

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited



From 2nd May 2024 to 30th June 2024.

A REPORT BY

Shruti Shukla

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sanjay Gupta

Associate Professor





Certificate of Recognition



This is to certify that

Ms. SHRUTI SHUKLA

of 2023 - 2025 *(batch) of* IHMR University

*has effectively learnt, performed and completed
her Summer Training Project with Micro Labs
Ltd. from* May 2024 *to* June 2024

*We appreciate her active participation, conduct,
mannerism and timely deliverables.*

*This certificate is being issued to meet the
requirement of the University.*

Date : 12-7-2024

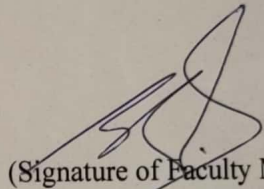
A handwritten signature in black ink, appearing to read "Tavinder Jit Singh Vasudeva".
Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Shruti Shukla** academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** 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 presentation.

Date: 22/07/2024

A handwritten signature in black ink, appearing to be 'Dr. Sanjay Gupta', written over a horizontal line.

(Signature of Faculty Mentor)

Dr. Sanjay Gupta

Professor

IIHMR UNIVERSITY, JAIPUR

Acknowledgement

My Sincere thanks to Mr. Tavinder Jit Singh and his team from Micro Labs Ltd, Gurugram for their valuable inputs in completing my assignments.

I am writing to express my heartfelt gratitude for the invaluable opportunity to undertake an internship at Micro Labs Ltd, under your guidance. It has been an honour and a privilege to learn and grow within the dynamic environment of your esteemed organization.

I would like to extend my sincere appreciation to you for providing me with the chance to work alongside your team and contribute to the various projects and initiatives during my internship tenure. Your guidance, mentorship, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skillset.

Throughout my internship, I have been fortunate to witness your dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a source of inspiration, and I am truly grateful for the knowledge and insights you have shared with me.

I would also like to express my gratitude to the entire team at Micro Labs Ltd for their warm welcome, support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish.

Once again, thank you, Mr, Tavinder Jit Singh for your mentorship and for providing me with the opportunity to contribute to Micro Labs. I am confident that the skills and knowledge I have gained during this internship will serve as a solid foundation for my future endeavours.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to

Micro Labs in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

SHRUTI SHUKLA

Department of Pharmaceutical Management

IIHMR University, JAIPUR

INDEX

S.NO.	CONTENT	PAGE NO.
1	Introduction	6-8
2	Organization Structure	9
2	Weekly report	10-26
3	Compiled report	27
4	Conclusion	28

MICRO LABS LIMITED

We are a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. We strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

As we continue to champion the cause of Make-in-India through our steady expansion across various Indian states, we create job opportunities and drive social responsibility programs in education, healthcare, rural development and environmental protection to add value to our local communities. Our roadmap is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence will continue to be the driving factors over the next decade.

VISION AND VALUES

Micro Labs has been built on a strong foundation strictly based on the following values:

Quality: Quality is the driving force behind all our endeavours. The global accreditation we have accomplished for the pharmaceutical medicines that we manufacture from health regulatory boards of India and overseas—such as USA, UK, Africa and ROW countries—is a testimony to our commitment to maintaining the highest standards of quality.

Ethics: We operate with utmost integrity, adhering to the best practices of governance and principles of ethics in all our business segments including, Manufacturing, R&D, HCP Engagement, Patient Education and Logistics.

Respect for People: We always put people first as we arm our human resources with world-class facilities and platforms that intend to bring the best out of them. We consistently recognize unique perspectives that each individual brings to our table and aim to foster a culture of inclusivity and collaboration.

