

SUMMER INTERNSHIP PROGRAM

at

MICROLABS Ltd

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Ruchila Fating

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sanjay Gupta

Dean IIHMR



Certificate of Recognition



This is to certify that

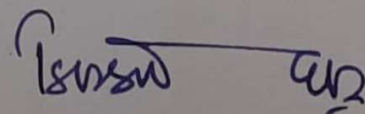
Ms. **RUCHILA DINKAR FATING**

of **2023 - 2025** *(batch) of* **IIHMR 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.*



Tavinder Jit Singh Vasudeva
President & CBO

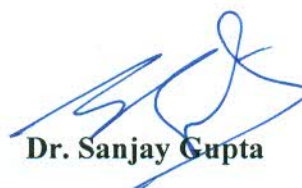
Date : 12-7-2024

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Ruchila Fating** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** Jaipur has prepared a poster with respect to her summer internship held during May-July 2024.

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

Date: 19/07/2024

A handwritten signature in blue ink, appearing to read 'Dr. Sanjay Gupta', written over the printed name.

Dr. Sanjay Gupta
Dean IIHMR

Name: Ruchila Dinkar Fating

Roll no: 0557

Stream: MBA PM 15

Faculty mentor: Dr. Sanjay Gupta

Industry mentor: Mr. Tavinder Jit Singh Vasudeva

MICROLABS LTD

Micro labs was incorporated on 7 th September 1973 . Micro Labs Limited's operating revenues range is Over INR 500 cr It is a multifaceted healthcare organization with a proficient marketing team . Have manufacturing facilities and R&D centers that are with international standards . It is ranked 14 the among prescriptions by SMSRC and 19 the in sales as per AWACS Mat . The company is well known for its brand "DOLO" while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti - infective , Ophthalmology, Pain, etc., . The company's domestic market share is around 2 % while it is among top 5 players in liver - therapy and in Oral Anti - diabetic segment . The company is placed 11 the in the Cardiovascular product division.

VISION : Micro Labs aspires to not only be the finest, but also a pioneer in the creation, production, and distribution of high-end pharmaceutical goods. Micro labs want to produce medicine of the greatest caliber and sell it for a reasonable price everywhere

MISSION : Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

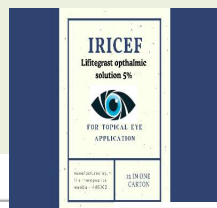
Organization structure



LEARNINGS AND VALUE ADDITION

Product Profile

- IRILIF (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).
- Lifitegrast works by reducing inflammation in the eyes.
- It blocks a specific protein called LFA-1 that is involved in causing inflammation. It is used in, Dryness, Redness, Stinging, Burning, or Scratchy Sensation, Watery Eyes, Blurred Vision, Eye Fatigue



Pack Size and Pack colour

Single-Dose Containers:

0.2 mL per single-use container, available in cartons containing 60 single-use containers.

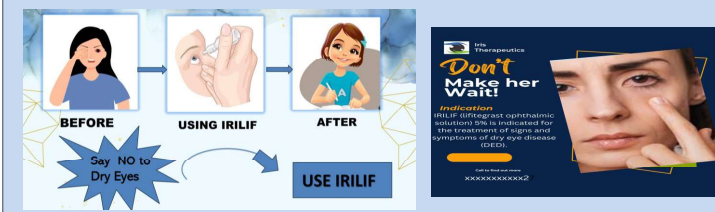
Multi-Dose Bottles:

5 mL multi-dose bottle

Pack color chosen: BLUE

evokes feelings of calm and trust, reassuring patients about the safety and efficacy of the product.

Marketing campaign



Direct Competitors

Product	Company Name
Restasis	Allergan
Cequa	Sun Pharma
Tyrvaya	Avet Lifesciences

In Direct Competitors

Product	Company Name
Refresh	Allergan
Thera Tears	Prestige consumer healthcare
Systane	Alcon

Pestel analysis

Political factor

- Lifitegrast (Xiidra) FDA-approved in the US, but Novartis withdraws EU application due to EMA decision.

Economical factor

- Economic growth, inflation rates, interest rates, and currency exchange rates are significant factors.
- High initial investments required for development and installation

Sociocultural factor

- Understanding consumer preferences, lifestyle changes such as increased screen time, and buying behaviors is crucial.

