

SUMMER INTERNSHIP PROGRAM

at

CIPLA Ltd.

From 6th May – 6th July 2024

A REPORT BY

Shantanu Sanjay Shende

Master of Business Administration

(PM – 15)

2023-25

under the Mentorship of

Dr. Saurabh Kumar Banarjee.



Date: 30th June 2024

To Whomsoever It May Concern

This is to certify that **Shantanu Sanjay Shende (IIHMR-U/02/2023-25/0574)** of IIHMR University, Jaipur has successfully completed 2 Months Summer Internship as a Market Research Intern from 01st May 2024 to 30th June 2024 from Cipla Ltd. under the guidance of Mr. Harshal Gangurde.

His/Her overall performance during the internship was found to be sincere and dedicated.

We wish him/her success in his/her future endeavors.

For Cipla Ltd.



Mr. Harshal Gangurde

Marketing Head
PH Care

Cipla Ltd.,

Regd. Office: Cipla House, Peninsula Business Park, Ganpatrao Kadam Marg.
Lower Parel, Mumbai - 400013. India. **Website:** www.cipla.com

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shantanu Sanjay Shende** of academic year 2023-25 of **School of Pharmaceutical Management** has prepared a poster with respect to his/her summer internship held during May-June 2024.

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

Date: 22 July 2024

Signature of faculty Mentor

Dr. Saurabh Kumar Banerjee
Associate Professor
IIHMR UNIVERSITY JAIPUR

University Mentor:- Dr. Saurabh Kumar Banerjee

Industry Mentor:-Mr. Nidhish Gaurav

Presented by:- Shantanu Shende

Batch :- MBA- PM

ROLL No. :- 0574

Cipla is an esteemed Indian Pharmaceutical Company, it's headquarter is situated in Mumbai, India. Established by Dr. Khwaja Abdul Hameid in 1953. Cipla has become one of the prominent Pharmaceutical Company as it operates over in 80 countries and formulates a wide range of Pharmaceutical products such as Cardiovascular, urology, anti-retroviral, respiratory, HIV, oncology, ophthalmology, child health, women health. The revenue growth for Cipla in FY 2022–2023 was 5% YoY. In the five years (from 2018 to 2022), the CAGR was 8%. Specifically, YoY 215 bps was the return on invested capital (RoIC).

Objective of Internship:

To gain practical experience in Pharmaceutical Sales and Marketing at Cipla, developing skills in promoting products ethically and contributing to Healthcare.

Usefulness of Internship:

- Develops skill like Communication
- Knowledge about ILD
- Hands-on experience in Pharmaceutical Sales.

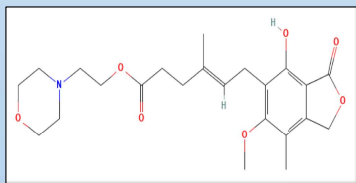
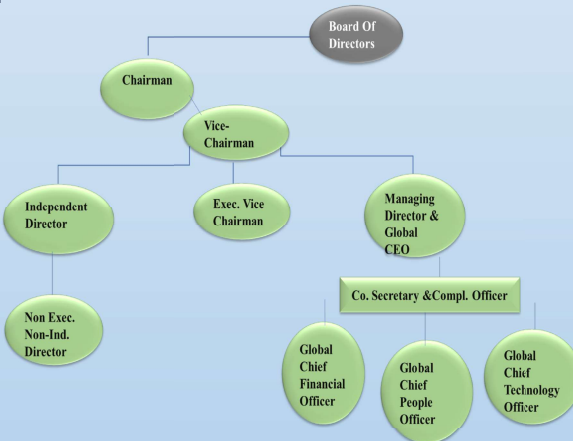
Vision

To ensure affordable access to high- quality medicines globally, driven by innovation, sustainability, and a patient centric approach.

Mission

To be a leading global Pharmaceutical company by delivering innovative and affordable healthcare and improving patient's life.

