

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited



From 2nd May 2024 to 30th June 2024.

A REPORT BY

Mansi Jariya

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Rahul Sharma

Assistant Professor



Certificate of Recognition



This is to certify that

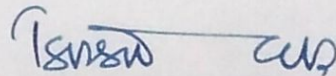
Ms. MANSI JARIYA

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. **MANSI JARIYA** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has 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: 22/07/2024



Rahul Sharma

Assistant Professor at IIHMR University

Name: Mansi Jariya
Roll no: 0526
Stream: MBA PM 15

Faculty mentor: Rahul Sharma
Industry mentor: Mr. Tavinder Jit Singh Vasudeva

MICROLABS LTD

Micro labs was incorporated on 7 th September 1973 . Micro Labs Limited's operating revenues range is Over INR 500 cr . It is a multifaceted healthcare organization with a proficient marketing team . Have manufacturing facilities and R&D centers that are with international standards . It is ranked 14 th among prescriptions by SMSRC and 19 th in sales as per AWACS Mat . The company is well known for its brand "DOLO" 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 11 th 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. Aspiration
Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

Organization structure



LEARNING AND VALUES ADDITION

Product profile

Dapagliflozin works by inhibiting the sodium-glucose co-transporter-2 (SGLT2) in the proximal renal tubules, reducing the reabsorption of filtered glucose and increasing urinary glucose excretion, thereby lowering blood glucose levels.

Dapagliflozin is one of the leading SGLT2 inhibitors, widely used for its multiple benefits in managing diabetes, heart failure, and chronic kidney disease. It has a significant market share and strong presence in the global market due to its comprehensive benefits and robust clinical trial data supporting its efficacy and safety.

Pestel analysis

Political factor

- This includes government regulations, policies, and political stability.
- It may involve aspects such as drug approvals, pricing regulations, intellectual property laws, and healthcare policies that affect the pharmaceutical industry.

Economical factor

- These encompass economic indicators, market conditions, and trends that impact the pharmaceutical industry.
- Considerations may include healthcare spending, reimbursement systems, pricing pressures, economic growth, and the availability of funding for research and development.

Sociocultural factor

- These involve social and cultural influences on the pharmaceutical industry.
- It includes aspects such as patient attitudes towards medication, health trends, demographic shifts, patient preferences, and ethical considerations related to pharmaceutical products.

Technological factor

- This includes advancements in technology that affect the pharmaceutical industry.
- It may encompass areas like drug discovery, manufacturing processes, data analysis, digital health, telemedicine, and other technological innovations that influence research, development, and patient care.

Legal factor

- These encompass laws and regulations that impact the pharmaceutical industry.
- Considerations may include intellectual property protection, patent laws, drug safety regulations, clinical trial requirements, and compliance with healthcare and pharmaceutical standards.

Environmental factor

- These involve environmental considerations and sustainability within the pharmaceutical industry.
- It includes factors such as waste management, environmental regulations, sustainable practices, and the impact of pharmaceutical products on the environment.

Swot analysis

Strength

It can be effectively combined with other diabetes medications, providing flexibility in treatment plans.

Weakness

It may not be suitable for patients with severe kidney impairment or certain other health conditions.

Opportunity

Increased awareness and education about the benefits of SGLT2 inhibitors can boost its adoption among healthcare providers and patients.

Threat

Other SGLT2 inhibitors and new diabetes medications entering the market could pose competition.

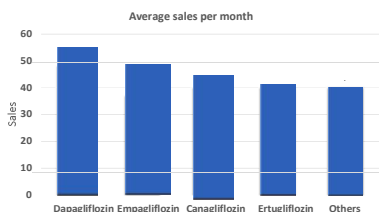
Disease prevalence

- Global Impact:** Diabetes is estimated to affect approximately 530 million adults worldwide.
- Prevalence:** The global prevalence of diabetes is 10.5 percent among adults aged 20 to 79 years.
- Type 2 Diabetes Dominance:** Type 2 diabetes represents approximately 98 percent of global diabetes diagnoses
- Variation Among Countries:** The proportion of type 2 diabetes diagnoses varies widely among countries.

Challenges faced

- Since respondents refused to give their prices or data, and they lacked the time to extract the data, conducting market research proved to be the most difficult duty I had to complete. This was the lesson I learned the most about how to approach things.
- Another difficulty I had at Micro Labs was managing my time. I had to do all my work within constrained deadlines, which was another learning.

