

# **SUMMER INTERNSHIP PROGRAM**

**at**

**MICROLABS Ltd**

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Prachi Pandey

Master of Business Administration

Pharmaceutical Management

**2023-202**

Under the Mentorship of

**Dr. Kajal Sitlani**

**Assistant professor**



## Certificate of Recognition



*This is to certify that*

Ms. PRACHI PANDEY

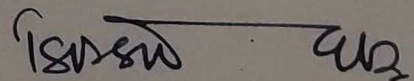
of 2023 - 2025 (batch) of IIHMR University

*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. Prachi Pandey** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared poster with respect to her summer internship held during May-June 2024.

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

Date-22 July 2024

A handwritten signature in black ink, appearing to read 'Kajal', written over a horizontal line.

**Dr. Kajal Sitlani**

Assistant Professor

IIHMR University, Jaipur

**Name:** Prachi Pandey  
**Roll no:** 0454  
**Stream:** MBA PM 15

**Faculty mentor:** Kajal Sitlani  
**Industry mentor:** Mr. Tavinder Jit Singh

## Micro labs limited

### Brief History and Description

- Micro Labs Limited (MLL) is a leading Public Limited Indian Non-Government Company incorporated in India on 07 September 1973. Its registered office is in Bangalore, Karnataka, India. It is ranked 14th among prescriptions by SMSRC and 19th in the sales as per AWACS Mat.
- The company is well known for its brand "DUOL" 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 11th 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.

## SWOT Analysis

### Strength

- They come in easy-to-take tablet forms, making them convenient for patients to use.
- Positive clinical trial results enhance reputation and market acceptance.

### Opportunity

- Growing demand in emerging markets and for specialty drugs.
- Aging populations increase demand for chronic disease treatments.

### Weakness

- R&D and clinical trials are expensive and time-consuming.
- High production and marketing costs.

### Threat

- There are many other medicines available to treat allergies and asthma.
- Regulatory authorities might set some limits.

## Learnings During Internship at Micro Labs

- Understanding corporate etiquette: Professional behaviour in meetings.
- Strategic branding: Developing marketing strategies.
- Team collaboration: Working efficiently in diverse teams.
- Time management: Prioritizing tasks under tight deadlines.
- Customer engagement: Techniques for building customer relationships.
- Presentation skills: Delivering persuasive presentations.
- Adaptability: Adjusting to a dynamic work environment.
- Digital marketing insights: Understanding online promotion techniques.
- Networking: Building professional connections.
- Negotiation skills: Engaging in effective discussions.
- Ethical practices: Upholding integrity in business dealings.
- Brand management: Maintaining brand consistency.

## Challenges faced during internship

- The inability to engage in on-site activities and direct interactions with colleagues and supervisors.
- Forming strong professional relationships and networking can be more challenging in a virtual setting.
- Balancing multiple tasks and deadlines without the structure of a traditional office environment.

## Organization structure



## Product profile

- The combination of aceclofenac and paracetamol is scientifically significant in the treatment of pain and inflammation.
- Aceclofenac and paracetamol are both medications used in the treatment of pain and inflammatory conditions such as osteoarthritis, rheumatoid arthritis, and ankylosing spondylitis.
- The combination of aceclofenac and paracetamol can have synergistic effects, resulting in enhanced pain relief and anti-inflammatory action, improved control of chronic pain symptoms, and faster relief from fever and inflammation.
- It is used in the treatment of rheumatoid arthritis.
- It is used in the treatment of musculoskeletal pain.
- It is used in the treatment of dental pain.

## Direct Competitors

### Ipsa

- Drug-Zerodol P**
- Description: Contains aceclofenac and paracetamol, commonly prescribed for pain relief and anti-inflammatory effects.

### Intas Pharmaceutical Ltd.

- Drug-Hifenac-P**
- Description: Contains aceclofenac and paracetamol, used for pain relief and reducing inflammation in musculoskeletal disorders.

### Micro labs

- Drug-Dolovin Plus**
- Description: Contains aceclofenac and paracetamol, used for pain relief and reducing inflammation in musculoskeletal disorders.

## Indirect Competitors

### DR. Reddy laboratories

- Nise tablet**
- Description: This brand contains Nimesulide, an NSAID used for pain relief and anti-inflammatory purposes.

### Sanofi

- Drug-Aleve**
- Description: Naproxen is also an NSAID and functions similarly to aceclofenac by reducing hormones that cause inflammation and pain in the body. It is commonly used for conditions such as arthritis, ankylosing spondylitis. That also competes in the NSAID market.