PRODUCT PORTFOLIO

Micro Labs Limited is a pharmaceutical company based in India that has a diverse product portfolio across various therapeutic areas. Here's an overview of some key product segments and examples within each:

1. Cardiovascular

Antihypertensives: Amlodipine, Telmisartan

Anti-anginal: Nitroglycerin, Isosorbide mononitrate

2. Diabetology

Oral Hypoglycaemics: Metformin, Glimepiride

Insulins: Various insulin formulations

3. Neurology and Psychiatry

Antidepressants: Sertraline, Escitalopram

Antiepileptics: Levetiracetam, Carbamazepine

4. Dermatology

Topical Steroids: Clobetasol, Mometasone

Antifungals: Clotrimazole, Terbinafine

5. Anti-infectives

Antibiotics: Amoxicillin, Ciprofloxacin

Antivirals: Acyclovir

6. Gastroenterology

Antacids: Pantoprazole, Ranitidine

Laxatives: Lactulose, Bisacodyl

7. Pain Management

Analgesics: Paracetamol, Ibuprofen

Muscle Relaxants: Diclofenac, Thiocolchicoside

8. Respiratory

Bronchodilators: Salbutamol, Ipratropium

Antihistamines: Cetirizine, Loratadine

9. Nutritional Supplements

Vitamins and Minerals: Multivitamin tablets, Calcium supplement

10. Ophthalmology

Eye Drops: Timolol, Latanoprost

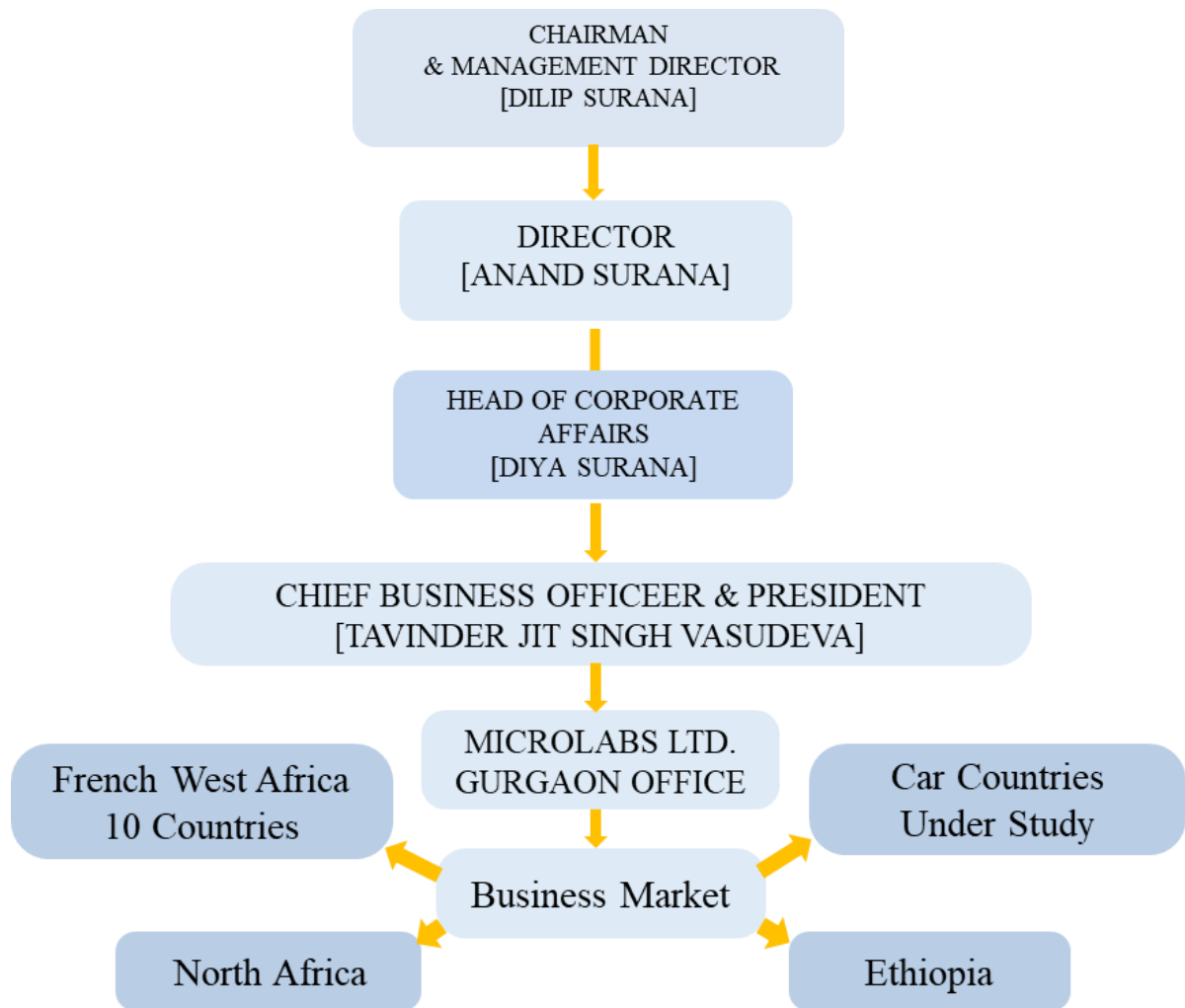
Ointments: Erythromycin ointment

11. Oncology

Chemotherapeutic Agents: Cyclophosphamide, Methotrexate

Targeted Therapies: Imatinib

Organization Structure



1st Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 1

From: ...29/04/2024... to...05/05/2024...

Activity Done	29/04 - Pre interactive session During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks. 30/04 - Assignment on our Major Strengths and Two Basic values of life 03/05 - Interactive session Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society. Also, we discussed the importance of the working character of an individual to develop the good side of a person. Importance of knowing the customer and how to address someone professionally with respect.
Linking theory (Classroom learning) with practice at your organisation	The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills. By discussing office etiquette, customer relations, and personal values, we connected these concepts to real-world applications within the organization. This linkage helps in understanding the practical implementation of respect, professional conduct, and ethical behavior, thereby fostering a cohesive and respectful workplace environment.
Gaps identified on the working area.	The primary gaps identified in the working area include inconsistent adherence to professional etiquette, insufficient understanding of customer needs, and a lack of emphasis on personal values and ethical conduct. These gaps hinder effective communication, customer satisfaction, and overall workplace harmony. Addressing these issues through targeted training and reinforcement of key principles is essential for improvement.