Technological factor

- Rapid advancements such as the integration of AI, IoT, and blockchain are enhancing efficiency, security, and scalability in the Lifitegrast API market.

Legal factor

- Protecting IP: Crucial due to high R&D investment & tech advancements-
- Compliance: Adherence to production, safety & environmental standards

Environmental factor

- There is increasing pressure to adopt environmentally sustainable practices.
- Reducing carbon footprint
- Making eco-friendly products
- Following stricter environmental rules

SWOT Analysis

Strength

- Effective treatment for dry eye disease
- Gained FDA approval, ensuring safety and efficacy for patients.

Weakness

- As a prescription medication, it is expensive for some patients.

Opportunity

- Development of new formulations or delivery methods
- Market Expansion in regions with high prevalence of dry eye disease.

Threats

- Other treatments for dry eye disease, both existing and under development, pose significant competition.

Value of an Internship

Participating in micro laboratories and a training program helped me in becoming more aware about the value of conceptual knowledge and experience, Understanding the realities of the corporate world, Recognizing the importance of adaptability and planning for success

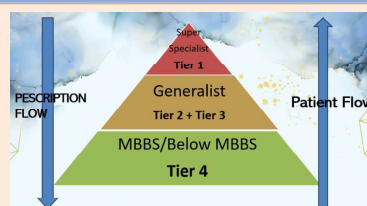
Challenges faced

- My most challenging task was time management. I had to complete all my work within limited timeframes, which was another learning.
- As we had to submit the videos of our daily learnings, It was quite challenging for me at the start, But consistency made me overcome these challenges.

Suggestions

- Did not get field exposure. Company should try to give field exposure

Distribution channels



Tier 4 to Tier 1 treatment progression:- Increased medications, Newer medicines, Therapeutic doses, Preventive treatment
Doctors in higher tiers learn from Tier 1 practices and gain exposure to updated medications.

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research
& Brand Planning

Name of the Student: Ruchila Fating

Roll no: 0557

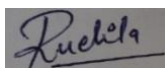
Stream: Pharmaceutical Management

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. I understood the importance of identifying strengths & Values in life. such as adaptability. I applied these principles by using my strengths on projects & ley Upholding honesty in my interactions with colleagues.
Gaps identified on the working area.	The primary gaps identified were, Recognizing individual strengths and teams, Strengths & Values! Integrating strengths into proper Planning and execution.
Suggestions for improvement	1) Conducting regular assessment to identifying & updating individual and team strengths. 2) Providing training sessions on improving communication. 3) Implementing feedback mechanism to evaluate responding to challenges.
Plan for the next week	Elaborating strengths and key values in life Do's and Dont's in business Power of etiquettes.

Signature of the Student:



Approved by the IIHMR University mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

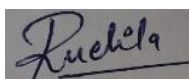
Stream: Pharmaceutical Management

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. Also, we discussed the importance of flow of: Information - Translation - Action - Persuasion in customer's mind. 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	1) understanding the significance of identifying strengths and key Value. 2) Applying this knowledge at organization and leveraging individual team strengths to enhance project outcomes.
Gaps identified on the working area.	As such no gaps were identified, there was proper coordination among people working in the organization. But there was a lack of practical application of discussed etiquettes
Suggestions for improvement	providing ongoing training on Etiquettes in different settings. creating Reference Material for Employees. Establishing mentor programs to promote Etiquettes ,all events & adherence.
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. Differentiation of Branding & Marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

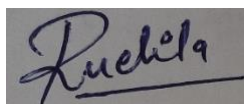
Stream: Pharmaceutical Management

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, I was able to gain confidence and learn how to behave on meeting table, dining area.
Gaps identified on the working area.	As Unaware of some Etiquettes could have behaved wrongly but now after practising the Etiquettes It helped to learn how to behave in business environment.
Suggestions for improvement	Implement regular practice sessions and workshops on corporate etiquette and body language. 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

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

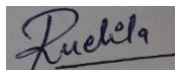
Stream: Pharmaceutical Management

Week no: 4

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

Activity Done	20/05 - Interactive 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. 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 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 were 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 organization	As the activity was in group, I learnt bout teamwork. Through group video assignments, we explored global dining etiquettes, personal branding, and active listening, Also understood how to build ourselves as a brand.
Gaps identified on the working area.	As such no gaps were identified but they would have emphasized on personal branding Additionally, they would have told the techniques to adhere to SMART targets.
Suggestions for improvement	Implement workshops on personal branding and creativity to foster innovative thinking. Encouraging regular practice of active listening through team activities and feedback sessions.
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

