



The IIHMR University, Jaipur

Summer Training Report in Physician Perception Survey at

CIPLA LIMITED

By

MR. ROHIT KUMAR BISWAL

IIHMR-U/02/2023-25/0556

MBA PM-15

Under the supervision and Guidance of

Dr. Hemant Kumar Mishra

Assistant Professor

School of pharmaceutical management,

IIHMR University, Jaipur.

Date: 30th June 2024

To Whomsoever It May Concern

This is to certify that **Rohit Kumar Biswal (IIHMR-U/02/2023-25/0556)** 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. ROHIT KUMAR BISWAL** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May – June 2024.

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

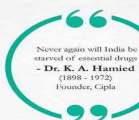
Date: 23rd July 2024


(Signature of Faculty Mentor)
Dr. Hemant Kumar Mishra
Assistant Professor
IIHMR UNIVERSITY JAIPUR

NAME: ROHIT KUMAR BISWAL
ROLL NO.: 0556
BATCH: MBA PM-15
DURATION: 2023-25
FACULTY MENTOR: DR. HEMANT KUMAR MISHRA
ORGANIZATION MENTOR: MR. NIDHISH GAURAV

HISTORY OF CIPLA

Cipla, a prominent Indian pharmaceutical company, was founded in 1935 as Chemical Industrial Pharmaceutical Laboratories Ltd and rebranded in 1984. It offers over 1,500 products across three main divisions: APIs, respiratory, and Cipla Global Access. Its primary market is India, with notable presence in Africa and North America.



VISION

To be a center of excellence in producing high-quality, affordable, and innovative medicines.

Cipla



Healthcare is about combining business acumen with a humanitarian outlook. Our pharmaceutical industry's prime role is to save and improve the quality of patients' lives. As custodians of healthcare, this is our key responsibility.

Dr. Y. K. Hamied
Chairman - Cipla

MISSION

We believe that innovation is more radical and transformational than improvement and therefore, is a critical component in leading the organization towards our purpose of 'Caring for Life'

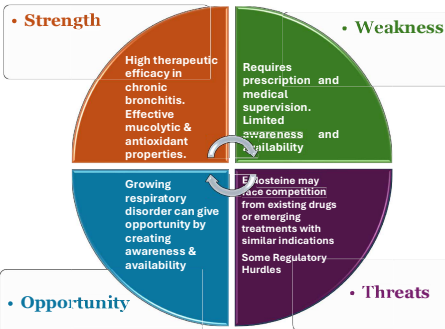
ORGANIZATION STRUCTURE



THEORITICAL V/S PRACTICAL

- While theoretical knowledge provides fundamental understanding, real-world experience uncovers comprehensive insights into how doctors perceive products.
- Surveys conducted in actual markets offer essential insights into current trends, crucial for strategic brand planning.

SWOT ANALYSIS

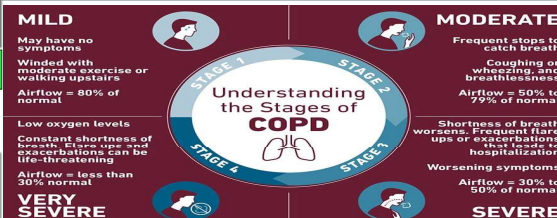


OBJECTIVE

Collect information from pulmonologists in Kolkata about their preference for Erdosteine.

DISEASE PROFILE

Chronic Obstructive Pulmonary Disease (COPD) is a gradually worsening lung condition marked by chronic bronchitis and emphysema. Its symptoms include shortness of breath, wheezing, ongoing cough, and mucus production. Airways inflammation, commonly caused by smoking, leads to frequent flare-ups. Diagnosed through spirometry, COPD can cause low blood oxygen levels and impaired lung function.



TREATMENT

Erdosteine treats COPD by reducing mucus production and enhancing mucus clearance, easing breathing. Its anti-inflammatory properties decrease airway inflammation, resulting in fewer exacerbations and better lung function.