## Pack image



## Positioning

| Element                   | Details                                                                                                                    |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>Brand name</b>         | DUO RELIEF 650MG                                                                                                           |
| <b>Market definition</b>  | NSAID                                                                                                                      |
| <b>Customer target</b>    | pain, fever, musculoskeletal pain, osteoarthritis, rheumatoid arthritis, and ankylosing spondylitis.                       |
| <b>Insights</b>           | Treat conditions like pain, fever, musculoskeletal pain, osteoarthritis, rheumatoid arthritis, and ankylosing spondylitis. |
| <b>Metabolism</b>         | in the liver primarily via cytochrome P450 (CYP) enzymes                                                                   |
| <b>Duration of action</b> | 3 to 6 hrs.                                                                                                                |

## Practical Exposure vs. Theoretical Understanding

**Practical Exposure** at Micro Labs Ltd: During the internship at Micro Labs Ltd, the focus was on real-world application of pharmaceutical management concepts. Key activities included:

- Branding and Marketing Strategies: Implementing strategies for branding and marketing pharmaceutical products, which involved designing campaigns and understanding customer engagement.
- Corporate Etiquette and Communication: Learning professional behaviour in various settings such as meetings and field visits.
- Time Management and Leadership: Applying strategies to manage tasks effectively and understanding leadership dynamics in a corporate environment.

**Theoretical Understanding** from IIHMR University: The coursework at IIHMR University provided a solid foundation in:

- Pharmaceutical Marketing Theories: Understanding the principles of marketing, brand management, and consumer behaviour.
- Business Communication and Etiquette: Learning the theoretical aspects of effective communication and professional etiquette.
- Leadership and Management Theories: Studying leadership models and management strategies to prepare for future roles.

### Key Differences: Application vs. Theory:

The internship allowed for the application of theoretical concepts in real-world scenarios, emphasizing practical problem-solving and decision-making.

- Hands-on Experience: Exposure to the actual working environment, dealing with clients, and collaborating with teams provided insights that are not fully captured in classroom learning.
- Dynamic Challenges: Unlike structured academic exercises, the internship involved navigating unpredictable challenges and adapting strategies accordingly.

## Usefulness of an internship

- Networking Opportunities: Build connections with professionals and peers.
- Time Management: Prioritize tasks and meet deadlines effectively.
- Communication Skills: Improve written and verbal communication in a professional context.
- Adaptability: Learn to adjust to different work environments and challenges.
- Work Ethics: Understand workplace norms and ethical standards.
- Project Management: Learn to plan, execute, and manage projects.
- Customer Interaction: Understand client or customer relations.
- Cultural Awareness: Appreciate diversity and cultural differences in a workplace.
- Professionalism: Cultivate a professional attitude and demeanour.

## Suggestion

- Enhance communication tools and training for better remote collaboration.
- Provide clear guidelines and regular feedback to ensure intern progress.
- Improve technical support to minimize disruptions in remote work.
- Develop interactive virtual training modules to simulate hands-on experience.
- Foster virtual networking opportunities to build professional relationships.



## Annexure A

### 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:** Prachi Pandey

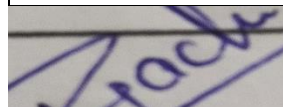
**Roll no:** 0545

**Stream:** Pharmaceutical Management

**Week no:** 1

**From:** 01/05/2024 to 05/05/2024

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Activity Done                                                                 | <ol style="list-style-type: none"><li>1. Pre interactive session- During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks.</li><li>2. Assignment on our Major Strengths and Two Basic values of life.</li><li>3. Interactive session-<ul style="list-style-type: none"><li>• Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society.</li><li>• Also, we discussed the importance of the working character of an individual to develop the good side of a person.</li></ul></li></ol> <p>Importance of knowing the customer and how to address someone professionally</p> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | The interactive sessions and assignments gave us valuable lessons on professionalism, ethics, and interpersonal skills. We talked about office manners, customer relations, and personal values, which helped us see how these ideas work in real-life situations at our organization. This connection makes it easier to understand how to practice respect, professional behavior, and ethics, creating a more united and respectful workplace.                                                                                                                                                                                                                                                                                   |
| <b>Gaps identified on the working area.</b>                                   | The main problems in our workplace are not following professional etiquette consistently, not fully understanding customer needs, and not focusing enough on personal values and ethics. These issues make communication, customer satisfaction, and workplace harmony worse. To improve, we need specific training and to emphasize                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Suggestions for improvement</b>                                            | To improve, implement regular training sessions on professional etiquette and customer relations, ensuring all employees understand and adhere to these standards. Establish a mentorship program to reinforce personal values and ethical conduct. Regular feedback and assessments can help identify ongoing gaps and provide a platform for continuous improvement and development within the organization                                                                                                                                                                                                                                                                                                                       |
| <b>Plan for the next week</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |



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: Prachi Pandey**

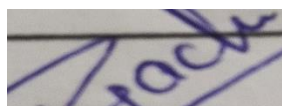
**Roll no: 0545**

**Stream: Pharmaceutical Management**

**Week no: 2**

**From:06/05/2024 to 12/05/2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"> <li>• We learn the- office etiquette, meeting table etiquette.</li> <li>• Business communication</li> <li>• Power of words like please, thank you, sorry and ask</li> <li>• 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.</li> <li>• Also, we discussed the importance of flow of: Information - Translation - Action – Persuasion in customer's mind.</li> <li>• Being physically fit is as important as our curriculum and studies, so everyone should focus on their physical health.</li> </ul> <p>We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc. to energize ourselves</p> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | The assignments and interactive sessions helped connect theory with real-life practice. We focused on strengths, values, and business communication, learning to show professionalism and good manners in different situations. These activities improved our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional growth with the organization's goals.                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Gaps identified on the working area.</b>                                   | We found several problems, like not always using polite language, not sharing information well, and ignoring physical fitness. Also, people weren't applying the etiquette we talked about to real-life situations, causing a gap between what we know and what we do.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Suggestions for improvement</b>                                            | Inconsistent practice of meeting etiquettes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Plan for the next week</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



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### Reporting Format (Weekly)

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**Name of the Student:** Prachi Pandey

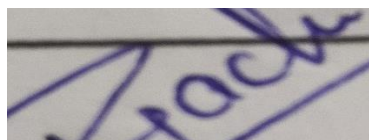
**Roll no:** 0545

**Stream:** Pharmaceutical Management

**Week no:** 3

**From:** 13/05/2024 to 19/05/2024

|                                                                               |                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | We learn the- <ul style="list-style-type: none"> <li>• Corporate etiquettes</li> <li>• Netiquette</li> <li>• Dining table manner in corporate</li> <li>• Branding and planning</li> </ul>                       |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | Implemented netiquettes principle during virtual meeting and email communication. Leading to improve clarity and professionalism. Use dining etiquette training during lunch to enhance the professional image. |
| <b>Gaps identified on the working area.</b>                                   | Dining etiquettes – initially I feel discomfort and lack of confidence during business lunch but after learning this dining table etiquettes it helps to build my confidence                                    |
| <b>Suggestions for improvement</b>                                            | Regular practice this etiquette and implement this in daily life which help to build strong confidence.                                                                                                         |
| <b>Plan for the next week</b>                                                 | Study about how to build ourselves as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.                          |



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## Annexure A

### Reporting Format (Weekly)

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**Name of the Student:** Prachi Pandey

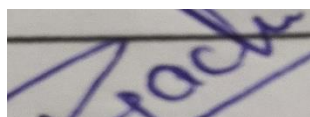
**Roll no:** 0545

**Stream:** Pharmaceutical Management

**Week no:** 4

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

|                                                                               |                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | Interactive session- I learn about <ul style="list-style-type: none"><li>• Build yourself as a brand</li><li>• Branding in corporate</li><li>• Marketing campaign</li><li>• Enhancing creativity and innovation</li></ul>                                                                                  |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in <ul style="list-style-type: none"><li>• Build yourself as a brand</li><li>• Branding in corporate</li><li>• Marketing campaign</li><li>• Enhancing creativity and innovation</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Identified gaps include inconsistent application of build yourself as a brand and enhancing creativity and innovation                                                                                                                                                                                      |
| <b>Suggestions for improvement</b>                                            | Regular practicing help to fill this gap                                                                                                                                                                                                                                                                   |
| <b>Plan for the next week</b>                                                 | Preparation of “molecule / brand wise presentation”<br>Session on “Ongoing preparation & jobs accomplishments”                                                                                                                                                                                             |



Signature of the Student:

Approved by the IIHMR University's Mentor



## Annexure A

### Reporting Format (Weekly)

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

**Name of the Student:** Prachi Pandey

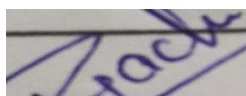
**Roll no:** 0545

**Stream:** Pharmaceutical Management

**Week no:** 5

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

|                                                                               |                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | I learn the how to make a brand plan for new pharmaceutical products.                                                                                                                                                                                                                  |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | I made the brand plan of molecule aceclofenace and paracetamol in this brand plane I cover the <ul style="list-style-type: none"><li>• Vision and mission</li><li>• Direct and indirect competitor</li><li>• Indication of drug</li><li>• Pack design</li><li>• Pack inserts</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | I identify the several gaps like Lack of knowledge to make brand plane and pack insert                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | To address these gaps, provide detailed workshops on brand plan and pack insert Encourage hands-on projects and market visits to deepen understanding.                                                                                                                                 |
| <b>Plan for the next week</b>                                                 | 1.Gain the insights about: <ul style="list-style-type: none"><li>• Time management strategy</li><li>• Qualities to become a good leader</li><li>• Leadership skills</li></ul> 2.Interactive session with business leaders of Microlabs                                                 |



Signature of the Student:

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### 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: Prachi Pandey

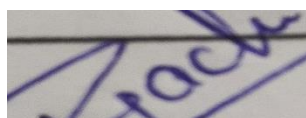
Roll no: 0545

Stream: Pharmaceutical Management

Week no: 6

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

|                                                                        |                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Activity Done                                                          | We learn the- <ul style="list-style-type: none"> <li>• Evaluation of marketing</li> <li>• Importance of digital marketing</li> <li>• Difference domain of marketing</li> <li>• Step involved in designing effective pharma campaign.</li> </ul>                                                           |
| Linking theory (Classroom learning) with practice at your organization | <ul style="list-style-type: none"> <li>• Evaluation of marketing and Importance of digital marketing.</li> <li>• Domain of digital marketing SEO, SEM, Content marketing, social medial marketing and email marketing.</li> </ul>                                                                         |
| Gaps identified on the working area.                                   | The gap I identified during my internship is to integration of digital tools and marketing campaigns.                                                                                                                                                                                                     |
| Suggestions for improvement                                            | To address these gaps, implement training sessions on advanced time management techniques and competitor analysis. Encourage regular leadership workshops and practical exercises. Develop a comprehensive digital marketing training program to ensure integration of these strategies into daily tasks. |
| 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 & Brand planning.**

**Name of the Student: Prachi Pandey**

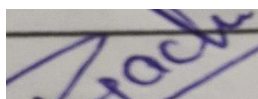
**Roll no: 0545**

**Stream: Pharmaceutical Management**

**Week no: 7**

**From:10/06/2024 to 16/06/2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"> <li>Where we presented our Brand Plan presentation</li> <li>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.</li> <li>Interactive session- On the topic “Business Finances Management”</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | The interactive sessions helped us use theory in real situations. The expert talk on perception mapping and the session on business finance management gave us deeper insights into making strategic decisions and understanding finance, which are crucial for business success.                                                                                                             |
| <b>Gaps identified on the working area.</b>                                   | Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills,                                                                                                                                                                                                                                                                   |
| <b>Suggestions for improvement</b>                                            | To address these gaps, conduct regular workshops and training sessions decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques.                                                                                                                                                  |
| <b>Plan for the next week</b>                                                 | <p>To learn about</p> <ol style="list-style-type: none"> <li>Trademarks - Intellectual Property Rights (IPR)</li> <li>Code of Ethics of Business</li> <li>PESTEL analysis</li> </ol> <p>Campaign designing, etc.</p>                                                                                                                                                                          |



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: Prachi Pandey**

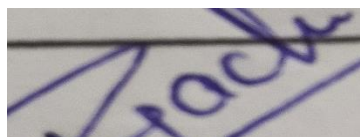
**Roll no: 0545**

**Stream: Pharmaceutical Management**

**Week no: 8**

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

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• We prepared the presentation on the below points in continuation to our brand plan ppt.<ol style="list-style-type: none"><li>1.Importance of content writing in terms of Font size and Font style.</li><li>2.Trademarks - Intellectual Property Rights (IPR)</li><li>3.Code of Ethics of Business</li><li>4.PESTEL analysis of your Brand</li><li>5.Campaign design</li><li>6.Distribution and Distribution channel</li></ol>And in this assignment, we prepared the word document on the topics mentioned below:<ol style="list-style-type: none"><li>1. Therapeutic relationship in branding</li><li>2. Customer Value Proposition (CVP)</li><li>3. Health and Business Wealth (Summer training)</li><li>4. Passion and Professional life balance</li></ol></li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Gaps identified on the working area.</b>                                   | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Suggestions for improvement</b>                                            | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Plan for the next week</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |



Signature of the Student

Approved by the IIHMR University's Mentor

## Compiled Reporting Format

**Name of the Organisation:** Micro labs

**Area/ Department/ Project of Summer Internship Program:** Market research

**Name of the Student:**

**Roll no:**

**Stream:**

| Activity Done | Week-01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | <p>4. Pre interactive session- During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks.</p> <p>5. Assignment on our Major Strengths and Two Basic values of life.</p> <p>6. Interactive session-</p> <ul style="list-style-type: none"> <li>• Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society.</li> <li>• Also, we discussed the importance of the working character of an individual to develop the good side of a person.</li> </ul> <p>Importance of knowing the customer and how to address someone professionally.</p>                                                                                                                                                                            |
|               | <p><b>Week- 02</b></p> <ul style="list-style-type: none"> <li>• We learn the- office etiquette, meeting table etiquette.</li> <li>• Business communication</li> <li>• Power of words like please, thank you, sorry and ask</li> <li>• 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.</li> <li>• Also, we discussed the importance of flow of: Information - Translation - Action – Persuasion in customer's mind.</li> <li>• Being physically fit is as important as our curriculum and studies, so everyone should focus on their physical health.</li> </ul> <p>We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc. to energize ourselves.</p> |
|               | <p><b>Week- 03</b></p> <p>We learn the-</p> <ul style="list-style-type: none"> <li>• Corporate etiquettes</li> <li>• Netiquette</li> <li>• Dining table manner in corporate</li> </ul> <p>Branding and planning</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|               | <p><b>Week- 04</b></p> <p>Interactive session- I learn about</p> <ul style="list-style-type: none"> <li>• Build yourself as a brand</li> <li>• Branding in corporate</li> <li>• Marketing campaign</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## Annexure A

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|                                                                                      | <p>Enhancing creativity and innovation</p> <p><b>Week-05</b><br/>I learn the how to make a brand plan for new pharmaceutical products.</p> <p><b>Week- 06</b><br/>We learn the-</p> <ul style="list-style-type: none"> <li>• Evaluation of marketing</li> <li>• Importance of digital marketing</li> <li>• Difference domain of marketing</li> </ul> <p>Step involved in designing effective pharma campaign.</p> <p><b>Week- 07</b></p> <ul style="list-style-type: none"> <li>• Where we presented our Brand Plan presentation</li> <li>• 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.</li> </ul> <p>Interactive session- On the topic “Business Finances Management”</p> <p><b>Week- 08</b></p> <ul style="list-style-type: none"> <li>• We prepared the presentation on the below points in continuation to our brand plan ppt.</li> </ul> <ol style="list-style-type: none"> <li>1.Importance of content writing in terms of Font size and Font style.</li> <li>2.Trademarks - Intellectual Property Rights (IPR)</li> <li>3.Code of Ethics of Business</li> <li>4.PESTEL analysis of your Brand</li> <li>5.Campaign design</li> <li>6.Distribution and Distribution channel</li> </ol> <p>And in this assignment, we prepared the word document on the topics mentioned below:</p> <ol style="list-style-type: none"> <li>5. Therapeutic relationship in branding</li> <li>6. Customer Value Proposition (CVP)</li> <li>7. Health and Business Wealth (Summer training)</li> </ol> <p>Passion and Professional life balance</p> |
| <p><b>Linking theory (Classroom learning) with practice at your organisation</b></p> | <ul style="list-style-type: none"> <li>• The interactive sessions and assignments gave us valuable lessons on professionalism, ethics, and interpersonal skills. We talked about office manners, customer relations, and personal values, which helped us see how these ideas work in real-life situations at our organization. This connection makes it easier to understand how to practice respect, professional behaviour, and ethics, creating a more united and respectful workplace.</li> <li>• The assignments and interactive sessions helped connect theory with real-life practice. We focused on strengths, values, and business communication, learning to show professionalism and good manners in different situations. These activities improved our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional growth with the organization's goals.</li> <li>• Implemented netiquettes principle during virtual meeting and email communication. Leading to improve clarity and professionalism. Use dining etiquette training during lunch to enhance the professional image.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