Organizational Structure



Structure of MMF

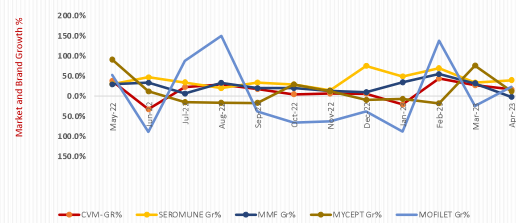
Challenges faced during Internship

- Difficulty in obtaining relevant & sufficient data for analysis.
- Time constraints
- Market dynamics can change rapidly.
- Developing and applying analytical skills to interpret data effectively and derive meaningful insights

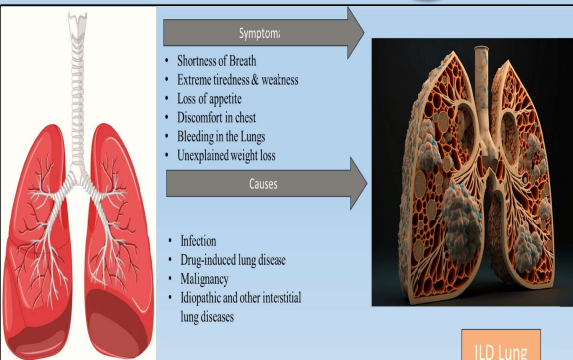
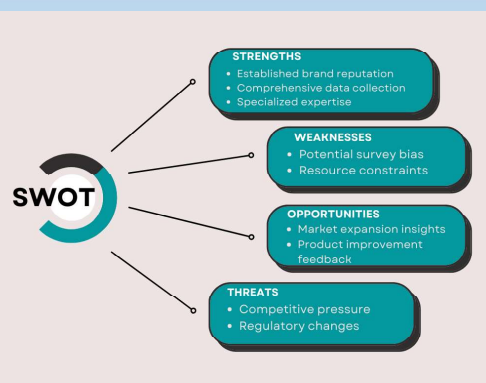
Key Findings

- **Physician Perception:** High satisfaction with Seromune 500's efficacy and safety profile.
- **Market Demand:** Growing demand for immunosuppressants, particularly in emerging markets.
- **Competitive Landscape:** Cipla maintains a strong position but faces competition from both generic and branded formulations.

Market and Brand and Growth



Market and Brand and Growth



Normal Lung

ILD Lung

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 01

From: 6th May to 11th May 2024

Activity Done	• Introductory Session. • Understanding the Preparation of Brand Plan. • Understanding the Strategies and Tactics in PMT. • Making Presentation on Seromune 500mg. • Getting knowledge about data of different segments & learned about MAT values.
Linking theory (Classroom learning) with practice at your organisation	• At Cipla, we're committed to bridging the gap between theory and practice in developing the brand plan for Seromune 500. • Our process begins with in-depth classroom learning, where we explore marketing theories, consumer insights, and strategic frameworks relevant to pharmaceuticals.
Gaps identified on the working area.	• Till now not identified.
Suggestions for improvement	• No Need.

Plan for the next week	• Understand & learn deep knowledge about developing brand plans. • Develop 1-2 brand plans for different segments. • Understanding the data analysis.
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Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 02

From: 13th May to 18th May 2024

Activity Done	• Questionnaire is prepared for Seromune 500 mg, revising ppt of Seromune based on feedback given by Nidhish sir. • Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. • New Excel data of respiratory brands is given for analysis.
Linking theory (Classroom learning) with practice at your organisation	• I applied Excel concepts taught in class, such as MAT, YTD, forecasting. • Got introduced to new concepts- Evolution index (EI), % Saliency of Cipla to Company, Covered market %, Market Capitalization Index(MCI)
Gaps identified on the working area.	• As per feedback received from Sir, work should be done more faster and efficiently.
Suggestions for improvement	• To explore Cipla MED website which gives detailed information about their formulations. • To give more time for analysis of Excel data, which will help me in the future
Plan for the next week	• A meeting is scheduled with the Marketing manager of Cipla who will guide us on the questionnaire and also about the market assessment which is to be performed on the field in June. • The questionnaire will be reviewed by the Marketing manager and Nidhish sir.

Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 03

From: 20th May to 25th May 2024

Activity Done	• Questionnaire is prepared for Seromune 500 mg, revising ppt of Seromune based on feedback given. • Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. • Analyzing the new data provided to us.
Linking theory (Classroom learning) with practice at your organisation	• I applied Excel concepts taught in class, such as MAT, YTD, and forecasting. • Got introduced to new concepts- Evolution index (EI), % Saliency of Cipla to Company, Covered market %, Market Capitalization Index(MCI)
Gaps identified on the working area.	• -
Suggestions for improvement	• To explore Cipla MED website which gives detailed information about Cipla's formulations.
Plan for the next week	• Review and revision of questionnaire and brand plan.