COMPITITORS OF ERDOSTEINE

Acetylcysteine (MUCOMIX) - SAMARTH PHARMA
Ambroxol (Ambrodil) - ARISTO PHARMA
Bromhexine - IPCA PHARMA
Carbocisteine (Mucodyne) –ELDER PHARMA
Levosulbutamol - WOCKHARDT PHARMA

PACKAGING

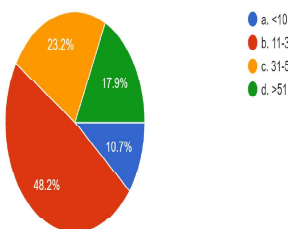


METHODOLOGY

- Cross-sectional Study, Descriptive
- Study area: Kolkata, West Bengal
- Target group: Physicians
- Sampling: Purposive sampling
- Sample Size: 56 Physicians

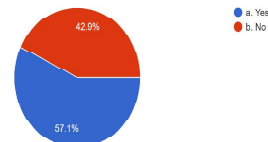
ANALYSIS OF THE SURVEY (n=56)

1. What is the range of patients with Chronic Bronchitis and COPD that you treat on a weekly basis?

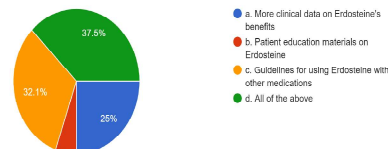


2. Are you familiar with the new mucolytic agent called Erdosteine?

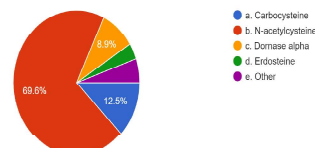
56 responses



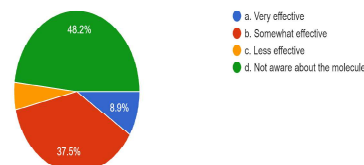
3. What information would be most helpful for you regarding Erdosteine molecule use in Chronic Bronchitis and COPD?



4. Which of the following molecule is mostly preferred for treatment of COPD and Chronic Bronchitis?



5. How effective is Erdosteine compared to other mucolytic agents?



CHALLENGES FACED DURING INTERNSHIP

- It was challenging to meet with doctors; they were often unavailable
- Getting appointments with doctors was problematic
- Navigating hospitals to locate specific departments and doctors was challenging
- Sometimes, doctors may question our affiliation with a specific organization, which became a hindrance

LEARNINGS

- Enhanced both my interpersonal (communication skill) and technical skills throughout the internship
- Collected primary information and data from multiple physicians in Kolkata.
- Analyzing the market size, growth trends, and current dynamics of the erdosteine molecule.

SIGNIFICANCE OF INTERNSHIP

- Practical hands-on learning
- Familiarization with the industry
- Skill enhancement
- Self-exploration and career investigation
- Strengthening self-assurance

SUGGESTIONS

- Focused campaigns aim to raise awareness and educate physicians and healthcare practitioners through strategic initiatives, including regular sales visits and robust digital marketing strategies.
- The goal is to inform and educate healthcare professionals about relevant products, promoting informed decision-making and potentially enhancing patient care outcomes.
- The product needs to be more readily accessible and widely available in the market.

Summer Internship Report (Week 1)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 1

From:06th to 11th May 2024

Activity Done	Introduction Session Understanding Industry Terminology Interpretation of Industry Data Understanding Brand Plan
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For Data interpretation can connect with Research Methods Module
Gaps identified on the working area.	Gap is identified that it's hard to understand the comprehension of the current market situation.
Suggestions for improvement	Have to work data of market to understand current scenario.
Plan for the next week	Getting Better Understanding on Market scenario with Real time Market Knowledge, Recreate the Brand Plan Get Better with DATA Handling Read a New Book About Marketing

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 2)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 2

From:13th to 18th May 2024

Activity Done	Better Understanding of Industry Terminology Interpretation of Industry Data Understanding Brand Plan and create them. Working with Real time market data and understand the scenario of market, competitive analysis. Exploring CIPLAMED. Started working on QUESTIONNAIRE Started reading New Book About Management (The new one Minute Manager)
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Difficult with understanding real market scenario
Suggestions for improvement	Communication and coordination
Plan for the next week	Develop QUESTIONNAIRE Present the Presentation about brand plan Working better on data by rigorously working on them Reading books regarding to Industry.