Market survey



Dapagliflozin	35%
Empagliflozin	25%
Canagliflozin	20%
Ertugliflozin	10%
Others	10%

Campaign

For patient

- Literature
- Webinar
- Customized inputs
- Brand campaign

For doctor

- Customized diary
- Customize pens
- Customized

Positioning

Element	Details
molecule name	Dapagliflozin
Market definition	sodium-glucose cotransporter 2 (SGLT2) inhibitor
Customer target	Chronic kidney disease at risk of progression.
Insights	Treat the type 2 diabetes.
Metabolism	by uridine diphosphate-glucuronosyltransferase-1A9 in the liver and the kidney.

The value of an internship

- The training programme raised my awareness of the reality of the corporate world and the value of adaptation and planning for achievement.
- As for me, I felt that using micro laboratories made me more aware of the significance of conceptual experience and knowledge.

Suggestion

- Did not get field exposure company should try to give field exposure.



Acknowledgement

I would like to extend my heartfelt thanks to Mr. Tavinder Jit Singh and his exceptional team at Micro Labs Ltd, Gurugram, for their invaluable assistance in completing my assignments.

I am writing to express my deep gratitude for the extraordinary opportunity to intern at Micro Labs Ltd under your esteemed guidance. It has been a profound honor and privilege to learn and grow within the dynamic environment of your renowned organization.

My sincere appreciation goes to you for allowing me to work alongside your team and contribute to various projects and initiatives during my internship. Your mentorship, guidance, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skill set.

Throughout my internship, I have been privileged to witness your unwavering dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a profound source of inspiration, and I am immensely grateful for the knowledge and insights you have generously shared with me.

I also wish to extend my gratitude to the entire team at Micro Labs Ltd for their warm welcome, unwavering support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish for a lifetime.

Once again, thank you, Mr. Tavinder Jit Singh, for your mentorship and for providing me with the opportunity to contribute to Micro Labs. I am confident that the skills and knowledge I have gained during this internship will serve as a robust foundation for my future endeavors.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Micro Labs in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

Mansi Jariya

Department of pharmaceutical Management

IIHMR University, Jaipur

INDEX

S.NO.	CONTENT	PAGE NO.
1	Introduction	5-7
2	Organization Structure	8
2	Weekly report	9-22
3	Compiled report	23-24
4	Conclusion	25

MICRO LABS LIMITED

We are a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. We strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

As we continue to champion the cause of Make-in-India through our steady expansion across various Indian states, we create job opportunities and drive social responsibility programs in education, healthcare, rural development and environmental protection to add value to our local communities. Our roadmap is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence will continue to be the driving factors over the next decade.

VISION AND VALUES

Micro Labs has been built on a strong foundation strictly based on the following values:

Quality: Quality is the driving force behind all our endeavours. The global accreditation we have accomplished for the pharmaceutical medicines that we manufacture from health regulatory boards of India and overseas—such as USA, UK, Africa and ROW countries—is a testimony to our commitment to maintaining the highest standards of quality.

Ethics: We operate with utmost integrity, adhering to the best practices of governance and principles of ethics in all our business segments including, Manufacturing, R&D, HCP Engagement, Patient Education and Logistics.

Respect for People: We always put people first as we arm our human resources with world-class facilities and platforms that intend to bring the best out of them. We consistently recognize unique perspectives that each individual brings to our table and aim to foster a culture of inclusivity and collaboration.

PRODUCT PORTFOLIO

Micro Labs Limited is a pharmaceutical company based in India that has a diverse product portfolio across various therapeutic areas. Here's an overview of some key product segments and examples within each:

1. Cardiovascular

Antihypertensives: Amlodipine, Telmisartan

Anti-anginal: Nitroglycerin, Isosorbide mononitrate

2. Diabetology

Oral Hypoglycaemics: Metformin, Glimepiride

Insulins: Various insulin formulations

3. Neurology and Psychiatry

Antidepressants: Sertraline, Escitalopram

Antiepileptics: Levetiracetam, Carbamazepine

4. Dermatology

Topical Steroids: Clobetasol, Mometasone

Antifungals: Clotrimazole, Terbinafine

5. Anti-infectives

Antibiotics: Amoxicillin, Ciprofloxacin

Antivirals: Acyclovir

6. Gastroenterology

Antacids: Pantoprazole, Ranitidine

Laxatives: Lactulose, Bisacodyl

7. Pain Management

Analgesics: Paracetamol, Ibuprofen

Muscle Relaxants: Diclofenac, Thiocolchicoside

8. Respiratory

Bronchodilators: Salbutamol, Ipratropium

Antihistamines: Cetirizine, Loratadine

9. Nutritional Supplements

Vitamins and Minerals: Multivitamin tablets, Calcium supplement

10. Ophthalmology

Eye Drops: Timolol, Latanoprost

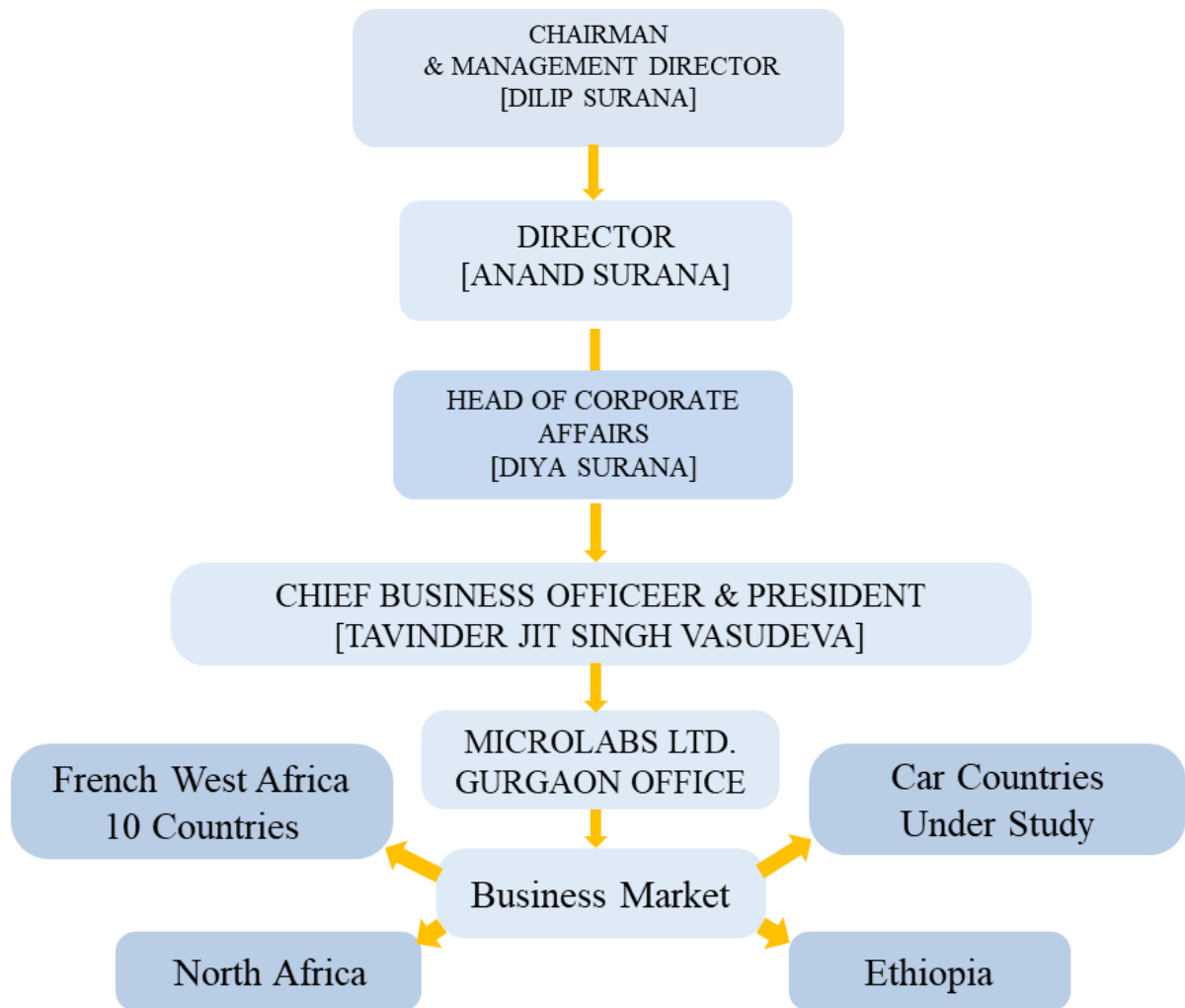
Ointments: Erythromycin ointment

11. Oncology

Chemotherapeutic Agents: Cyclophosphamide, Methotrexate

Targeted Therapies: Imatinib

Organization Structure



1st Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 1

From: ...29/04/2024... to...05/05/2024...

