

SUMMER INTERNSHIP PROGRAM

at

Mankind Pharma Ltd.

02nd of May 2024 – 28th of June 2024



A REPORT BY

Nupur Manish Kalambe

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Himadri Sinha

Professor and Dean School of Development studies





Mankind 

Serving Life

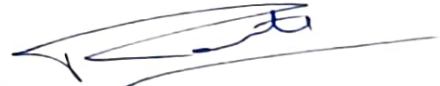
Annexure A

Completion Certification from the Organization CERTIFICATE

This is to certify that **Ms. Nupur Kalambe** of **2023- 2025** batch of **IIHMR University, Jaipur** has worked with our organization "**Mankind Pharma Ltd.**" for her summer internship from **02nd May 2024 to 28th June 2024.**

The overall performance shown by her during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 28th June 2024



(Signature of organization Mentor)

Name: Mr. Ramit Handa

Department: HR

Seal/Stamp of the Organization



MANKIND PHARMA LIMITED

Regd. Office : 208, Okhla Ind. Estate, Phase - 3, New Delhi-110020, Ph. : 011-46541400, 47476600 Fax : 011-46541382
CIN No. U74899DL1991PLC044843, E-mail : contact@mankindpharma.com www.mankindpharma.com

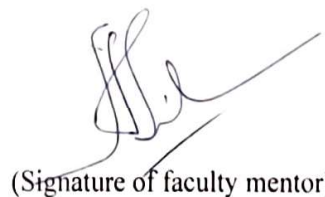
Annexure B

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Ms. NUPUR M. KALAMBE of academic year 2023-25 batch of SCHOOL OF PHARMACEUTICAL MANAGEMENT prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: 22/07/24



(Signature of faculty mentor)

Name: Himadri Sinha

Designation: Professor & Dean (SDS) at IIHMR University

- A gap analysis can be addressed by introducing new products, such as a combination of gabapentin and duloxetine. Both medications have shown significant effectiveness in treating neuropathic pain individually, and a combined product could better meet patient needs, fill market gaps, and increase organizational profitability.
- They should invest more in digital marketing initiatives which would help increase the reach of its current products and help launch new combinations like Gabapentin + duloxetine, and Pregabalin+ Duloxetine

Annexure-E

Weekly Reporting Format

Name of the Organisation: Mankind Specialties (Mumbai)

Area/Department/Project of Summer Internship Program: Neuro-Psychiatry – Marketing (PMT)

Name of the Student: Nupur Manish Kalambe

Roll no: 0541

Stream: Pharmaceutical-MBA

Week no: 1

From: 02/05/2024-03/05/24

Activity Done	I joined the organization on the 2 nd of May, 2024. The reporting time was 09:30 AM. Initially, I was given a tour of the company, acknowledging all the departments like- Cardiac, Neuro, Oncology, HR, etc. Then I was assigned to the neuro department under the marketing head – Sameer sir, and General Manager- Hemal sir. Also, the HR introduced me to the whole team of marketing. Later there was an induction program for all the interns and then we needed to work on our assigned projects. First 2 days my task was to learn about the company and the Cerebris products. I read the training manuals regarding the same. I was assigned to make a presentation on pain management which I had to present on Monday i.e. on the 6 th of May, 2024.
Linking theory (Classroom learning) with practice at your organization	I completed the training manuals and product descriptions in a detailed format. And made a presentation on pain management as told by the head. The knowledge I gained during these two days was to see how a marketing team works to enhance its product and also got insights regarding all the major 9 products of cerebris in detail.
Gaps identified in the working area.	I did not face any major obstacles as such but was a bit anxious regarding the presentation.
Suggestions for improvement	They suggested me, to provide specific examples and details to illustrate my points. This helps in making my ppt more informative and credible.