Shantanu Shende

Signature of the Student

Reporting Format

(Week 4)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 04

From: 27th May to 1st June 2024

Activity Done	• Done the Brand Plan of seromune 500. • Also working on questionnaire for the physician perception survey. • Understanding the how to develop brand plan in corporates. • Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. • Analysing IQVIA external data which gives a detailed overview of state-wise and zone-wise information. • Including rank wise information of data of brands allotted to us in the ppt. • Started preparation of ppt for a new brand Foracort.
Linking theory (Classroom learning) with practice at your organisation	• I applied Excel concepts taught in class, such as MAT, YTD, and forecasting.
Gaps identified on the working area.	• Not Identified.
Suggestions for improvement	• To explore the Cipla MED website which gives detailed information about Cipla's formulations.

Plan for the next week	• Working on new brand plan of Foracort 200. • Also complete the Questionnaire for the PPS (Physician Perception Survey). • Understanding scientific study of Foracort 200.

Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 05

From: 1st June to 8th June 2024

Activity Done	• Finalizing questionnaire. • Reading books which sir recommended. • Preparing PPT for a new brand. • Finding medical colleges and hospitals for market assessment.
Linking theory (Classroom learning) with practice at your organisation	• Analysing IQVIA data using excel as taught in class.
Gaps identified on the working area.	• Be consistent in the work.
Suggestions for improvement	• Identifying medical colleges, hospitals, working on new brand plan, focusing on excel data, using formulas for generating new insights.
Plan for the next week	• Analyzing data obtained from healthcare providers till now.

Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 06

From: 10th June to 15th June 2024

Activity Done	- Started questionnaire survey for the brand Mycophenolate mofetil. - Visited doctors and specialists.
Linking theory (Classroom learning) with practice at your organisation	Digital marketing
Gaps identified on the working area.	Completing survey
Suggestions for improvement	Identifying medical colleges, hospitals, working on new brand plan, focusing on excel data, using formulas for generating new insights.
Plan for the next week	- Making report for submission at Cipla. - Completing digital marketing module given to us.

Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 07

From: 24th June to 29th June 2024

Activity Done	• Conducted comprehensive analysis of the Physician Perception Survey (PPS) data for mycophenolate mofetil. • Prepared a detailed report summarizing key findings, trends, and actionable insights. • Participated in meetings with the marketing team to discuss the survey results and their implications for marketing strategies. • Assisted in drafting the initial components of a marketing plan based on the survey findings. • Collaborated with the team to start finalizing the marketing strategy for mycophenolate mofetil.
Linking theory (Classroom learning) with practice at your organisation	• Applied market research methodologies learned in class to real-world data collection and analysis. • Utilized statistical tools and techniques from coursework to interpret survey data effectively. • Integrated marketing theories into the creation of strategic recommendations for promoting mycophenolate mofetil. • Demonstrated the importance of consumer behaviour understanding in developing effective marketing strategies.
Gaps identified on the working area.	• Need for more streamlined communication channels between different departments involved in the survey. • Limited use of advanced data analytics tools which could enhance the depth of data insights. • Inadequate training on specific software tools used for data analysis within the organization. • Some team members lack awareness of the latest market research trends and methodologies.

Suggestions for improvement	• Implement regular training sessions on advanced data analytics tools and software. • Enhance inter-departmental communication through scheduled weekly meetings. • Encourage continuous learning and development on recent market research trends for all team members.
Plan for the next week	• Finalize the comprehensive marketing plan for mycophenolate mofetil. • Conduct a feedback session with the marketing team to review the survey process and identify areas for future improvement. • Prepare a detailed presentation summarizing the entire PPS project and its findings. • Participate in a wrap-up meeting to discuss the overall internship experience and key contributions. • Complete any remaining documentation and finalize reports related to the internship activities.