Activity Done	Pre-interactive session on April 29 We talked about expectations, the framework of the internship, and major projects that will take place in the upcoming weeks during the session. 30/04: Assignment on Our Two Core Life Values and Our Greatest Strengths Interactive session on March 5, We talked about the importance of manners in the workplace, during meetings, on the job, while traveling, and in business societies. We also talked about how developing a person's working persona is crucial to bringing forth their best qualities. Knowing your customers and how to treat them with respect and professionalism are crucial.
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions gave theoretical insights into ethics, professionalism, and people skills. We made connections between these ideas and practical uses inside the company by talking about customer relations, office etiquette, and personal values. This linkage helps in understanding the practical implementation of respect, professional conduct, and ethical behavior, thereby fostering a cohesive and respectful workplace environment.
Gaps identified on the working area.	The working area has several gaps that need to be filled in order to improve. These gaps include a lack of emphasis on ethical conduct and personal values, inconsistent adherence to professional etiquette, and an inadequate understanding of customer needs. Targeted training and reinforcement of key principles are necessary to close these gaps and promote a harmonious work environment.
Suggestions for improvement	In order to make improvements, hold frequent training sessions on customer service and professional manners, making sure that all staff members are aware of and follow these guidelines. Create a mentorship program to help people reaffirm their moral principles and ideals. Frequent evaluations and feedback can assist in identifying persistent deficiencies and offer a platform for continual development and improvement inside the company.
Plan for the next week.	Interactive talk on the power of words and the significance of information flow, translation, action, and consumer persuasion.

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 2

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

Activity Done	May 5, Assignment This is the section where we expand on our first assignment, which focused on strengths and key values in life, using examples from the workplace, meeting table, field, business society, and the Dos and Don'ts in business communication. sent a 3- to 4-minute audio tape that summarized the lessons we learned about the aforementioned subjects. May 8, Interactive Meeting Power words like "please," "thank you," "apologies," and "sorry" in both our daily lives and our future careers were covered during the session. Talk about the instances in which these words have benefited us in our day-to-day lives. May 12 - We uploaded a 30-second morning video of ourselves working out, running, skipping, doing exercises, and other activities to stay energized.
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions successfully connected theoretical ideas with real-world applications. We gained the ability to exhibit professionalism and manners in a variety of situations by concentrating on our strengths, values, and business communication. Our comprehension of polite relationships and the value of physical health was improved by these activities, which helped us to better connect our professional and personal growth with organizational objectives.
Gaps identified on the working area.	Lack of information flow, uneven use of civil language, and disregard for physical health were only a few of the gaps that were found. Furthermore, there was a gap between theory and practice because the discussed manners were not put into practice in actual situations.
Suggestions for improvement	Implement workshops that emphasize the use of courteous language and efficient communication techniques in order to close these gaps. Encourage a culture of consistent information exchange and physical well-being by implementing team building exercises and wellness initiatives. To guarantee compliance with company standards, promote the practical application of manners through role-playing games and ongoing feedback systems.
Plan for the next week.	Put your attention on learning to be a professional executive and practicing continuously. Knowledge of eating table manners, etiquette, and corporate etiquette. Set your branding and marketing apart.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 3