Suggestions for improvement	To improve, implement regular training sessions on professional etiquette and customer relations, ensuring all employees understand and adhere to these standards. Establish a mentorship program to reinforce personal values and ethical conduct. Regular feedback and assessments can help identify ongoing gaps and provide a platform for continuous improvement and development within the organization.
Plan for the next week.	Interactive session on power of words Importance of flow of : Information - Translation - Action - Persuasion in customer's mind.

--	--

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 2

From: ...06/05/2024... to...12/05/2024...

Activity Done	08/05 – Assignment Where we elaborate our first assignment on Strengths and Key values in life by citing examples, Do's and Don'ts in Business Communication & Power of etiquettes in: Office, Meeting table, Field, During Travelling, Business society. Also sent a voice recording of 3-4 minutes highlighting our learnings on above topics. 11/05 - Interactive session During the session we discussed, Power of words like: Please, Thank you, Ask and Apologies / Sorry in our day to day life as well as in our upcoming professional life. Talk about to keep the experiences ready where these words helped us in daily life. 12/05 – We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc to energize ourself.
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions effectively bridged theoretical concepts with practical applications. By focusing on strengths, values, and business communication, we learned to embody professionalism and etiquette in various scenarios. These activities enhanced our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional development with organizational goals.
Gaps identified on the working area.	Several gaps were noted, such as inconsistent use of polite language, insufficient flow of information, and neglect of physical fitness. Additionally, there was a lack of practical application of discussed etiquettes in real-life scenarios, leading to a disconnect between theoretical knowledge and practice.
Suggestions for improvement	To address these gaps, implement workshops emphasizing polite language use and effective communication strategies. Foster a culture of regular information sharing and physical fitness through team activities and wellness programs. Encourage practical application of etiquettes through role-playing exercises and continuous feedback mechanisms to ensure alignment with organizational standards.
Plan for the next week.	Focus on Continuous Practice and Learning to become a Professional Executive. Understanding of Corporate Etiquettes, Netiquettes and dining table manners in corporate. Differentiate Branding & Marketing.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 3

From: ...13/05/2024... to...19/05/2024...