Shantanu Shende

Signature of the Student

Reporting Format

(Weekly)

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Week no: 08

From: 1st July to 6th July 2024

Activity Done	• Finalized the comprehensive marketing plan for mycophenolate mofetil and submitted it to the marketing team. • Conducted a feedback session with the marketing team to review the entire process of the Physician Perception Survey (PPS) and discussed potential improvements. • Prepared a detailed presentation summarizing the key findings, insights, and strategic recommendations from the PPS. • Participated in a wrap-up meeting with the marketing department to discuss the overall internship experience and contributions. • Completed all pending documentation and reports related to the internship activities.
Linking theory (Classroom learning) with practice at your organisation	• Utilized knowledge of strategic marketing frameworks from classroom learning to develop a robust marketing plan. • Applied data analysis techniques learned in class to interpret survey results and derive actionable insights. • Demonstrated the application of consumer behavior theories in understanding physician perceptions and tailoring marketing strategies accordingly.
Gaps identified on the working area.	• Need for more integrated use of digital marketing tools to enhance outreach and engagement. • Occasional delays in communication between departments, affecting project timelines. • Lack of standardized procedures for conducting market research, leading to inconsistencies in data collection and analysis.

Suggestions for improvement	• Implement a structured digital marketing strategy to leverage online platforms for better outreach. • Establish clear communication protocols and regular check-ins to ensure timely updates and coordination between departments. • Develop standardized procedures and guidelines for conducting market research to ensure consistency and reliability of data. • Foster a culture of continuous improvement by encouraging regular feedback and innovation in marketing practices.
Plan for the next week	• Reflect on the entire internship experience and document key learnings, challenges faced, and skills developed. • Prepare a comprehensive internship report for submission to the college, including detailed descriptions of all activities, projects, and contributions. • Create a personal development plan to build on the skills and experiences gained during the internship. • Stay in touch with mentors and colleagues at Cipla to maintain professional relationships and seek guidance for future career growth.

Shantanu Shende

Signature of the Student

Compiled Reporting Format

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shantanu Sanjay Shende

Roll no: 0574

Stream: MBA-PM-15

Activity Done	<u>1. Introductory Session:</u> • Participated in the initial orientation session to understand the internship structure and expectations. <u>2. Understanding the Preparation of Brand Plan:</u> • Learned the components and steps involved in preparing a comprehensive brand plan. • Applied theoretical knowledge to practical scenarios for better understanding. <u>3. Understanding the Strategies and Tactics in PMT:</u> • Gained insights into strategic and tactical planning within the Product Management Team (PMT). • Understood the role of PMT in brand management and market positioning. <u>4. Making Presentation on Seromune 500mg:</u> • Created a detailed presentation for Seromune 500mg, highlighting key aspects and benefits. • Incorporated feedback from Nidhish Sir to refine the presentation. <u>5. Getting Knowledge About Data Segments & MAT Values:</u> • Learned about data segmentation and the importance of Monthly Aggregate Total (MAT) values. • Understood how to interpret and utilize MAT data for market analysis.
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6. Preparing and Revising Questionnaire for Seromune 500mg:

- Developed a comprehensive questionnaire to gather feedback on Seromune 500mg.
- Revised the presentation based on the feedback received.

7. Including Graphs and Pie Charts of MAT Data, Growth %, YTD Growth % in PPT:

- Enhanced the presentation by including visual aids like graphs and pie charts.
- Presented MAT data, growth percentages, and Year-To-Date (YTD) growth percentages effectively.

8. Analyzing New Excel Data of Respiratory Brands:

- Analyzed the new data provided for respiratory brands.
- Extracted key insights and trends to inform brand strategy.

9. Completing the Brand Plan for Seromune 500:

- Finalized the brand plan for Seromune 500, ensuring all critical elements were covered.
- Integrated insights from data analysis and feedback.

10. Working on Questionnaire for Physician Perception Survey:

- Continued developing the questionnaire for the physician perception survey.
- Ensured the questionnaire was comprehensive and targeted key areas of interest.

11. Understanding How to Develop Brand Plan in Corporates:

- Studied corporate approaches to brand planning.
- Understood the differences between theoretical and practical brand planning in a corporate environment.

12. Analyzing IOVIA External Data:

- Analyzed external data from IQVIA, focusing on state-wise and zone-wise information.

- Gained a detailed overview of market dynamics and competitive positioning.

13. Including Rank-wise Information of Brands in PPT:

- Integrated rank-wise information of brands into the presentation.
- Highlighted the competitive positioning and performance of various brands.

14. Starting Preparation of PPT for New Brand Foracort:

- Initiated the creation of a presentation for the new brand Foracort.
- Focused on key differentiators and market opportunities.

15. Finalizing Questionnaire:

- Finalized the questionnaire for various surveys, ensuring clarity and relevance.
- Prepared to gather insightful data from respondents.