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

Activity Done	May 13, – Task This is where we turned in our second handwritten assignment. In the assignment above, we also mentioned our hobbies. After learning the homework, we created and posted a video of ourselves. Interactive session on May 15, In addition to learning about the Dos and Don'ts of corporate culture and the significance of body language, we will also focus on Continuous Practice and Learning to Become a Professional Executive throughout the program. Assignment – May 17, About what constitutes business etiquette, eating manners, and etiquette in the workplace, as well as sharing a film with our insights. provided examples to help others grasp the distinctions between branding and marketing.
Linking theory (Classroom learning) with practice at your organisation	The lessons learned, professional manners, and good communication were emphasized by the tasks and sessions. We applied theory to real-world situations through writing assignments and video recordings, strengthening our understanding of it. We gained a deeper grasp of body language, corporate etiquette, and the difference between marketing and branding thanks to this practical approach.
Gaps identified on the working area.	Gaps include irregular application of taught manners, ignorance of netiquette and corporate manners, and inadequate comprehension of the significance of body language. Furthermore, a common misconception that results in poor strategy is the separation of branding and marketing concepts.
Suggestions for improvement	Establish practice sessions and courses on business manners and body language on a regular basis to close these gaps. To improve practical understanding, encourage staff members to share their experiences and feedback. Ensure a thorough understanding of these topics by elucidating the distinctions between branding and marketing through case studies and real-world examples.
Plan for the next week.	Learn about developing your own brand; participate in an interactive session on corporate branding; and gain insight into the development and execution of marketing campaigns.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 4

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

Activity Done	20 May: Interactive Meeting We discussed crucial topics related to marketing and branding during the session, as well as the value of developing our own brands. Assignment for May 21 where we divided ourselves into groups or clusters and developed a video assignment including the themes listed below: 1. Global dining table manners (in which we must select a nation and examine its customs) 2. How to develop our personal brands. 3. The significance of listening well and how to do it. May 22, Interactive Meeting Throughout the session, we discuss each person's areas of weakness, or what needs to be improved. Interactive session on May 24 We addressed brand and corporate building in the following ways during the session: 1. How to redefine yourself as a brand (we should brand the corporate we work for, the product we are pushing, and ourselves while working in corporate). 2. The process of developing and executing marketing campaigns in the marketplace. 3. Ways to Develop an Innovative and Creative Mind. 4. How to make SMART goals. i.e., Time-bound, Relevant & Realistic, Specific, Measurable, and Achievable. It is also recommended that we research Kurkure's commercial success story for our own knowledge and education.
Linking theory (Classroom learning) with practice at your organisation	We studied global dining etiquette, personal branding, and active listening through group video assignments. Interactive discussions on corporate branding, marketing campaigns, and setting SMART targets enhanced our practical understanding and application of these concepts. The sessions and assignments provided a comprehensive framework linking theoretical concepts of branding, marketing, and personal development with practical applications.

Gaps identified on the working area.	A lack of originality and creativity in marketing strategies, a deficiency in emphasis on personal branding, and the requirement for enhanced listening abilities are some of the identified shortcomings. Set and follow SMART targets are also lacking, which results in inefficiencies and unfulfilled goals.
Suggestions for improvement	The deficiencies that have been identified include the need for better listening skills, a lack of creativity and innovation in marketing techniques, and an inadequate emphasis on personal branding. Furthermore, SMART target setting and adherence are lacking, which results in inefficiencies and unmet objectives.
Plan for the next week.	"Molecular / brand wise presentation" preparation "Ongoing preparation & jobs accomplishments" session

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 5

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

Activity Done	First, I began creating a brand plan during the fifth week of my summer internship. I included the product's STP, 5C analysis, and SWOT analysis. Subsequently, I finished the Dutasteride medicinal molecule RCPA in Jaipur. After that, I was asked to design a marketing campaign for the dutasteride molecule. I was able to do so with success, covering topics like goals, budget planning, lead generation, and promotional gifts.
Linking theory (Classroom learning) with practice at your organisation	I learned a lot from these experiences, such as: a) Identifying the USP of the product: I discovered the important elements that we may use to effectively promote the product. b) Data Analysis: To find significant insights, data analysis is necessary after field data gathering. c) Fundamental knowledge on creating a successful brand strategy. d) How to interact with the chemist at the drugstore.
Gaps identified on the working area.	The uneven application of stated manners and body language, a lack of thorough product knowledge for successful branding, and differing degrees of readiness for work-related responsibilities are among the gaps found. These disparities may impede one's capacity to advance professionally and successfully advertise and promote goods.
Suggestions for improvement	Provide continuing instruction and workshops centred on the everyday application of manners and body language to close these gaps. To improve branding efforts, promote in-depth product research and knowledge-sharing events. Encourage a proactive and well-prepared workforce by implementing frequent check-ins and feedback sessions to guarantee consistent preparation and task completion.
Plan for the next week.	- Gain the insights about: - Time management strategy - Qualities to become a Good leader - Leadership skills - Interactive session with business leaders of Microlabs

