

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS

02nd of May 2024 – 02nd of July 2024

A REPORT BY

Suyash Mishra

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Himadri Sinha

Professor and dean SDS





MICRO LABS LIMITED

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CIN : U24232KA1973PLC002401

1st July, 2024

Mr. Suyash Sanjay Mishra
IIHMR University
Jaipur
Rajasthan

Sub: Completion of Summer Internship

Dear Mr.Suyash,

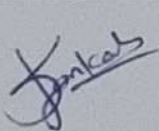
This is to certify that Mr. Suyash Sanjay Mishra has successfully completed a 2-month internship at Micro Labs Limited from 1st May 2024 to 29th June 2024. Throughout the duration of the internship, he demonstrated dedication, enthusiasm, and a strong willingness to learn and contribute to our team.

We are confident that he has gained valuable insights and experience during his internship, and we believe he will continue to excel in his future endeavours.

We extend our best wishes for his academic and professional journey ahead.

Yours cordially,

For MICRO LABS LIMITED




Mrs. Surekha Kale
Marketing Manager

Annexure B

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Mr. SUYASH MISHRA of academic year 2023-25 batch of SCHOOL OF PHARMACEUTICAL MANAGEMENT prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22 - 7 - 2024


(Signature of faculty mentor) 22/07/2024

Name: Himadri Sinha

Designation: Professor & Dean (SDS) at IIHMR University

Weekly Reporting Format**Name of the Organisation:** Micro Labs (Mumbai)**Area/Department/Project of Summer Internship Program:** Sales and Marketing**Name of the Student:** Suyash Mishra**Roll no:** 0531**Stream:** Pharmaceutical-MBA**Week no:** 1**From:** 02/05/2024-04/05/24

Activity Done	I joined the organization on the 2 nd of May, 2024. The reporting time was 09:30 AM. Initially, I was given a tour of the company. Then I was assigned to the Digital Marketing department. Also, the HR introduced me to the whole team of marketing. Later there was an induction program for all the interns and then we needed to work on our assigned projects. First 2 days my task was to learn about the company. I read the training manuals regarding the same.
Linking theory (Classroom learning) with practice at your organization	I completed the training manuals and product descriptions in a detailed format. The knowledge I gained during these three days was to see how a marketing team works to enhance its product.
Gaps identified in the working area.	I did not face any major obstacles as i was assigned with the mentor Ashish who were not in this Headoffice.
Suggestions for improvement	The data has been provided by the company which needs to be analysed and read product manual.

Suyash Mishra

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 2

From: 08/05/2024-15/05/24

Activity Done	This was the second week of my internship. During the initial two days I was working for digital marketing segment but as my mentor was not able to joined during the initial days, I was transferred to the strategic department under the mentorship of marketing manager Ms Surekha kale and I joined the B&B division and I was assigned to prepare a presentation on Pulmocef.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends and analyse all the products. I gone through the training manual, visual aid and brand plan of the previous 2 years and I made the presentation on Pulmocef and presented it.
Gaps identified in the working area.	This week, I learned how to effectively use Excel for data analysis and check the marketing trends and analyse all the products.
Suggestions for improvement	To do the analysis of the products of Pulmocef and check for improvements. The data has been provided by the company which needs to be analysed within a week.

Suyash Mishra

Signature of the Student

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Weekly Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

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Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 3

From: 17/05/2024-23/05/24

Activity Done	This was the third week of my internship. I was assigned to prepare the questionnaire for my project and submit to my mentor. I have effectively and successfully used my Excel skills for data analysis. Also, I have started working on my project as directed by the head. I gained knowledge regarding the basics of Excel in day-to-day life as well as how questionnaire should be prepared.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends as well as how to prepare a questionnaire to get the detail information about the perception of Dr towards our product.
Gaps identified in the working area.	I didn't faced any challenges during this week as it was not so difficult to demonstrate it and prepare a questionnaire.
Suggestions for improvement	To get Questionnaire approved by the mentor and get on the field to do market research and get the sufficient amount of Dr Visit.

Suyash Mishra

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Weekly Reporting Format

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Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 4

From: 24/05/2024-30/05/24

Activity Done	This was the fourth week of my internship. I did the prescription survey of various doctors this week and reported it to the marketing head of the B&B department. I have effectively and successfully used my skills to allocate the data appropriately. Also, I have used Google Forms to segregate the Data. Also, I have half made my report in Word format.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends by forecasting via various continuous and linear methods. It helped to see the results of the upcoming 2 years and how productive the molecule would be.
Gaps identified in the working area.	As such No major challenges were faced this week.
Suggestions for improvement	To continue the fieldwork and cover 100 gyneac in the Mumbai region.

Suyash Mishra

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Weekly Reporting Format

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Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 5

From: 30/05/2024-05/06/24

Activity Done	This was the Fifth week of my internship. As my health was not so good I was assigned to do telephonic calls to the Gyneac and fill out the data in excel sheet which was generated during field work.
Linking theory (Classroom learning) with practice at your organization	I have effectively and successfully used my skills to allocate the data appropriately. Also, I have used a pictorial format to interpret the results of the surveys. This week, I learned how to effectively use Excel for data analysis and various pictorial and graphical representations of data to get its interpretation. It helped to see the results of the ongoing products, their market value, the need for the product in the market, and the need to launch the new product.
Gaps identified in the working area.	As such No major challenges were faced this week but got to use Excel more proficiently with complex formulas.
Suggestions for improvement	To get back on the field and cover major gyneac speciality doctor in all the possible regions.