16. Reading Recommended Books:

- Read books recommended by the mentor to enhance understanding of brand management and marketing strategies.

17. Preparing PPT for a New Brand:

- Continued working on presentations for new brands, incorporating strategic insights and data analysis.
- Ensured presentations were professional and impactful.

18. Finding Medical Colleges and Hospitals for Market Assessment:

- Conducted research to identify medical colleges and hospitals for market assessment.
- Gathered data to inform market entry and expansion strategies.

	<u>19. Starting Questionnaire Survey for Mycophenolate Mofetil:</u> • Launched the questionnaire survey for Mycophenolate Mofetil. • Engaged with doctors and specialists to gather feedback. <u>20. Visiting Doctors and Specialists:</u> • Conducted visits to doctors and specialists to gain firsthand insights. • Collected valuable feedback to inform product strategies and improvements.
Linking theory (Classroom learning) with practice at your organisation	At Cipla, we are committed to bridging the gap between classroom learning and practical application, particularly in the development of the brand plan for Seromune 500. This integration of theory and practice is essential for creating robust and effective strategies. <u>1. Classroom Learning:</u> • In-depth Exploration: Our process begins with a comprehensive exploration of marketing theories, consumer insights, and strategic frameworks relevant to the pharmaceutical industry. • Core Concepts: We cover essential concepts such as market analysis, brand positioning, competitive strategy, and consumer behavior. These foundational elements are crucial for understanding the dynamics of pharmaceutical marketing and developing effective strategies. <u>2. Application of Excel Concepts:</u> • Direct Application: Concepts learned in class, such as Monthly Aggregate Total (MAT), Year-To-Date (YTD) analysis, and forecasting, are applied directly to our data analysis processes. • Data Interpretation: These concepts help in accurately interpreting sales data and predicting future trends, ensuring that our marketing strategies are data-driven and evidence-based. <u>3. Introduction to Advanced Metrics:</u> • New Metrics: In addition to classroom-taught Excel concepts, I was introduced to new metrics essential

	for pharmaceutical marketing, enhancing my analytical capabilities. Evolution Index (EI): Measures the growth rate of a brand relative to the market, providing insights into brand performance. % Saliency of Cipla to Company: Indicates the significance of Cipla's products within the overall company portfolio, helping prioritize resource allocation. Covered Market %: Represents the market share covered by Cipla's products, highlighting market penetration. Market Capitalization Index (MCI): Assesses the market value of Cipla's brand compared to competitors, offering a competitive perspective. <u>4. Analyzing IOVIA Data:</u> Leveraging Excel Skills: Utilizing the Excel skills learned in class, I analyzed IQVIA data to gain insights into state-wise and zone-wise market dynamics. Competitive Positioning: This analysis provided a detailed overview of Cipla's competitive positioning and market opportunities, enabling informed strategic decisions and targeted marketing efforts. <u>5. Digital Marketing:</u> Enhanced Online Presence: Classroom knowledge of digital marketing was applied to enhance our brand's online presence. Strategic Implementation: Strategies included leveraging social media, search engine optimization (SEO), and online advertising to reach a broader audience and engage consumers effectively. These efforts not only increased brand visibility but also fostered deeper consumer engagement and loyalty.
Gaps identified on the working area.	<u>1. Data Integration and Accessibility:</u> Gap: Lack of integrated data systems. Impact: Delays in data access and decision-making.

- **Recommendation:** Implement a centralized data management system.

2. Communication and Collaboration:

- **Gap:** Fragmented communication between departments.
- **Impact:** Inconsistencies and misalignments in strategies.
- **Recommendation:** Foster open communication with regular inter-departmental meetings.

3. Training and Development:

- **Gap:** Insufficient continuous training programs.
- **Impact:** Outdated knowledge and missed opportunities.
- **Recommendation:** Conduct regular training sessions and workshops.

4. Use of Advanced Analytics:

- **Gap:** Limited use of advanced analytics tools.
- **Impact:** Less informed market analysis and decisions.
- **Recommendation:** Invest in advanced analytics tools and training.

5. Customer Feedback Mechanisms:

- **Gap:** Inadequate feedback collection systems.
- **Impact:** Disconnect between market needs and strategies.
- **Recommendation:** Develop robust feedback collection and integration systems.