Signature of the Student ROHIT KUMAR BISWAL

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Summer Internship Report

(Week 3)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 3

From:20th to 25th May 2024

Activity Done	Interaction with Brand manager and understand different types of terminology and current pharma market scenario. QUESTIONNAIRES are developed and revised for better communication with Prescriber during Survey, which will greatly help the organisation about its product.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Applied academic knowledge to real-world situations, closing the gap between theory and practice.
Suggestions for improvement	Communication and coordination
Plan for the next week	Develop QUESTIONNAIRE and try to Finalized for survey. Understand the market scenario about the brand and molecule. Understanding the IQVIA report and try implement it in the better understanding in Pharma market. Reading books regarding to Industry.

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 4)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 4

From:27th May to 01th Jun 2024

Activity Done	Interaction with Brand manager and understand different types of terminology and current pharma market scenario. QUESTIONNAIRES are revised and refined with recommendation of industry mentor, which will greatly help the organisation about its product.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Discovered deficiencies in the development of questionnaires and the execution of survey tasks, particularly in data collection and analysis.
Suggestions for improvement	NOT REQUIRED
Plan for the next week	Develop refined the QUESTIONNAIRE and try to Finalized for survey. Making or recreate a brand plan of a sample product which gives us direct practice to industry which is help us developing knowledge about and we can contribute to organization by giving fact about product with market data.

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 5)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 5

From: 3rd to 8th Jun 2024

Activity Done	QUESTIONNAIREs are revised and refined with recommendation of industry mentor, which will greatly help the organisation about its product. Starting to create a brand plan for same molecule and present it to the mentor.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Created effective questionnaires and collected accurate survey data, identifying areas for process improvement.
Suggestions for improvement	Need better exposure in real time industry as much as possible like current time directly or indirectly.
Plan for the next week	Developing knowledge about molecule and disease of assigned. Planning to start the PPS (Prescriber perception survey)

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 6)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 6

From: 10th to 15th Jun 2024

Activity Done	This week's survey on prescriber perceptions provided valuable insights into current market trends and prescribing behaviours about erdostein and COPD. Analysing this data has enhanced my understanding of consumer behaviour about the respiratory diseases and treatment management, which will benefit the organization's strategic planning and my professional development in market analysis.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Having no previous experience in market research have tackle various hurdle every day.
Suggestions for improvement	Need better exposure in real time industry as much as possible like current time directly or indirectly.
Plan for the next week	Continue the PPS (Prescriber perception survey) and analyze the data .

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 7)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 7

From: 17th to 22th Jun 2024

Activity Done	This week also did survey on prescriber perceptions provided valuable insights into current market trends and prescribing behaviours about Erdosteine and COPD. Analysing this data has enhanced my understanding of consumer behaviour about the respiratory diseases and treatment management, which will benefit the organization's strategic planning and my professional development in market analysis.it gave better understanding of product and Prescriber understanding and perception about molecule.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Having no previous experience in market research have tackle various hurdle every day.
Suggestions for improvement	Need better exposure in real time industry as much as possible like current time directly or indirectly.
Plan for the next week	Continue the PPS (Prescriber perception survey) and analyse the data.

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Summer Internship Report (Week 8)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 8

From: 24th to 29th Jun 2024

Activity Done	This week, I conducted a survey on prescriber perceptions of Erdosteine and COPD, yielding valuable insights into current market trends and prescribing behaviours. This data analysis has deepened my understanding of consumer behaviour in respiratory disease treatment, enhancing both the organization's strategic planning and my expertise in market analysis. It provided a clearer understanding of the product and prescriber perceptions regarding the molecule.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Leveraged theoretical principles of survey design, data collection methods, and analytical techniques to contribute significantly.
Suggestions for improvement	Need better exposure in real time industry as much as possible like current time directly or indirectly.
Plan for the next week	Continue the PPS (Prescriber perception survey) and analyse the data. And have to compile all perception of prescriber into data format for better visualization.

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor.

Summer Internship Report (Week 9)

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no:0556

Stream: Pharmaceutical Management

Week no: 09

From: 01st to 06th July 2024

Activity Done	This was the last week my of internship as I previously working on Physician perception survey on the new molecule of CIPLA which is ERDOSTEIN is completed and got the different perceptions about the molecule which could really help the organization its marketing and strategic planning about the brand. Accumulated and converted the data from survey and gave insightful suggestion to organization by presenting and giving report for better strategic planning.
Linking theory (Classroom learning) with practice at your organisation	Marketing Basics can link from Marketing Module For questionnaire connected with Research module which is clearly defined in classroom.
Gaps identified on the working area.	Survey findings highlighted significant gaps in product availability and physician knowledge within the targeted market
Suggestions for improvement	Physician education efforts will focus on training programs, informative materials creation, and ongoing communication via updates and webinars
Plan for the next week	Have to write the report about internship and making poster as per academic requirement.

