

SUMMER INTERNSHIP PROGRAM

at

Corona Remedies



From 1st May 2024 to 30th June 2024

A REPORT BY

Varsha Mittal

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Richa Shah

(Manager - Corporate Strategy Team)



**CORONA Remedies Private Limited**

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website : www.coronaremedies.com

CIN : U24231GJ2004PTC044656

Date: 30th June 2024

To Whom So Ever It May Concern

This is to certify that **Ms. Varsha Mittal** 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 "**Rationalizing the pharmacologic treatment for the PCOD**".

The scope of her work included understanding the current gaps in the pharmacologic treatment of PCOD through primary research with the help of a well-designed questionnaire, conducting on-field surveys to understand the various patient profiles in PCOD, rationalizing the treatment options based on the survey & understanding, brand perception mapping for the Brand 'X' & top competitors.

We wish her every success in her life & career.



Corporate Strategy Department
CORONA Remedies Pvt. Ltd.
Ahmedabad.

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Varsha Mittal** of the academic year 2023-25 of **School of Pharmaceutical Management, IIHMR UNIVERSITY, JAIPUR** has prepared a report and a poster with respect to her summer internship programme (SIP) held during May- June 2024.

She has carried out work as per the guidelines. Her SIP report and the poster are approved for presentation.

Date: **19.07.2024**

A handwritten signature in blue ink, appearing to be 'H. Sinha', written over a horizontal line.

(Signature of Faculty Mentor)

Name: **Himadri Sinha, Ph.D.**

**Professor, Provost, IIHMR University
& Dean, SDS**

Weekly Reports

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 1

From: 2nd May 2024 to 4th May 2024

Activity Done	On 2 nd May, we had a meeting with company officials, and she explained about the internship, work role and responsibilities. She was assigned the task of conducting thorough secondary research on the condition PCOD/PCOS, understanding its prevalence, patient profile, and treatment plan. So, till 4 th May I studied about the disease, on next Thursday I'll have to present my understandings.
Linking theory (Classroom learning) with practice at your organization	Medical Knowledge, research skills and critical thinking to evaluate the reliability and relevance of information found during research.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	To continue with the secondary research on PCOD and create a deep understanding about the disease and its treatment pattern in India and create a list of at least 25 gynecologists nearby my area.

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 2

From: 7th May 2024 to 10th May 2024

Activity Done	Performed secondary research to understand PCOS, its prevalence with different segmentations, since it has symptomatic treatment so tried to understand its treatment for all different symptoms, studied about pain points in this market, prepared a presentation for same and presented to Richa ma'am on Friday.
Linking theory (Classroom learning) with practice at your organization	Segmentation and Prevalence: Applied epidemiological principles to understand how PCOS affects different demographics. Symptomatic Treatment: Integrated personalized medicine concepts to address specific symptoms like irregular periods, acne, and fertility issues. Market Pain Points: Identified challenges in PCOS management, linking to discussions on healthcare systems and access to care. Presentation Skills: Demonstrated effective communication of complex information, honed through coursework presentations.
Gaps identified on the working area.	Richa ma'am asked to focus more on PCOS specific treatment instead of established symptomatic treatment
Suggestions for improvement	NA
Plan for the next week	To understand the PCOS specific treatment not symptomatic and to prepare a questionnaire for primary research

Signature of the Student
Varsha Mittal

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 3

From: 13th May 2024 to 17th May 2024

Activity Done	Researched advances in PCOS treatment, studied various research papers and articles. Prepared a questionnaire for primary research with gynecologist to understand the treatment algorithm of PCOS in India.
Linking theory (Classroom learning) with practice at your organization	• Literature review and critical analysis to analyze recent studies on PCOS treatments. • Research methodology to create a questionnaire for gynecologists.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To conduct primary research

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 4

From: 20th May 2024 to 24th May 2024

Activity Done	Field Research: Visited and interviewed 12 doctors to collect insights on PCOS treatment patterns. Conducted professional interviews with doctors to gather detailed information.
Linking theory (Classroom learning) with practice at your organization	• Techniques for conducting interviews and gathering qualitative data. • Effective communication and interviewing techniques.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To continue with the primary research and analyze the gathered data

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 5

From: 27th May 2024 to 31st May 2024

Activity Done	Field Research: Visited and interviewed 20 doctors to collect insights on PCOS treatment patterns. Conducted professional interviews with doctors to gather detailed information.
Linking theory (Classroom learning) with practice at your organization	• Techniques for conducting interviews and gathering qualitative data. • Effective communication and interviewing techniques.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To continue with the primary research with the MR of company and analyze the gathered data

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 6

From: 3rd June 2024 to 7th June 2024

Activity Done	Field Research: Visited and interviewed 30 doctors to collect insights on PCOS treatment patterns with the MR team of the company. Conducted professional interviews with doctors to gather detailed information.
Linking theory (Classroom learning) with practice at your organization	• Techniques for conducting interviews and gathering qualitative data. • Effective communication and interviewing techniques.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To continue with the primary research with the MR of company and analyze the gathered data

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 7

From: 10th June 2024 to 14th June 2024

Activity Done	Field Research: Visited and interviewed a total of 75 doctors to collect insights on PCOS treatment patterns with the MR team of the company. Conducted professional interviews with doctors to gather detailed information.
Linking theory (Classroom learning) with practice at your organization	• Techniques for conducting interviews and gathering qualitative data. • Effective communication and interviewing techniques.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To analyze the collected data and prepare a presentation on same

Signature of the Student

Varsha Mittal

Name of the Organization: Corona Remedies

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Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Week no: 8

From: 17th June 2024 to 21st June 2024

Activity Done	Concluded field work with a total of 75 doctors interviews. Worked on the presentation.
Linking theory (Classroom learning) with practice at your organization	• Techniques for conducting interviews and gathering qualitative data. • Effective communication and interviewing techniques. • Presentation skills
Gaps identified on the working area.	Presentation was too precise as per maam, she needed more details
Suggestions for improvement	NA
Plan for the next week	To work on the presentation which we must present on 27 th June.

Signature of the Student

Varsha Mittal

Compiled Report

Name of the Organization: Corona Remedies

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

Name of the Student: Varsha Mittal

Roll no: 0591

Stream: PM

Activity Done	The internship period from 2nd May to the end of June provided an insightful experience into the practical aspects of medical research, particularly focusing on PCOS (Polycystic Ovary Syndrome). The primary objective was to understand the disease's prevalence, treatment patterns, and market challenges through both secondary and primary research methods.
Linking theory (Classroom learning) with practice at your organization	➤ Classroom Learning: • Medical Research: Theoretical knowledge of research methodologies, understanding disease epidemiology, and treatment options. • Data Analysis: Techniques for analyzing and interpreting complex medical data. • Communication: Skills for effectively presenting research findings and communicating with professionals. ➤ Application in Practice: • Secondary Research: Applied research methodologies to gather and analyze existing data on PCOS, including prevalence and treatment plans. • Field Research: Utilized qualitative methods to conduct interviews with healthcare professionals, gaining firsthand insights into PCOS treatment patterns. • Data Presentation: Synthesized research findings into clear, informative presentations and communicated them to stakeholders.
Gaps identified on the working area.	• Found significant variations in treatment approaches among different doctors based on their personal experience and patient demographics. • Faced tight schedules and logistical challenges during field research.
Suggestions for improvement	• Work from the office should be incorporated for the interns instead of work from home to understand the work culture thoroughly. • For Primary Market Research, a training session must be conducted by the organization with the leads to complete the task more efficiently.

Signature of the Student

Varsha Mittal