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Signature of the Student

Approved by the IIHMR University's Mentor

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Stream: Pharmaceutical-MBA

Week no: 2

From: 06/05/24-10/05/24

Activity Done	This was the second week of my internship. As previously mentioned, I presented my ppt before my team. Later, the marketing head gave me MAT and IMS data to analyze the market trends and do competitor analysis. I was allotted my project work and instructions regarding the same were given by the marketing head- Sameer Jadhav sir. I have effectively and successfully delivered my presentation in front of my team. Also, I have started working on my project as directed by the head. The meeting was useful for me as I gained knowledge regarding the basics of neuro like small nerve fibrosis and management of pain.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends. Also got some major information regarding the upcoming projects of Mankind's Cerebris department. My team helped me to get familiar with the basic terminologies of the data provided and also concepts were cleared. I attended an online meeting which was scheduled by the product manager of my department with doctors and the medical research team of Harvard University.
Gaps identified in the working area.	I did not face any major obstacles but is very difficult for me to handle such big data but I am improving day by day.
Suggestions for improvement	Learning the advanced Excel tools and properties, so that I can easily analyze the data

Nkalambe

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Week no: 3

From: 13/05/24 – 17/05/24

Activity Done	This was the third week of my internship. I had the data with me and I did analyze it. I have prepared an overview of the data and segregated it into different sheets. I have effectively and successfully used my Excel skills for data analysis. Also, I have started working on my project as directed by the head. I gained knowledge regarding the basics of Excel in day-to-day life like the BCG matrix and Product life cycle of the CNS department.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends. I got to know how to use the Excel pivot table easily. I also got some major information regarding the upcoming projects of Mankind's Cerebris department. I learnt some great pivot formulas, and how to make a BCG matrix and PLC graphs for the department and products. My team helped me get familiar with the basic terminologies of the data provided, and the concepts were cleared. I also calculated the market shares and the market growth of each company for competitor analysis. I was also assigned to find the Growth driver for the CNS department.
Gaps identified in the working area.	The challenge I faced was to inculcate theoretical knowledge practically like preparing BCG matrix for mankind's products, PLC graphs, etc.
Suggestions for improvement	Using various tools like canva and Adobe for graphics and learning tableau for easy analysis of data



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Week no: 4

From: 20/05/24 - 24/05/24

Activity Done	This was the fourth week of my internship. I did the prescription survey of various doctors this week and reported it to the marketing head of the Cerebris department. I have effectively and successfully used my skills to allocate the data appropriately. Also, I have used Google Forms to segregate the three Neuro surveys and 2 psychiatrist surveys. Also, I have half made my report in Word format.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and check the marketing trends by forecasting via various continuous and linear methods. It helped to see the results of the upcoming 2 years and how productive the molecule would be.
Gaps identified in the working area.	As such No major challenges were faced this week and no gaps were identified.
Suggestions for improvement	Should have sufficient knowledge regarding the topic while doing the prescription surveys with doctors, so that it will be easier to analyse the outcomes of the surveys.

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Week no: 5

From: 27/05/24 - 31/05/24

Activity Done	This was the Fifth week of my internship. I have to make a PowerPoint presentation for the 5 BD surveys of neurologists, neurosurgeons, psychiatrists, and physicians this financial year based on the surveys that were done by me last week. I have effectively and successfully used my skills to allocate the data appropriately. Also, I have used a pictorial format to interpret the results of the surveys, which were in total 5 -the three Neuro surveys and 2 psychiatrist surveys.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and various pictorial and graphical representations of data to get its interpretation. It helped to see the results of the ongoing products, their market value, the need for the product in the market, and the need to launch the new product.
Gaps identified in the working area.	As such No major challenges were faced this week but got to use Excel more proficiently with complex formulas.
Suggestions for improvement	Using of appropriate canvas template for depiction of graphs.

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Roll no: 0541

Stream: Pharmaceutical-MBA

Week no: 6

From: 3/06/24 - 8/06/24

Activity Done	This was the sixth week of my internship. I have to complete the task allotted to me to create the PowerPoint presentation for the 5 BD surveys of neurologists, neurosurgeons, psychiatrists, and physicians this financial year based on the surveys that were done earlier. I have effectively and successfully used my technical skills to allocate the data appropriately using Excel and PowerPoint. I have completed the 2 surveys summary last week.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and various pictorial and graphical representations of data to get its interpretation. It helped to see the results of the ongoing products, their market value, the need for the product in the market, and the need to launch the new product.
Gaps identified in the working area.	As such No major challenges were faced this week but got to use PowerPoint more proficiently with complex formulas and tools.
Suggestions for improvement	Explore the tools of PowerPoint for a better representation.