Signature of the Student

Approved by the IIMR University's Mentor

6th Week Report

Name of the Organisation: Mico Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	June 5: Task We updated our brand plan by mentioning the rationale behind our unique brand and corporate name, mentioning the names of our direct and indirect competitors along with their company names, brands, and MRPs, and including pack inserts that contain all the information about the molecules and how they are used. June 4: Task Regarding "Time management strategy," Assignment for May 06 Regarding "Assessments to Become a Successful Leader," June 6: Task We created a fitness/exercise film where we demonstrated our workout routines and a cluster leadership practice video. June8: A conversation "Talk with our business leaders" is the title of this session, which is with Microlabs' business leaders. During the session, we discovered: 1. The Marketing Evolution. 2. The Value of Online Advertising 3. Diverse digital marketing areas 4. Pharma Needs Digital Marketing 5. Describe pharmaceutical campaigns and their goals. 6. Steps involved in creating pharmaceutical marketing. 7. How to behave The value of field work in pharmaceuticals, efficient doctor calls, etc.
Linking theory (Classroom learning) with practice at your company	The assignments and group discussions successfully integrated theory with real-world applications in the areas of digital marketing, leadership, branding, and time management. We put what we learned in the classroom into practice by revising brand plans, using time wisely, and honing our leadership abilities. Speaking with corporate executives gave me insight into the real-world applications of fieldwork and pharmaceutical marketing.

Gaps identified on the working area.	The deficiencies that have been identified include different degrees of application of leadership skills, inadequate comprehension of competitor analysis, and a lack of strategic time management. Furthermore, there is a need for the pharmaceutical industry to place more emphasis on efficient doctor calls and fieldwork, as well as for greater integration of digital marketing methods into daily operations.
Suggestions for improvement.	Implement training sessions on advanced time management strategies and competitive analysis to close these gaps. Promote frequent training sessions and hands-on activities for leaders. Provide a thorough training programme on digital marketing to guarantee that these tactics are included into regular tasks. To increase engagement and produce better results in the pharmaceutical sector, concentrate on improving skills for successful doctor calls and fieldwork through role-playing, feedback sessions, and practical experience.
Plan for the next week.	Yet to know, will be decide on Monday.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 7

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

Activity Done	June 11: Interactive Meeting where we talked about our learnings from the earlier sessions and presented our Brand Plan. Interactive session on June 13 where Meenal Mam, who has extensive expertise in sales, business development, and consulting, gave a knowledgeable discussion on "Perception Mapping: A Path Towards Strategic Decision Making." Interactive session on June 13 Regarding "Management of Business Finances,"
Linking theory (Classroom learning) with practice at your organisation	Our capacity to apply theoretical principles in real-world contexts was strengthened by the interactive sessions and brand strategy presentations. Our ability to analyse competitors, market positioning, and strategic branding was demonstrated when we presented the brand plan. Deeper understanding of the strategic decision-making and financial savvy required for business success was provided by the professional talks on perception mapping and business finance management.
Gaps identified on the working area.	Inadequate financial management abilities, disparate degrees of strategic decision-making experience, and the requirement for more sophisticated perception mapping methods are some of the gaps that have been found. Furthermore, there is still room for improvement in terms of smoothly incorporating these abilities into day-to-day activities.
Suggestions for improvement	Hold frequent training sessions and workshops on financial management and strategic decision-making to close these gaps. Incorporate case studies and hands-on activities to improve comprehension and utilisation of perception mapping methodologies. To guarantee that these abilities are successfully incorporated into regular business operations and to promote a more financially sound and strategic approach to decision-making, promote ongoing learning and practical experience.

Plan for the next week

To learn about

1. Trademarks - Intellectual Property Rights (IPR)
2. Code of Ethics of Business
3. PESTEL analysis

Campaign designing, etc.