## Annexure A

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|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | <ul style="list-style-type: none"> <li>• The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in <ul style="list-style-type: none"> <li>➤ Build yourself as a brand</li> <li>➤ Branding in corporate</li> <li>➤ Marketing campaign</li> </ul> </li> </ul> <p>Enhancing creativity and innovation</p> <ul style="list-style-type: none"> <li>• I made the brand plan of molecule aceclofenace and paracetamol in this brand plane I cover the <ul style="list-style-type: none"> <li>• Vision and mission</li> <li>• Direct and indirect competitor</li> <li>• Indication of drug</li> <li>• Pack design</li> <li>• Pack inserts</li> </ul> </li> <li>• Evaluation of marketing and Importance of digital marketing.</li> </ul> <p>Domain of digital marketing SEO, SEM, Content marketing, social medial marketing and email marketing</p> <ul style="list-style-type: none"> <li>• The interactive sessions helped us use theory in real situations. The expert talk on perception mapping and the session on business finance management gave us deeper insights into making strategic decisions and understanding finance, which are crucial for business success.</li> <li>• The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels.</li> </ul> |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• The main problems in our workplace are not following professional etiquette consistently, not fully understanding customer needs, and not focusing enough on personal values and ethics. These issues make communication, customer satisfaction, and workplace harmony worse. To improve, we need specific training and to emphasize.</li> <li>• We found several problems, like not always using polite language, not sharing information well, and ignoring physical fitness. Also, people weren't applying the etiquette we talked about to real-life situations, causing a gap between what we know and what we do.</li> <li>• Dining etiquettes – initially I feel discomfort and lack of confidence during business lunch but after learning this dining table etiquettes it helps to build my confidence</li> <li>• Identified gaps include inconsistent application of build yourself as a brand and enhancing creativity and innovation.</li> <li>• I identify the several gaps like Lack of knowledge to make brand plane and pack insert</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                        |

## Annexure A

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|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | <ul style="list-style-type: none"> <li>• The gap I identified during my internship is to integration of digital tools and marketing campaigns.</li> <li>• Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills,</li> <li>• 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.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• To improve, implement regular training sessions on professional etiquette and customer relations, ensuring all employees understand and adhere to these standards. Establish a mentorship program to reinforce personal values and ethical conduct. Regular feedback and assessments can help identify ongoing gaps and provide a platform for continuous improvement and development within the organization</li> <li>• Inconsistent practice of meeting etiquettes.</li> <li>• Regular practice this etiquette and implement this in daily life which help to build strong confidence</li> <li>• Regular practicing help to fill this gap</li> <li>• To address these gaps, provide detailed workshops on brand plan and pack insert Encourage hands-on projects and market visits to deepen understanding.</li> <li>• To address these gaps, conduct regular workshops and training strategic decision-making and financial management. Incorporate exercises and case studies to enhance understanding and application of perception</li> <li>• mapping techniques.</li> <li>• To address these gaps, provide detailed workshops on content practices, intellectual property rights, and business ethics. Encourage projects and market visits to deepen understanding.</li> </ul> |
| <b>Plan for the next week</b>      | <p><b>Week- 01</b></p> <ul style="list-style-type: none"> <li>• Interactive session on power of words</li> </ul> <p>Importance of flow of: Information - Translation - Action - Persuasion in customer's mind.</p> <p><b>Week- 02</b></p> <ul style="list-style-type: none"> <li>• Focus on Continuous Practice and Learning to become a Professional Executive.</li> </ul> <p>Understanding of Corporate Etiquettes, Netiquettes and dining table manners in corporate.</p> <p>Differentiate Branding &amp; Marketing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Annexure A

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|  | <p><b>Week-03</b></p> <ul style="list-style-type: none"><li>• Study about how to build ourselves as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.</li></ul> <p><b>Week -04</b></p> <ul style="list-style-type: none"><li>• Preparation of “molecule / brand wise presentation”</li></ul> <p>Session on “Ongoing preparation &amp; jobs accomplishments</p> <p><b>Week-05</b></p> <ul style="list-style-type: none"><li>• Gain the insights about:<ul style="list-style-type: none"><li>○ Time management strategy</li><li>○ Qualities to become a good leader</li><li>○ Leadership skills</li></ul></li></ul> <p>Interactive session with business leaders of Microlabs</p> <p><b>Week-07</b></p> <ul style="list-style-type: none"><li>• To learn about<ol style="list-style-type: none"><li>1. Trademarks - Intellectual Property Rights (IPR)</li><li>2. Code of Ethics of Business</li><li>3. PESTEL analysis</li></ol></li></ul> <p>Campaign design, etc.</p> |
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**Signature of the Student**

**Approved by the IIHMR University’s Mentor**