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

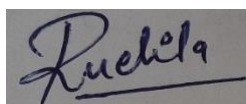
Stream: Pharmaceutical Management

Week no: 5

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

Activity Done	29/05 – Assignment In this assignment we prepared a molecule / brand wise presentation on the topics allotted. The molecule allotted to me was lifitegrast molecule. We also prepared a video on already discussed topics and this time we prepared about how we can adopt these etiquettes, netiquettes and body language in our day-to-day life. 01/06 – Interactive session During the session, we discussed about ongoing preparations & jobs accomplishments.
Linking theory (Classroom learning) with practice at your organisation	Preparing a presentation on "Lifitegrast" allowed me to apply our branding knowledge to a specific product, while videos on etiquette and body language reinforced practical implementation in everyday life.
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.
Suggestions for improvement	Provide ongoing training and workshops focused on daily implementation of etiquettes and body language. Encouraging deeper product research and knowledge-sharing sessions to enhance branding efforts
Plan for the next week	- Gaining 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

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

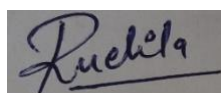
Stream: Pharmaceutical Management

Week no: 6

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

Activity Done	05/06 – Assignment Where we done some of the updation in our brand . 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 was 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 8. Importance of Field Work in Pharma etc.
Linking theory (Classroom learning) with practice at your organisation	Learnt about the time Management strategies, which are going help in the corporate. Also learnt the techniques on how to become a leader. 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.
Suggestions for improvement	Implement training sessions on advanced time management techniques and competitor analysis. 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

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research and Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

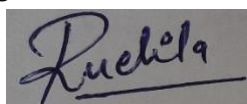
Stream: Pharmaceutical Management

Week no: 7

From: 10/06/2022 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	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.
Suggestions for improvement	To address these gaps, conducting 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
Plan for the next week	To learn about 1. Trademarks - Intellectual Property Rights (IPR) 2. Code of Ethics of Business 3. PESTEL analysis 4. Campaign designing, etc.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: **Ruchila Fating**

Roll no: 0557

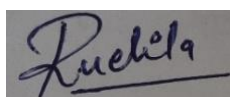
Stream: Pharmaceutical Management

Week no: 8

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

Activity Done	17/06 - Assignment Where we prepared the presentation on, 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 18/06 – Assignment In this assignment we prepared the word document on, 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 helped me to learn practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels.
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.
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.
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

Reporting Format (weekly)

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Ruchila Fating

Roll no: 0557

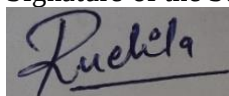
Week no: 9

Stream: Pharmaceutical Management

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

Activity Done	We prepared a presentation on: 1. Neuromarketing 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 8. Adaptability and change management. We also had a session on connecting dots & 7Cs of Marketing.
Linking Theory (Classroom Learning) with practice at an organization	The final assignments and interactive sessions gave us a deep understanding of advanced marketing, business strategies, and their practical uses. Through presentations on topics like neuromarketing, demographics, ROI, employment laws, and more, we turned these theories into practical strategies. The summer internship report and discussions helped us fully understand and reflect on what we learned.
Gaps Identified in the Working Area	Identified gaps include inconsistent understanding and use of advanced marketing, strategic business planning, and adaptability. Practical experience in business negotiations and people planning also needs improvement.
Suggestions for Improvement	To address gaps, advanced training on neuromarketing, ROI calculation, and business negotiations shall be offered. Workshops on adaptability and change management must be arranged. Continuous learning and real-world practice will improve daily operations and overall efficiency.