6. Digital Marketing Strategies:

- **Gap:** Suboptimal digital marketing efforts.
- **Impact:** Limited reach and impact of campaigns.
- **Recommendation:** Create a comprehensive digital marketing strategy.

7. Resource Allocation:

- **Gap:** Inefficient resource allocation.
- **Impact:** Imbalanced spending and underfunding critical areas.
- **Recommendation:** Analyze and adjust resource allocation based on priorities.

	<u>8. Market Research and Insights:</u> • Gap: Insufficient depth in market research. • Impact: Strategies not fully capitalizing on opportunities. • Recommendation: Enhance market research methods for comprehensive insights. <u>9. Technology Utilization:</u> • Gap: Underutilization of marketing technologies. • Impact: Inefficiencies and lack of innovation. • Recommendation: Increase adoption of modern marketing technologies. <u>10. Strategic Alignment:</u> • Gap: Misalignment between strategic goals and daily activities. • Impact: Efforts not contributing effectively to objectives. • Recommendation: Align all activities with the company's strategic goals through regular reviews.
Suggestions for improvement	<u>1. Data Integration and Accessibility:</u> • Suggestion: Implement a centralized data management system that integrates various data sources. This would ensure easy access and faster retrieval of comprehensive data, enhancing the efficiency of decision-making processes. <u>2. Communication and Collaboration:</u> • Suggestion: Establish regular inter-departmental meetings and use collaborative tools like Slack or Microsoft Teams. This would improve communication, ensure alignment of objectives, and facilitate better collaboration across teams. <u>3. Training and Development:</u> • Suggestion: Develop a continuous training program that includes the latest marketing trends, tools, and technologies. Workshops, online courses, and guest

lectures from industry experts can keep the team updated and enhance their skills.

4. Use of Advanced Analytics:

- **Suggestion:** Invest in advanced analytics and data visualization tools such as Tableau or Power BI. Training the team on these tools can provide deeper insights and improve data-driven decision-making.

5. Customer Feedback Mechanisms:

- **Suggestion:** Create a robust feedback collection system, including surveys, focus groups, and customer interviews. Regularly review and integrate this feedback into the marketing strategies to better align with customer needs and preferences.

6. Digital Marketing Strategies:

- **Suggestion:** Develop a comprehensive digital marketing strategy that includes SEO, social media marketing, content marketing, and online advertising. Ensure this strategy complements traditional marketing methods for a holistic approach.

7. Resource Allocation:

- **Suggestion:** Conduct a thorough analysis of current resource allocation and adjust based on strategic priorities. Utilize project management tools to track and optimize the use of time and budget across various marketing activities.

8. Market Research and Insights:

- **Suggestion:** Enhance market research methods by incorporating both quantitative and qualitative approaches. Use tools like surveys, market analysis reports, and competitive intelligence to gain a comprehensive understanding of the market.

9. Technology Utilization:

- **Suggestion:** Increase the adoption of modern marketing technologies and platforms. Tools like CRM software, marketing automation platforms, and advanced analytics should be fully utilized to streamline processes and foster innovation.

10. Strategic Alignment:

- **Suggestion:** Regularly review and adjust marketing activities to ensure they align with the company's long-term strategic goals. Use strategic planning frameworks and performance metrics to keep the team focused and aligned.

11. Physician Perception Survey (PPS):

- **Suggestion:** Ensure the PPS for mycophenolate mofetil is comprehensive and targeted. Use a mix of quantitative and qualitative questions to gather detailed insights. Regularly review the survey methodology and incorporate feedback to improve its effectiveness.

12. Doctor and Specialist Engagement:

- **Suggestion:** Increase engagement with doctors and specialists through regular visits, webinars, and interactive sessions. This will help gather more in-depth feedback and build stronger relationships, which can be beneficial for both the PPS and overall marketing strategies.

13. Feedback Loop Implementation:

- **Suggestion:** Establish a feedback loop where insights gathered from the PPS and other surveys are regularly reviewed and integrated into the brand strategy. This ensures that the marketing approach remains responsive and adaptive to physician perceptions and market dynamics.

14. Continuous Improvement:

- **Suggestion:** Foster a culture of continuous improvement by encouraging team members to share ideas and best practices. Regularly conduct performance reviews and strategy sessions to identify areas for improvement and celebrate successes.

Shantanu Shende

Shantanu Shende

Signature of the Student

22/7/2024

Approved by IIHMR University Mentor