Activity Done	13/05 – Assignment Where we submitted our second assignment in Handwritten. Also shared our hobbies in the above assignment, made a video of ourselves after memorizing the above assignment and shared it. 15/05 - Interactive session During the session, we learn to focus on Continuous Practice and Learning to become a Professional Executive, also, Do's and Don'ts in Corporate Culture and the importance of Body Language. 17/05 - Assignment About what are Corporate Etiquettes, Netiquettes and dining table manners in corporate and shared a video of our learnings also. Shared the understanding of the difference between Branding and Marketing with Examples.
Linking theory (Classroom learning) with practice at your organisation	The assignments and sessions underscored the importance of continuous learning, professional etiquette, and effective communication. Through handwritten assignments and video recordings, we reinforced theoretical knowledge by applying it to real-life scenarios. This hands-on approach solidified our understanding of corporate etiquette, body language, and the distinction between branding and marketing.
Gaps identified on the working area.	Gaps include sporadic practice of learned etiquettes, lack of awareness regarding corporate etiquettes and netiquettes, and insufficient understanding of body language's impact. Additionally, there is often confusion between branding and marketing concepts, leading to ineffective strategies.
Suggestions for improvement	To bridge these gaps, implement regular practice sessions and workshops on corporate etiquette and body language. Encourage employees to share feedback and experiences to enhance practical understanding. Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts.

Plan for the next week.

Study about how to build ourself as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 4

From: ...20/05/2024... to...26/05/2024...

Activity Done	20/05 - Interactive session During the session, we covered the important information about branding & marketing also the importance of building ourselves as a brand. 21/05 – Assignment Where we created groups/clusters among ourselves and prepared a video assignment combining the below given topics: 1. Dining table etiquettes on global level (where we have to choose a country and study their etiquettes) 2. How to build ourself as a brand. 3. How to be a good listener and its importance. 22/05 – Interactive session During the session we talk about the areas of individual person where he/she need to work i.e. Lacking area. 24/05 - Interactive session In the session we focused on Brand & Corporate building in the following ways: 1. How to build ourself as a brand and reinvent ourselves (while working in corporate we should- Brand ourselves, Brand the corporate we are working in and Brand the product we are promoting). 2. How the Marketing Campaigns are created and implemented in the market. 3. How to make our mind Creative and Innovative. 4. How to set SMART targets. i.e. Specific, Measurable, Achievable, Relevant & Realistic and Time bound. Also, we are advised to study the success story of Kurkure in the market for our own understanding and learning.
Linking theory (Classroom learning) with practice at your organisation	The sessions and assignments provided a comprehensive framework linking theoretical concepts of branding, marketing, and personal development with practical applications. Through group video assignments, we explored global dining etiquettes, personal branding, and active listening. Interactive discussions on corporate branding, marketing campaigns, and setting SMART targets enhanced our practical understanding and application of these concepts.

Gaps identified on the working area.	Identified gaps include insufficient emphasis on personal branding, a lack of creative and innovative thinking in marketing strategies, and the need for improved listening skills. Additionally, there is a gap in setting and adhering to SMART targets, leading to inefficiencies and unmet goals.
Suggestions for improvement	Identified gaps include insufficient emphasis on personal branding, a lack of creative and innovative thinking in marketing strategies, and the need for improved listening skills. Additionally, there is a gap in setting and adhering to SMART targets, leading to inefficiencies and unmet goals.
Plan for the next week.	Preparation of “molecule / brand wise presentation” Session on “Ongoing preparation & jobs accomplishments”

Signature of the Student

Approved by the IIHMR University’s Mentor

5th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 5

From: .27/05/2024... to...02/06/2024...

