory (Classroom learning) with practice at your organisation	• Applied qualitative research techniques and interview strategies from market research courses to effectively gather detailed data from gynecologists and consultant physicians, ensuring thorough and accurate information collection. • Utilized presentation skills and data interpretation techniques learned in business communication classes to clearly convey primary research findings.
Gaps identified on the working area.	During the eighth week of my internship at Corona Remedies Pvt. Ltd., I was pleased with the pace at which I conducted primary research, successfully gathering extensive data from gynecologists and consultant physicians. However, I recognized a need to improve my skills in data interpretation and developing an in-depth understanding of the collected information.
Suggestions for improvement	While my data collection process is efficient, enhancing my analytical abilities will enable me to draw more meaningful conclusions and provide more valuable insights for strategic decision-making.
Plan for the next week	To compile and conclude the research findings and make a powerpoint presentation of the entire project.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Report (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Week no: 9

From: 27th June 2024 to 01st July 2024

Activity Done	Day 1: Compiled the primary research findings. Day 2: Interpreted the data for consultant physicians in excel. Day 3: Interpreted the data for gynaecologists in excel. Day 4: Prepared a powerpoint presentation outlining the objectives of the project along with secondary and primary research. Also drew an inference for the data collected. Day 5: Prepared a powerpoint presentation outlining the objectives of the project along with secondary and primary research. Also drew an inference for the data collected. Day 6: Presented the PPT to Mrs. Richa Shah in a remote meeting and got the feedback.
Linking theory (Classroom learning) with practice at your organisation	• Applied data organization skills to carefully compile research findings, ensuring all collected data was accurately recorded and easy to analyze. • Used presentation and data synthesis skills to create a comprehensive PowerPoint presentation, effectively summarizing the project's objectives, research methods, and findings.
Gaps identified on the working area.	Identified the need to enhance public speaking skills for delivering more confident and engaging presentations to senior management. Developing these skills will improve my ability to clearly communicate research findings, capture the audience's attention, and respond to questions effectively.
Suggestions for improvement	Better public speaking will also enable more persuasive and impactful communication, essential for securing support for proposed strategies and recommendations.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Corona Remedies Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research Intern

Name of the Student: Vinamrata Shivashankar Shetty

Roll no: 0575

Stream: MBA Pharmaceutical Management

Activity Done	Over the 9-week internship at Corona Remedies Pvt. Ltd., I focused on identifying the opportunities of Folates in consultant physicians and gynaecologists. I began with secondary research to understand the folate market, then designed questionnaires for primary research. I conducted extensive fieldwork, interviewing gynecologists and consultant physicians across Mumbai areas including Dahisar, Borivali, Kandivali, Malad, and Andheri. Throughout the internship, I compiled and analyzed the collected data, prepared regular presentations, and shared findings with my supervisor, Mrs. Richa Shah. The project culminated in a final presentation summarizing all research and insights gained.
Linking theory (Classroom learning) with practice at your organisation	During my internship, I actively applied my classroom knowledge to real-world scenarios: • I used my pharmacology background to understand folates better. • Market analysis frameworks from class helped me assess folate supplement demand among healthcare professionals. • Research methodology skills were crucial in designing effective surveys and conducting interviews. • I applied data analysis techniques to interpret survey results and draw meaningful conclusions. • My presentation and communication skills were put to use in regularly sharing findings with the team. This experience helped me bridge the gap between theory and practice, enhancing my understanding of the pharmaceutical industry.
Gaps identified on the working area.	Throughout the internship, I identified several areas for personal growth. I realized I needed to improve my presentation skills to more effectively convey complex ideas about folates and market trends. Time management became crucial as I balanced fieldwork with data compilation and analysis. I also recognized the need to enhance my data organization and interpretation skills to handle the large amount of information collected. Towards the end, I identified that my public speaking skills needed improvement for more confident presentations to senior management.
Suggestions for improvement	To address the identified gaps, I plan to enhance my presentation and data organization skills, focusing on communicating complex ideas more effectively and managing research data efficiently. Staying updated on pharmaceutical industry trends will be a priority. I'll work on refining my interview techniques and time management skills to improve my fieldwork efficiency. By studying successful product launches, I aim to gain insights into effective marketing strategies. Additionally, I'll seek to improve my data analysis and interpretation abilities. These steps will contribute to my professional growth and enable me to add greater value to future projects in the pharmaceutical industry and market research field.

Signature of the Student

Approved by the IIHMR University's Mentor