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Roll no: 0541

Stream: Pharmaceutical-MBA

Week no: 7

From: 10/06/24 - 14/06/24

Activity Done	This was the seventh week of my internship. I have completed the task allotted to me to create the PowerPoint presentation for the 5 BD surveys of neurologists, neurosurgeons, psychiatrists, and physicians this financial year based on the surveys that were done earlier. I have effectively and successfully used my technical skills to allocate the data appropriately using Excel and PowerPoint. I have completed the 3 survey summaries this week.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use Excel for data analysis and various pictorial and graphical representations of data to get its interpretation. It helped to see the results of the ongoing products, their market value, the need for the product in the market, and the need to launch the new product.
Gaps identified in the working area.	As such No major challenges were faced this week but got to use PowerPoint more proficiently with the pool of tools within.
Suggestions for improvement	No such suggestions were given this week.

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Weekly Reporting Format

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Roll no: 0541

Stream: Pharmaceutical-MBA

Week no: 8

From: 17/06/24 - 21/06/24

Activity Done	This was the eighth week of my internship. I have started working on the project report that has been allotted to me and also started making SIP report for the college. I have effectively and successfully used my skills to allocate the data appropriately using Excel and PowerPoint in word format with each information in detail regarding the strategic management
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use MS word for data analysis and various pictorial and graphical representations of data to get its interpretation.
Gaps identified in the working area.	No such gaps were interpreted while working.
Suggestions for improvement	To learn how to use Power BI



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Weekly Reporting Format

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Roll no: 0541

Stream: Pharmaceutical-MBA

Week no: 9

From: 24/06/24 - 28/06/24

Activity Done	This was the ninth week of my internship. I have almost completed working on the project report allotted to me. The SIP report for the college has been completed according to the format provided by the college. The 28 th of June was the last day of my internship at Mankind. I have completed the project allotted by the marketing head of my department and got it reviewed and approved by him, also started working on making the Poster.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use MS Word for data analysis and various pictorial and graphical representations of data to interpret all the knowledge I have acquired throughout the two months relevant to my project work.
Gaps identified in the working area.	There were minor changes in the report told by the head. I do make the changes in the report before the approval.
Suggestions for improvement	Should get knowledge about the basics of sales before getting into any organization in the future.

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Compiled Reporting Format

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Name of the Student: Nupur Manish Kalambe

Roll no: 0541

Stream: Pharmaceutical-MBA

Activity Done	☐ Week 1: Induction and learning about the company's departments and Cerebris products. I gave a presentation on pain management. ☐ Week 2: Analyzed MAT and IMS data for market trends and competitor analysis. I attended an online meeting with the medical research team of Harvard University. ☐ Week 3: Segregated and analyzed market data, and calculated the overall market value, and shares of companies. ☐ Week 4: Conducted a prescription survey of doctors and reported findings. ☐ Week 5: Created a PowerPoint presentation summarizing 5 BD surveys of neurologists, neurosurgeons, psychiatrists, and physicians. ☐ Week 6: Continue working on the PowerPoint presentation for the BD surveys. ☐ Week 7: Completed the PowerPoint presentation for BD surveys. ☐ Week 8: Started working on the project report and SIP report for college. ☐ Week 9: Completed the project report and SIP report, and got the project reviewed and approved by the marketing head.
Linking theory (Classroom learning) with practice at your organization	☐ Applied theoretical knowledge of marketing strategies and product management to real-world scenarios in the neuro department. ☐ Utilized Excel skills for data analysis, creating pivot tables, BCG matrices, and graphs. ☐ Implemented survey techniques and data collection methods learned in the classroom for prescription surveys. ☐ Created detailed reports and presentations, linking academic knowledge with practical marketing and product management applications.

Gaps identified in the working area.	☐ Initially, there was a gap in practical knowledge application, particularly in handling large datasets and creating complex Excel formulas. ☐ There were minor discrepancies in the final project report that required adjustments. ☐ Some challenges in interpreting and analyzing extensive market data and trends accurately.
Suggestions for improvement	☐ More hands-on training sessions on advanced Excel and data analysis techniques could help bridge the gap between theoretical knowledge and practical application. ☐ Regular feedback sessions with mentors can ensure that the project and I as an intern am on the right track and can make necessary adjustments in real-time. ☐ Enhanced orientation programs focusing on practical aspects of marketing and data analysis can prepare interns better for their roles.

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