Activity Done	During the Fifth week of my summer internship, Firstly, I started making brand plan and in it I have included SWOT analysis, 5C analysis and STP of product. After that I completed RCPA of molecule Dutasteride drug in Jaipur. Then, I was asked to create a marketing campaign for the Dutasteride molecule, and I successfully prepared a market campaign in which I covered objectives, budget planning, LBL, promotional gifts, etc.
Linking theory (Classroom learning) with practice at your organisation	From these experiences, I gained valuable insights and knowledge, including: a) Setting USP of product: I learned to find key points on which we can play in efficient marketing of our product. b) Data Analysis: Following the collection of field data, data analysis is required to identify important insights. c) Basic information on how to develop an effective brand plan. d) How to deal with pharmacist on the chemist shop.
Gaps identified on the working area.	Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks. These gaps can hinder professional growth and the ability to effectively market and promote products.
Suggestions for improvement	To bridge these gaps, provide ongoing training and workshops focused on daily implementation of etiquettes and body language. Encourage deeper product research and knowledge-sharing sessions to enhance branding efforts. Implement regular check-ins and feedback sessions to ensure consistent preparation and job accomplishment, fostering a proactive and well-prepared workforce.
Plan for the next week.	- Gain the insights about: - Time management strategy - Qualities to become a Good leader - Leadership skills - Interactive session with business leaders of Microlabs

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Mico Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 6

From: ...03/06/2024... to...09/06/2024...

Activity Done	05/06 – Assignment Where we done some of the updates in our brand plan like mentioned the unique brand & corporate name with rationale, direct & indirect competitors should be mentioned with company name, brand name, molecule names and their MRPs, also included the pack inserts having all the information regarding the molecule and its usage. 04/06 - Assignment On the topic “Time management strategy” 05/06 - Assignment On the topic “Qualities to become a Good leader” 06/06 - Assignment Where we made Fitness/Exercise video showing our workout activities, also made the video of practicing the leadership skills in clusters. 08/06/2024 - Interactive session This session is with the business leaders of Microlabs with the name “Talk with our business leaders” In the session we learnt about: 1. Evolution of Marketing. 2. Importance of Digital marketing 3. Various domains of Digital marketing 4. Need of Digital Marketing in Pharma 5. What are pharma campaigns and their objectives 6. Various steps in designing pharma campaigns. 7. How to conduct Effective Doctor calls Importance of Field Work in Pharma etc.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation.	The assignments and interactive sessions effectively merged theoretical knowledge with practical applications in the fields of branding, leadership, time management, and digital marketing. By updating brand plans, managing time strategically, and practicing leadership skills, we translated classroom learning into actionable tasks. Engaging with business leaders provided insights into the practical aspects of pharma marketing and fieldwork.
Gaps identified on the working area.	Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. Additionally, there is a need for better integration of digital marketing strategies in daily operations and an enhanced focus on effective doctor calls and fieldwork in the pharma sector.
Suggestions for improvement.	To address these gaps, implement training sessions on advanced time management techniques and competitor analysis. Encourage regular leadership workshops and practical exercises. Develop a comprehensive digital marketing training program to ensure integration of these strategies into daily tasks. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement and results in the pharma industry.
Plan for the next week.	Yet to know, will be decide on Monday.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 7

From: ...10/06/2024... to...16/06/2024...

Activity Done	11/06 – Interactive session Where we presented our Brand Plan presentation and discussed our learnings from the previous sessions. 13/06 - Interactive session Where we had an expert talk on “Perception Mapping: A Way Towards Strategic Decision Making” by Meenal Mam who has a vast experience in sales, business development and consultancy. 13/06 - Interactive session On the topic “Business Finances Management”
Linking theory (Classroom learning) with practice at your organisation	The interactive sessions and brand plan presentations reinforced our ability to apply theoretical concepts in practical settings. Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and financial acumen necessary for business success.
Gaps identified on the working area.	Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. Additionally, the ability to cohesively integrate these skills into daily operations is still developing.
Suggestions for improvement	To address these gaps, conduct regular workshops and training sessions on strategic decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques. Encourage continuous learning and real-world practice to ensure these skills are effectively integrated into daily business operations, fostering a more strategic and financially sound approach to decision-making.
Plan for the next week	To learn about 1. Trademarks - Intellectual Property Rights (IPR) 2. Code of Ethics of Business 3. PESTEL analysis Campaign designing, etc.