Signature of the Student ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor.

SUMMER INTERNSHIP PROGRAM

at

CIPLA LIMITED

From 06-05-2024 to 06-07-2024

A REPORT BY

Rohit Kumar Biswal

Master of Business Administration

Pharmaceutical Management-15

2023-25

under the Mentorship of

Dr. Hemant Kumar Mishra

Assistant Professor



Compiled Report

Name of the Organization: CIPLA LIMITED

Area/ Department/ Project of Summer Internship Program: Physician Perception Survey

Name of the Student: ROHIT KUMAR BISWAL

Roll no: 0556

Stream: PHARMACEUTICAL MBA

Activity Done	Introduction Session: - Acquired knowledge of pharmaceutical industry terminology, data analysis, and brand plan formulation. Advanced Learning and Application: - Enhanced understanding of industry-specific terms and data interpretation. - Learned how to develop effective brand plans and analyze market data with CIPLAMED. Questionnaire Development: - Created and improved questionnaires based on mentor feedback. - Read "The New One Minute Manager" to build management skills. - Engaged with a brand manager to discuss industry terminology and market scenarios. Surveys and Data Analysis: - Carried out and assessed surveys on prescriber views of Erdosteine and COPD, improving market analysis abilities and product knowledge. Final Stages and Reporting: - Finalized surveys, turned data into actionable insights, and presented findings to guide strategic planning.
Linking theory (Classroom learning) with practiceat your organization	During my 9-week internship at Cipla Limited, I effectively combined classroom learning with practical experience. The theoretical knowledge I gained enabled productive interactions with my mentor, who guided me through market segments and strategies. Conducting a physician perception survey allowed me to apply essential concepts such as basic marketing, market segmentation, and the 4Ps (product, price, place, promotion). This hands-on experience enhanced my communication skills for data collection, analysis, and interpretation. I focused on risk management and business continuity to ensure smooth operations during the survey. This included applying design principles, pilot testing, ethical considerations, and coordinating organizational activities to improve

	decision-making. Additionally, I applied theoretical insights on marketing strategy, market segments, and consumer behavior, successfully bridging the gap between academic learning and practical application.
Gaps identified on the working area.	During my 9-week internship at Cipla Limited, I identified several gaps in the working area, particularly in the preparation of questionnaires and the execution of survey activities, including data collection and analysis. The process of designing effective questionnaires and accurately gathering and interpreting survey data highlighted areas needing improvement. This experience was crucial in bridging the gap between theoretical knowledge and practical application. The challenges I faced enabled me to apply classroom concepts in real-world scenarios, benefiting both the organization and enhancing my professional skills and competencies. By utilizing theoretical principles of survey design, data collection methods, and analytical techniques, I made meaningful contributions to Cipla's operations. Additionally, this hands-on experience deepened my understanding of the complexities involved in market research. It underscored the importance of precision and ethical considerations in data handling and provided me with practical insights beyond textbook learning. Overall, my internship at Cipla was a valuable opportunity to translate academic theories into practical skills, making a tangible impact on the organization while advancing my career development.
Suggestions for improvement	The survey revealed significant gaps in both product availability and physician knowledge in the targeted market. To address these issues, we need a two-pronged strategy: enhancing product availability and improving physician education. For availability, we should optimize supply chain logistics to ensure consistent inventory, expand distribution networks through partnerships and digital platforms, and implement regular feedback mechanisms to address any availability issues. For physician education, it is important to organize training programs on product use, create informative materials such as guides and brochures, and maintain ongoing communication with medical professionals through updates and webinars. These measures will ensure the product is readily accessible and prescribed correctly, ultimately improving patient outcomes.

Signature of the Student

ROHIT KUMAR BISWAL

Approved by the IIHMR University's Mentor

Dr. Hemant Kumar Misra