Signature of the Student:



Approved by the IIHMR University's Mentor

Complied Report

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Ruchila Fating

Roll no: 0557

Stream: Pharmaceutical Management

Activity Done	• Pre-interactive session ☐ Major Strengths & Basic Values • Completed an assignment focusing on identifying and elaborating on major personal strengths and two basic values of life. This included citing real-life examples to illustrate these strengths and values. ☐ Do's and Don'ts in Business Communication • Studied and discussed the key principles of effective business communication. Covered topics such as clarity, conciseness, professionalism, and common pitfalls to avoid in professional settings. ☐ Power of Etiquettes in Office • Explored the importance of professional behavior and manners in the workplace. Discussed how etiquette influences workplace relationships and overall office environment. ☐ Etiquettes at the Meeting Table • Learned the appropriate conduct during meetings, including punctuality, active listening, and effective participation. Emphasized the impact of good meeting etiquette on professional image. ☐ Field Etiquettes • Discussed the specific etiquettes required when working in the field. Focused on maintaining professionalism, respecting client and colleague boundaries, and effective communication. ☐ Etiquettes During Travelling • Covered the importance of maintaining professional behavior while traveling for work. Discussed topics such as punctuality, respectful communication, and representing the company positively. ☐ Business Society Etiquettes
----------------------	--

- Studied the proper conduct in business social settings. Included discussions on networking, formal dinners, and maintaining a professional demeanor outside the office.

☐ **Corporate Etiquettes & Netiquette**

- Focused on both in-person and online professional behavior. Emphasized the importance of respectful and clear communication in emails, social media, and virtual meetings.

☐ **Dining Table Manners in Corporate**

- Learned the dining etiquettes required for business meals. Covered topics such as proper table manners, appropriate conversation topics, and how to handle business discussions during meals.

☐ **Difference between Branding and Marketing**

- Explored the distinctions between branding and marketing strategies. Discussed how branding establishes identity and values, while marketing promotes products and services.

☐ **Brand Plan for Molecule Solifenacin**

- Developed a comprehensive brand plan for the Solifenacin molecule. Included market analysis, positioning strategy, and promotional tactics to effectively market the brand.

☐ **Time Management Strategy**

- Studied various time management techniques to enhance productivity. Focused on prioritization, goal setting, and the use of tools like calendars and to-do lists.

☐ **Process of Becoming a Future Leader**

- Explored the essential qualities and skills required for leadership. Discussed the importance of continuous learning, empathy, decision-making, and effective communication.

☐ **Importance of Content Writing in Terms of Font Size and Font Style**

- Examined how different font sizes and styles can impact readability and professionalism in business documents. Highlighted best practices for creating clear and effective written communication.

☐ **Trademarks - Intellectual Property Rights (IPR)**

- Studied the significance of trademarks and intellectual property rights in protecting brand identity. Discussed the legal aspects and strategies for managing and defending IPR.

☐ **Code of Ethics for Sanare Sciences**

- Developed a code of ethics specific to Sanare Sciences. Included principles of integrity, transparency, and professional conduct expected from employees.

☐ **PESTEL Analysis of Reliflow (Solifenacin)**

- Conducted a PESTEL analysis to understand the macro-environmental factors affecting the Reliflow brand. Analyzed political, economic, social, technological, environmental, and legal influences.

☐ **Campaign Design for Solifenacin Brand - Reliflow**

- Created a marketing campaign for the Solifenacin brand, Reliflow. Focused on key messages, target audience, promotional channels, and metrics for evaluating campaign success.

☐ **Distribution and Distribution Channels**

- Studied various distribution strategies and channels. Discussed how to effectively manage product distribution to ensure availability and reach the target market.

☐ **Neuromarketing**

- Explored the application of neuroscience in marketing. Discussed how understanding consumer brain responses can enhance marketing strategies and influence purchasing decisions.

☐ **Demographics and its Importance**

- Examined the role of demographic data in market segmentation and targeting. Analyzed how demographic factors like age, gender, income, and education impact consumer behavior.

☐ **Expense Planning and Return on Investment (ROI)**

- Learned techniques for effective expense planning and calculating ROI. Emphasized the importance of

budgeting and evaluating the financial performance of marketing activities.

☐ **Employment Laws**

- Studied the key employment laws relevant to the pharmaceutical industry. Covered topics such as labor rights, workplace safety, and employer responsibilities.

☐ **People Planning Strategy**

- Developed strategies for workforce planning and management. Discussed talent acquisition, development, retention, and succession planning.

☐ **Business Negotiations**

- Focused on the skills required for successful business negotiations. Covered negotiation tactics, preparing for negotiations, and achieving win-win outcomes.