Signature of the Student

Approved by the IIHMR University’s Mentor

8th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 8

From: ...17/06/2024... to...23/06/2024...

Activity Done	17/06 - Assignment Where we prepared the presentation on the below points in continuation to our brand plan ppt. 1. Importance of content writing in terms of Font size and Font style. 2. Trademarks - Intellectual Property Rights (IPR) 3. Code of Ethics of Business 4. PESTEL analysis of your Brand 5. Campaign designing 6. Distribution and Distribution channels Also, to understand the Distribution and Distribution channels of pharmaceuticals, we are advised to go in the market with our ID cards and request to pharmacy shop people to explain the process of distribution. 18/06 – Assignment In this assignment we prepared the word document on the topics mentioned below: 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to brand plan ppt & also we talk about our learnings to the above topics.
Linking theory (Classroom learning) with practice at your organisation	The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels. Preparing and presenting on these topics, followed by real-world market visits, enhanced our understanding of the practical aspects of pharmaceutical distribution and strategic branding.
Gaps identified on the working area.	Identified gaps include inconsistent application of proper content writing standards, limited understanding of intellectual property rights and business ethics, and a need for deeper knowledge of distribution channels and PESTEL analysis. Additionally, practical

	experience in campaign designing and implementation remains underdeveloped.
Suggestions for improvement	To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics. Encourage hands-on projects and market visits to deepen understanding of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis. Continuous feedback and peer reviews can further ensure consistent application and integration of these concepts in daily operations.
Plan for the next week.	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

Signature of the Student

Approved by the IIHMR University's Mentor

9th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Week no: 9

From: ...24/06/2024... to...01/07/2024...

Activity Done	25/06 – Assignment Where, we prepared the PowerPoint presentation on the topics mentioned below: 1. Neuro marketing 2. Demographics and its importance 3. Expense planning and return on investment (ROI) 4. Employment laws 5. People planning strategy 6. Business negotiations 7. Advertising and Brand promotion (Optional-Can do by taking an example of OTC brand) 8. Adaptability and change management. 29/06 – Interactive session Where we talk regarding our summer internship report submission and other queries & also marks the final session of our completed summer training program. 01/07 – Final assignment About the connecting dots & 7C's of the marketing.
Linking theory (Classroom learning) with practice at your organisation	The final assignments and interactive sessions provided comprehensive insights into advanced marketing concepts, business strategies, and practical applications. By preparing presentations on neuromarketing, demographics, ROI, employment laws, people planning, business negotiations, and more, we integrated these theories into actionable strategies. The summer internship report and discussions ensured a holistic understanding and reflection on our learnings.
Gaps identified on the working area.	Gaps identified include varying levels of understanding and application of advanced marketing techniques, strategic business planning, and adaptability to change. Additionally, practical experience in business negotiations and people planning strategy needs further development.
Suggestions for improvement	To address these gaps, conduct advanced training sessions on neuromarketing, ROI calculation, and business negotiations. Encourage role-playing and simulations to enhance practical skills. Develop workshops on adaptability and change management to prepare for dynamic business environments. Continuous learning and real-world applications will ensure these advanced concepts are effectively integrated into daily operations, enhancing overall strategic and operational efficiency.
Plan for the next week.	End of Summer Training