Suyash Mishra

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Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 6

From: 06/06/2024-12/06/24

Activity Done	This was the sixth week of my internship. I have to get back on the back on the field and cover the gyneac in harbour as well as central region in Mumbai. I have effectively covered the gyneac in the assigned regions.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to get an appointment of doctors and was to get some time in the doctor's cabin and how to get possible outcome from it.
Gaps identified in the working area.	As such No major challenges were faced this week but as TE was not able to do joint field work with me, I faced an issue with the doctor's appointment.
Suggestions for improvement	To complete the remaining number of doctors in the region and complete my field work

Suyash Mishra

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Weekly Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

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Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 7

From: 13/06/2024-19/06/24

Activity Done	This was the seventh week of my internship. I had continued my field work in the various region of the Mumbai and covered almost the maximum number of doctors. I had covered the Doctors in promising and lay out various findings which can help to increase the Pulmocef perception in the minds of doctors.
Linking theory (Classroom learning) with practice at your organization	We should always focus on quality When working in the sales sector, especially in the pharma industry, you need to put quality over quantity. People in the pharmaceutical sector think it is important to reach out to as many people as possible when marketing new products. They often don't realize how crucial it is to focus on the product and how are you are selling it to others.
Gaps identified in the working area.	As such No major challenges were faced this week.
Suggestions for improvement	To complete the field work and start compiling the data as well as start the preparation of the presentation which was based on market survey done by me during the field work.

Suyash Mishra

Signature of the Student

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Weekly Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

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Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 8

From: 20/06/2024-24/06/24

Activity Done	This was the eighth week of my internship. I have started working on compiling the data and started to work on the presentation. For first two days I had to complete my field work . I have effectively and successfully used my skills to allocate the data appropriately using Excel and PowerPoint in word format with each information in detail regarding the strategic management.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use MS word for data analysis and various pictorial and graphical representations of data to get its interpretation.
Gaps identified in the working area.	As such No major challenges were faced this week.
Suggestions for improvement	To complete the college report and presentation submit it to the Marketing head of B&B.

Suyash Mishra

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

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Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Week no: 9

From: 24/06/2024-29/06/24

Activity Done	This was the ninth week of my internship. I have almost completed working on the project report allotted to me. The SIP report for the college has been completed according to the format provided by the college. The 29 th of June was the last day of my internship at Microlabs. I have completed the project allotted by the marketing head of my department and presented the presentation in front of the VP and Marketing Manager.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use MS Word for data analysis and various pictorial and graphical representations of data to interpret all the knowledge I have acquired throughout the two months relevant to my project work.
Gaps identified in the working area.	There were minor changes in the presentation told by the head. I do make the changes in the presentation before the approval.
Suggestions for improvement	To complete the poster and submit the SIP report to my mentor at IIHMR University.

Suyash Mishra

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Micro Labs (Mumbai)

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Suyash Mishra

Roll no: 0531

Stream: Pharmaceutical-MBA

Activity Done	- Joined the organization on May 2, 2024. Initially, I was given a tour of the company and attended an induction program. I was assigned to the Digital Marketing department and introduced to the marketing team. I spent the first two days learning about the company and reading training manuals. - Initially worked in the digital marketing segment but was later transferred to the strategic department under marketing manager Ms. Surekha Kale. I joined the B&B division and prepared a presentation on Pulmocef after reviewing training manuals, visual aids, and brand plans. - Prepared a questionnaire for my project and submitted it to my mentor. Used Excel for data analysis and started working on my project as directed by the head. Gained knowledge on preparing questionnaires and using Excel for marketing trends analysis. - Conducted a prescription survey of various doctors and reported the findings to the marketing head of the B&B department. Used Google Forms for data segregation and started preparing a report in Word format. - Resumed fieldwork covering gynecologists in the harbor and central regions of Mumbai. Effectively covered the assigned regions, learned to get doctor appointments, and maximize outcomes from meetings. Presented to the VP and Marketing Manager. Completed the internship on June 29, 2024, and made minor changes to the presentation based on feedback from the head. Completed the poster and submitted the SIP report to the IIHMR University mentor.
Linking theory (Classroom learning) with practice at your organization	Completed training manuals and product descriptions, gaining insights into how the marketing team enhances products. Learned to use Excel for data analysis and to check marketing trends. Analyzed products and prepared a presentation on Pulmocef. Prepared a questionnaire to understand doctors' perceptions of the product and learned to use Excel for data analysis and marketing trends. Learned to use Excel for data analysis and forecasting, which helped predict the productivity of the molecule over the next two years. Used Excel for data analysis and various pictorial and graphical representations to interpret survey results, assess market value, and identify product needs.
Gaps identified in the working area.	Initially, no major obstacles faced; mentor Ashish was not present in the head office. Learned to use Excel for data analysis and product analysis. No challenges faced in preparing the questionnaire. No major challenges faced in the prescription survey and report preparation. Improved Excel proficiency; no major challenges faced during telephonic data collection. Faced issues with doctor appointments due to the absence of TE for joint fieldwork.
Suggestions for improvement	Complete fieldwork, compile data, and prepare the market survey presentation. Complete the college report and presentation for submission to the Marketing head. Complete the poster and submit the SIP report to the IIHMR University mentor.

Suyash Mishra

Signature of the Student

Approved by the IIHMR University's Mentor