



Comprehensive Healthcare Professional Development Program of lupin

Brief history about the organization

Established in 1968 by our visionary founder, **Dr. Desh Bandhu Gupta**, Lupin has evolved from humble beginnings to become a global healthcare leader. Headquartered in Mumbai, India. operating in over 100 countries and offering a diverse portfolio of over 1,000 products. Inspired by the resilient lupin flower that nourishes the soil while thriving in challenging conditions, Lupin remains committed to its mission of making quality healthcare accessible to all.

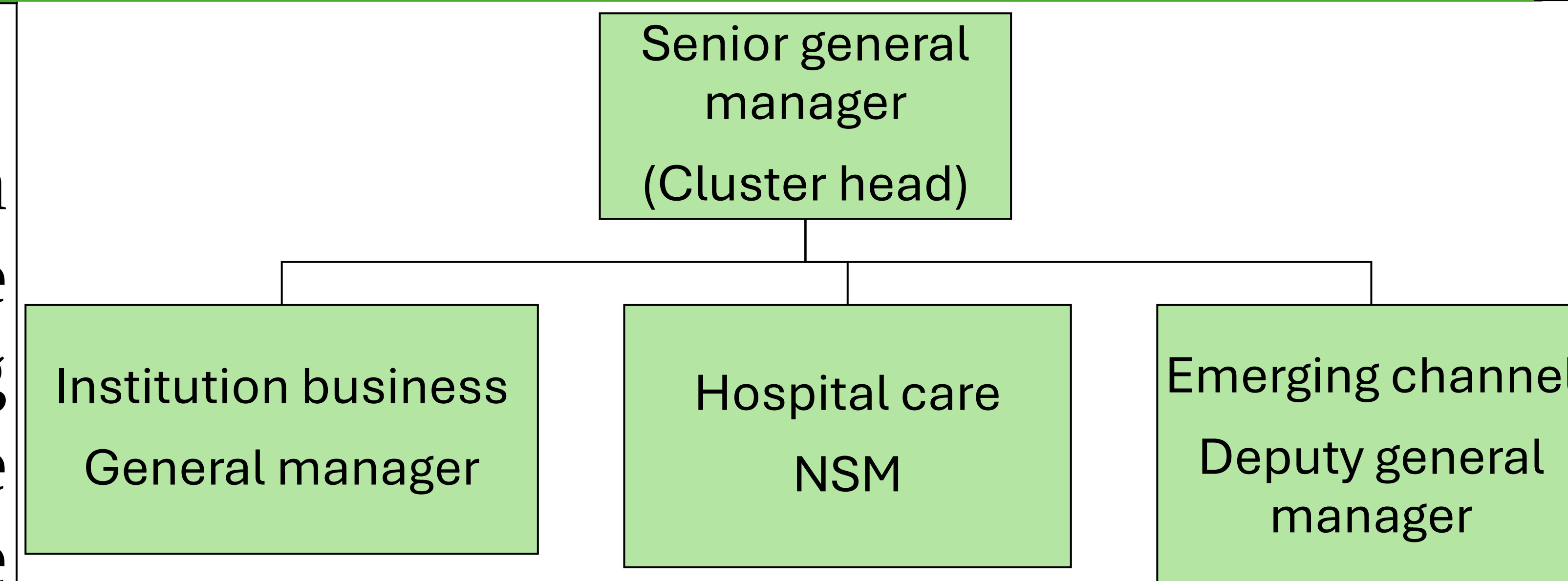
Mission

Lupin's mission is to become a transnational pharmaceutical company through the development and introduction of a wide portfolio of branded and generic products in key markets.

Vision

"To be An Innovation Led, Transnational Pharmaceutical Company

Organization structure



Pharmacovigilance

Pharmacovigilance (PV) is a critical component of healthcare systems worldwide, focusing on the detection, assessment, understanding, and prevention of adverse effects or any other drug-related problems.

- 1.Safety data collection and reporting
- 2.Signal detection and management
- 3.Risk management
- 4.Periodic safety update report
- 5.Post marketing surveillance
- 6.Regulatory compliance
- 7.Health care professional and patient engagement



Change the perception of the health care provider from vendor to partner

Project

OBJECTICE : To design an evidence-based educational program that equips healthcare professionals with the latest medical knowledge and skills to deliver high-quality patient care.

CMEs

Training module
Hospital audit
Procurement and Inventory management program
Lupin factory visits
Emergency medicine management
Pharmacovigilance
Schedule X
Schedule H1
Inventory management
Adverse drug reaction
Narcotic and psychotropic substance act
Cold chain management
Medico-legal
Disposal of the bio-medical waste



Purpose of project



UPSKILL HEALTH CARE PROVIDERS
Develop and upgrade the skills



INCREASED AWARENESS
Increase awareness



RELATIONSHIP BUILDING
Building a relationship with healthcare partner



INCREASE THE BRAND VALUE
Increase the brand value of the company

VALUES



INTEGRITY
We conduct ourselves with uncompromising integrity and honesty and insist on the highest ethical standards and transparency from our employees in all interactions. Everything we do must stand public scrutiny.

We relentlessly pursue excellence through innovation and continuous improvement in all our projects, processes and products. To set our standards, we benchmark with the best in the World.



PASSION FOR EXCELLENCE



TEAMWORK
We align efforts and energies of our people across all levels and geographies to deliver outstanding results to our stakeholders. We encourage diverse opinions and yet work together in a coordinated and mutually supportive way.

We empower our employees to generate new ideas, explore avenues and offer solutions that add exceptional value. We encourage them to build ownership in all endeavors by assuming responsibility with passion and conviction.



ENTREPRENEURIAL SPIRIT



RESPECT AND CARE
We are compassionate and sensitive towards all our stakeholders and treat them the way we would expect to be treated. We provide equal and fair opportunity for employment, learning and career development.

We strive to understand and meet customer needs in a professional and responsive manner. We focus on building long term partnerships for mutual benefit and take responsibility for delivering on our commitment.



CUSTOMER FOCUS

SWOT analysis of the organization

STRENGTH

~Worldwide leader in anti-TB drug
~In the US and Japanese market it is the largest generic player
~ Wide global footprint as it is present in over 70 countries

WEAKNESS

~ Lupin has faced regulatory issues with US-FDA , which led to warning and delays in product approvals can impact company performance
~ High dependence on global formulation business revenue coming from the US market

OPPORTUNITY

~ Increase health awareness
~Emerging technological trend in drug delivery
~ Increase prevalence of TB in developing countries

THREATS

~Price regulation is governed by government reduce the pricing ability of the company
~ Highly competitive

Challenges faced during internship

- Initially collecting data in such a large organization was difficult
- Multi-tasking
- Understanding complex process
- Adapting to corporate culture
- Managing workload and deadline

Name: PRAMODITA SHENDE

Stream: MBA PM15

Roll no: 0547

