

SUMMER INTERNSHIP PROGRAM
at
LUPIN PRIVATE LIMITED, MUMBAI



FROM 13 MAY 2024 TO 12 JULY 2024

A REPORT BY

Pramodita Shalik Shende

Master of Business Administration

Pharmaceutical Management

2023-25

Under the Mentorship of

Kajal Sitlani

Assistant professor and PhD programme coordinator



1 August 2024

CERTIFICATE OF INTERNSHIP

This is to certify that **Ms. Pramodita Shende** has successfully completed her internship with us from 13th May 2024 - 12th July 2024.

During the Internship Pramodita was found to be punctual, focused and performance oriented.

Pramodita has completed her internship project with Emerging Channel team, in the process she has helped us in identifying and validating some key insights and has given considerable recommendations which will help us in taking our brand forward.

We wish her success in her career.

For LUPIN LIMITED



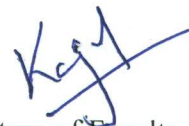
Nandan Kumar Singh
Dy. General Manager – Human Resources

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Pramodita Shende** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared 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: 25/07/ 2024

A handwritten signature in blue ink, appearing to read 'Kajal', with a large 'X' mark over it.

(Signature of Faculty Mentor)

Mrs. Kajal Sitlani

Associate Professor



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.

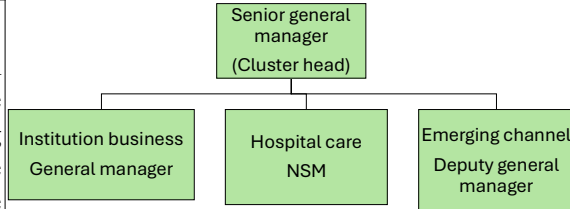
Vision

"To be An Innovation Led, Transnational Pharmaceutical Company

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.	 PASSION FOR EXCELLENCE 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.
 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 suppurative way.	 ENTREPRENEURIAL SPIRIT 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.
 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.	 CUSTOMER FOCUS 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.

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



UPSILL 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

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

IIHMR UNIVERSITY

Summer Internship Program (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): Emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 01

From: 13/5/2024 to 17/5/2024

Activity Done	Allotment of mentor and team and introduction of the company as well as the induction program
Linking Theory (Classroom Learning) with practice at organization	n/a
Gaps Identified on the working area	n/a
Suggestions for Improvement	Nothing
Plan for the next week	Introduction of the summer internship project

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): Emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 02

From: 20/5/2024 to 24/5/2024

Activity Done	After allotment of the team started knowing the team and their overall work and an overview of the department where I am working
Linking Theory (Classroom Learning) with practice at organization	n/a
Gaps Identified on the working area	n/a
Suggestions for Improvement	Nothing
Plan for the next week	Discussion for the finalization of the project topic of the internship

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 03

From: 27/5/2024 to 31/5/2024

Activity Done	Finalization of the project topic and discussion of the topic and discussion on how to work and what will be work I have to do throughout
Linking Theory (Classroom Learning) with practice at organization	In the theory we work on the presentation development and working on
Gaps Identified on the working area	Not receiving accurate data, communication problem,
Suggestions for Improvement	n/a
Plan for the next week	Initiation of the program

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): Emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 04

From: 3/6/2024 to 7/6/2024

Activity Done	As the discussion was done for finalizing the topics the program preparation started
Linking Theory (Classroom Learning) with practice at organization	Pharmacovigilance
Gaps Identified on the working area	Finding out the vendor and the budget for the program deciding the module to carry out in the program
Suggestions for Improvement	n/a
Plan for the next week	Meeting for common goal

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 05

From: 10/6/2024 to 14/6/2024

Activity Done	After finalizing the topic for the training, the preparation for the module begins
Linking Theory (Classroom Learning) with practice at organization	Developing the module for training, questionnaire
Gaps Identified on the working area	Difficult to survive in Organisation professionalism and hierarchy
Suggestions for Improvement	n/a
Plan for the next week	Budget discussion