☐ **Advertising and Brand Promotion**

- Studied various methods of advertising and promoting a brand. Discussed traditional and digital advertising techniques, and how to create impactful promotional campaigns.

☐ **Adaptability and Change Management**

- Explored strategies for managing change within an organization. Discussed the importance of adaptability, communication, and involving employees in the change process.

☐ **Connecting Dots**

- Learned how to connect various aspects of marketing and business strategies to create a cohesive plan. Emphasized the integration of different marketing channels and activities.

☐ **7 C's of Marketing**

- Studied the 7 C's of marketing: customer, cost, convenience, communication, coordination, channel, and credibility. Discussed how to apply these principles in developing marketing strategies.

Linking theory (Classroom learning) with practice at your organization

- Theoretical insights into professionalism, ethics, and interpersonal skills were given through the interactive sessions and tasks.
- I saw the significance of determining one's values and talents in life. like flexibility. I put these ideas into practice by playing to my strengths on projects and ley maintaining integrity in my dealings with coworkers.
- being aware of how important it is to pinpoint strengths and important values.

- Using this information inside the company and utilizing team members' talents to improve project results
- The lessons and tasks emphasized the value of ongoing education, proper conduct, and effective communication.
- I was able to build my confidence and learn appropriate behavior at the dining room table and conference table through writing assignments and video recordings.

The group exercise taught me the value of cooperation. We learned about active listening, personal branding, and international dining etiquette through group video projects. We also gained insight on how to develop our own brands.

- Creating a presentation on "Solifenacin" gave me the opportunity to apply our understanding of branding to a particular product, and seeing movies on body language and manners emphasized the usefulness of this information in real-world situations.
- Acquired knowledge of time management techniques that will be useful in the workplace.
- Acquired knowledge about leadership approaches.
- Talking with corporate executives gave me insights into the real-world applications of fieldwork and pharmaceutical marketing.
- Presenting the brand strategy demonstrated our proficiency with market positioning, competitive analysis, and strategic branding. Deeper understanding of strategic decision-making and the financial savvy required for company success was offered by the professional talks on perception mapping and corporate finance management.
- I was able to get practical knowledge in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign design, and distribution channels thanks to the recent projects and interactive sessions. We gained a thorough grasp of advanced marketing, business tactics, and their real-world applications from the final projects and interactive workshops. We translated these ideas into useful tactics with talks on employment regulations, ROI, neuromarketing, demographics, and more. We were able to comprehend and consider what we had learnt in-depth thanks to the talks and report from the summer internship.

Gaps identified on the working area.	• The primary gaps identified were, • Recognizing individual strengths and teams, Strengths & Values! • Integrating strengths into proper Planning and execution. • As such no gaps were identified, and there was proper coordination among people working in the organization. However, there was a lack of practical application of the discussed etiquette. • As Unaware that some Etiquettes could have behaved wrongly but now after practicing the Etiquettes It helped to learn how to behave in a business environment. • As such no gaps were identified but they would have emphasized personal branding Additionally, they would have told the techniques to adhere to SMART targets. • 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. • Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. • Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. • 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. Identified gaps include inconsistent understanding and use of advanced marketing, strategic business planning, and adaptability. Practical experience in business negotiations and people planning also needs improvement.
Suggestions for improvement	• Conducting regular assessments to identify & update individual and team strengths. • Providing training sessions on improving communication. • Implementing feedback mechanisms to evaluate responding to challenges. • Provide ongoing training on Etiquette in different settings. • creating Reference Material for Employees. • Establishing mentor programs to promote Etiquette, all

	events & adherence. • Implement regular practice sessions and workshops on corporate etiquette and body language. • Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts. • Implement workshops on personal branding and creativity to foster innovative thinking. Encouraging regular practice of active listening through team activities and feedback sessions. • Provide ongoing training and workshops focused on the daily implementation of etiquette and body language. Encouraging deeper product research and knowledge-sharing sessions to enhance branding efforts. • Implement training sessions on advanced time management techniques and competitor analysis. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement in the pharma industry results. • To address these gaps, conducting 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. • 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. • To address gaps, advanced training in neuromarketing, ROI calculation, and business negotiations shall be offered. Workshops on adaptability and change management must be arranged. Continuous learning and real-world practice will improve daily operations and overall efficiency.
--	---

Signature of the Student

Approved by the IIHMR University's Mentor