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Shruti Shukla

Roll no: 0577

Stream: MBA Pharmaceutical Management

Activity Done	During my internship at Microlabs, spanning from April 29 to July 1, I engaged in a diverse range of activities that enriched my professional skills and knowledge. Initially, sessions focused on understanding internship expectations and personal strengths, emphasizing values crucial for professional life. Interactive sessions explored etiquettes, communication skills, and the power of words, essential in both personal and professional contexts. Assignments were integral, involving reflections on strengths, values, and practical demonstrations through videos and presentations. Topics extended to corporate culture, branding strategies, and market campaigns, including practical exercises like creating a brand plan and designing a marketing campaign for a pharmaceutical product. Further interactive sessions with business leaders broadened insights into marketing evolution, digital strategies in pharma, and effective doctor calls. Expert talks covered strategic decision-making and business finance management, enhancing my understanding of real-world applications in sales and consultancy. The culmination involved preparing comprehensive presentations on diverse topics like neuro marketing, demographics, and business negotiations. These experiences not only developed my skills in leadership, time management, and fitness but also equipped me with a holistic understanding of branding, marketing, and corporate ethics within the pharmaceutical sector.
Linking theory (Classroom learning) with practice at your organisation	Throughout the nine-week program, the interactive sessions and assignments have seamlessly integrated theoretical knowledge with practical applications across various dimensions of professional development. By delving into professionalism, ethics, and interpersonal skills through engaging discussions and hands-on assignments, we have cultivated a deeper understanding of respect, ethical behavior, and effective workplace dynamics. These activities not only emphasized the importance of continuous learning and professional etiquette but also sharpened our communication skills and ability to apply theoretical frameworks to real-life scenarios. From exploring global dining etiquettes to analyzing market data and developing brand plans, each session contributed to our holistic growth in branding, marketing, leadership, and digital proficiency. The culmination of presenting brand plans and engaging with industry experts underscored our grasp of strategic decision-making and market dynamics. Moreover, sessions on business ethics, intellectual

	property, and PESTEL analysis provided invaluable insights into ethical business practices and comprehensive market assessment. Overall, the program has not only equipped us with practical skills in corporate etiquette and effective communication but has also aligned our personal development goals with organizational objectives, fostering a collaborative and respectful workplace environment conducive to professional growth and success.
Gaps identified on the working area.	There are no such major gaps
Suggestions for improvement	some more classes and effective learning should be added

Signature of the Student

Approved by the IIHMR University's Mentor

Conclusion

During my summer internship, I immersed myself in a comprehensive learning experience that covered various facets of business management and corporate operations. One of the foundational lessons was understanding the significance of strength and values. This knowledge has reinforced my commitment to ethical decision-making and leadership, crucial for long-term success in any professional field. Moreover, the emphasis on the do's and don'ts in business communication equipped me with the skills to convey messages effectively and professionally, fostering positive relationships within a corporate setting.

Another crucial area of learning was corporate etiquette and netiquette, highlighting the need for appropriate behavior both in person and online. Understanding dining table manners in a corporate context underscored the importance of etiquette in building and maintaining professional relationships. Differentiating between branding and marketing provided me with a deeper appreciation of how these elements work together to shape a company's image and drive business success. Insights into time management strategies and personal branding are essential for becoming an effective leader.

My internship also delved into strategic aspects of marketing, including developing a brand plan and applying the 7C's of marketing. These tools are invaluable for creating compelling marketing campaigns that resonate with target audiences. Additionally, I learned about the importance of content writing, especially in terms of font size and style, which plays a critical role in ensuring marketing materials are engaging and accessible. Lessons on trademark, intellectual property rights (IPR), and the code of ethics in business equipped me with the knowledge to navigate legal and ethical challenges in the business world.

Moreover, the internship provided practical insights into PESTEL analysis, campaign design, and distribution channels, vital for strategic planning and execution. I explored the therapeutic relationship in branding and the concept of connecting dots, emphasizing the importance of creating meaningful and cohesive brand narratives. Understanding customer value propositions and neuromarketing deepened my knowledge of consumer behavior and how to tailor marketing strategies to meet their needs.

Furthermore, the emphasis on demographics, expense planning, and return on investment (ROI) calculations gave me a solid grounding in financial planning and analysis. Employment law, people planning strategy, and business negotiations provided a well-rounded understanding of human resource management and negotiation tactics. The focus on adaptability and change management highlighted the importance of being resilient and flexible in a constantly evolving business environment.

Finally, discussions on health and business wealth, along with passion and professional life balance, underscored the need for maintaining personal well-being while pursuing professional goals. This holistic approach to learning has prepared me to navigate the complexities of the corporate world with confidence and integrity.

I would like to extend my heartfelt thanks to the entire team at Micro Labs and my mentor for their guidance, support, and invaluable insights throughout this enriching internship experience. Their mentorship has been instrumental in shaping my professional growth and development.