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 06

From: 17/6/2024 to 21/6/2024

Activity Done	Discussion of the budget with the third-party vendor
Linking Theory (Classroom Learning) with practice at organization	n/a
Gaps Identified on the working area	n/a
Suggestions for Improvement	n/a
Plan for the next week	Do the vendor registration

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 07

From: 24/6/2024 to 28/6/2024

Activity Done	Preparation for the continual medical education program to carry forward
Linking Theory (Classroom Learning) with practice at organization	n/a
Gaps Identified on the working area	Develop the plan was a difficult and tedious task
Suggestions for Improvement	n/a
Plan for the next week	Preparation of all the presentation

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 08

From: 1/7/2024 to 5/7/2024

Activity Done	Preparation of all the modules and presentation of the summer internship project with the head and the department • Topic: - "Comprehensive Healthcare Professional Development."
Linking Theory (Classroom Learning) with practice at organization	Collaboration and partnership, leadership
Gaps Identified on the working area	searching of the lot of information
Suggestions for Improvement	n/a

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

Week Number: 09

From: 8/7/2024 to 12/7/2024

Activity Done	Final discussion and presentation of the summer internship project with the head and the department • Topic: - "Comprehensive Healthcare Professional Development."
Linking Theory (Classroom Learning) with practice at organization	Collaboration and partnership, mentor ship learning, professional development, covering topics such as healthcare policy, ethics, medical terminology
Gaps Identified on the working area	Communication gap with the high authority, searching of the lot of information
Suggestions for Improvement	n/a

Signature of Student: Pramodita Shende

Summer Internship Programme (SIP)

Compiled Reporting

Name of the Organization: lupin pvt limited, Mumbai

Department of Summer Internship Programme (SIP): Emerging channel and hospital care

Name of the Student: Pramodita Shende

Roll Number: 0547

Stream: MBA Pharmaceutical Management

From: 13 May 2024- 12 July 2024

Activity Done	About the company: 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. Big things are often seeded in modest beginnings, and so it was for Lupin too. In 1968, DBG founded Lupin with ₹5000 borrowed from his wife. Through sheer grit, determination and perseverance, he expanded his business and soon set up Lupin's first manufacturing plant supplying iron and folic acid tablets for the Government of India's flagship program aimed at improving mother and child health. 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
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	About the project: "Comprehensive Healthcare Professional Development." • Overview and Goals In today's dynamic and fast-paced medical environment, the Comprehensive Healthcare Professional Development program is designed to meet the changing needs of healthcare workers. The program's objective is to improve healthcare providers' competences, skills, and knowledge so they are better prepared to serve patients with high-quality care. This program acknowledges the vital role that ongoing education and career development play in preserving high standards for healthcare delivery. • Objectives: ○ Improvement of Clinical Skills: In order to stay up to date with the most recent developments in medicine and optimal practices, the programme places a strong emphasis on upgrading and improving clinical skills. ○ Leadership Development: This programme helps healthcare workers develop their leadership skills so they can become managers and bring about positive changes in their organisations. ○ Interdisciplinary Collaboration: To enhance coordination and patient outcomes, this approach promotes collaborative learning among many healthcare disciplines. ○ Patient Safety and Quality Care: This area of focus focuses on methods and techniques that improve patient safety and care quality, lowering medical errors and raising patient satisfaction levels. ○ Adaptability to Technological Advancements: Equips medical practitioners to use cutting-edge innovations and technologies in their practice.
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Linking Theory (Classroom Learning) with practice at organization	Pharmacovigilance (PV), which focuses on the identification, evaluation, comprehension, and prevention of any negative effects or other drug-related issues, is an essential part of healthcare systems around the globe. 1. The gathering and reporting of safety data 2. Identification and control of signals 3. Managing risks 4. Reports on periodic safety updates 5. Monitoring after marketing 6. Adherence to regulations 7. Patient and healthcare professional participation
Gaps Identified on the working area	n/a
Suggestions for Improvement	n/a

Signature of student: Pramodita Shende