Signature of the Student**Approved by the IIHMR University's Mentor**

8th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 8

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

Activity Done	Assignment (June 17) where we developed a presentation that followed our brand plan ppt and covered the points listed below. 1. The significance of content writing with regard to font style and size. 2. Intellectual Property Rights (IPR) - Trademarks 3. The Business Code of Ethics 4. A PESTEL evaluation of your company 5. Creating campaigns 6. Channels of distribution and distribution Also, it is suggested that we go to the market with our ID cards and ask pharmacy employees to explain the distribution process in order to better comprehend pharmaceutical distribution and its channels. 18 June: Task We created a word document for this project covering the following topics: 1. The therapeutic connection in branding 2. Proposition for Customer Value (CVP) 3. Business Wealth and Health (Summer Training) 4. Balancing a professional life with passion 19 June: Interactive Meeting where we discussed our learnings regarding the aforementioned themes and gave the presentation we recently developed as a continuation of the brand plan ppt.
Linking theory (Classroom learning) with practice at your organisation	More connections between theoretical ideas and real-world applications in branding, content creation, intellectual property, corporate ethics, PESTEL analysis, campaign design, and distribution channels were made possible by the most recent assignments and interactive workshops. We gained a better understanding of the practical aspects of pharmaceutical distribution and strategic branding through the preparation and presentation of these issues, as well as through trips to actual markets.
Gaps identified on the working area.	Gaps that have been found include a lack of consistency in applying appropriate content writing guidelines, a poor grasp of corporate ethics and intellectual property rights, and a need for more in-depth familiarity with PESTEL analysis and distribution channels. Furthermore, there is still a lack of developed practical expertise in the planning and execution of campaigns.

Suggestions for improvement	Provide thorough workshops on corporate ethics, intellectual property rights, and best practices for content writing in order to close these gaps. Promote practical projects and field trips to enhance comprehension of distribution routes. Encourage hands-on learning and real-world projects for PESTEL analysis and campaign planning. Peer evaluations and ongoing feedback can help guarantee that these ideas are applied consistently and integrated into day-to-day operations.
Plan for the next week.	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

Signature of the Student

Approved by the IIMMR University's Mentor

9th Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Week no: 9

From: ...24/06/2024... to...01/07/2024...

Activity Done	Assignment for June 25 Where we created the PowerPoint presentation covering the following subjects: 1. Internet marketing 2. The significance of demographics 3. Budgeting and ROI (return on investment) 4. Laws governing employment 5. Individuals organising a plan 6. Commercial discussions 7. Brand marketing and advertising (Optional; can be done by using an OTC brand as an example) 8. Flexibility and handling of change. 29 June: Interactive Meeting This concludes our summer training programme and is the last session when we discuss submitting our summer internship report and other questions. July1: The last task About the 7Cs of marketing and the connecting the dots.
Linking theory (Classroom learning) with practice at your organisation	Comprehensive insights into advanced marketing principles, business strategies, and real-world applications were given by the final assignments and interactive workshops. We turned these theories into practical tactics by creating presentations on a variety of topics, including business negotiations, people planning, ROI, employment legislation, demographics, and neuromarketing. A comprehensive comprehension and reflection on our learnings were ensured through the conversations and report from our summer internship.
Gaps identified on the working area.	The different levels of knowledge and execution of sophisticated marketing strategies, strategic business planning, and flexibility to change are among the gaps found. Furthermore, additional development is required for actual expertise in company negotiations and people planning strategy.
Suggestions for improvement	Conduct advanced training sessions on ROI calculation, business discussions, and neuromarketing to close these gaps. Promote role-playing and simulations as a means of improving practical abilities. Create workshops on change management and adaptability to get ready for ever-changing business conditions. The efficient integration of these cutting-edge ideas into day-to-day operations will be ensured

	by ongoing education and practical applications, which will improve overall operational and strategic efficiency.
Plan for the next week.	End of Summer Training

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Market and Research Analyst

Name of the Student: Mansi Jariya

Roll no: 0526

Stream: MBA Pharmaceutical Management

Activity Done	From April 29 to July 1, I worked as an intern at Microlabs, where I participated in a variety of activities that enhanced my knowledge and professional abilities. Initially, the seminars emphasised values that are essential for a successful career while helping participants understand internship expectations and their own capabilities. Interactive discussions focused on manners, communication techniques, and the impact of language—all of which are critical in both personal and professional settings. Assignments were essential; they required thoughtful analysis of one's principles and strengths as well as real-world examples via films and presentations. Corporate culture, branding tactics, and marketing campaigns were among the topics covered. There were also hands-on activities including building a pharmaceutical product marketing campaign and a brand plan. Additional engaging discussions with industry executives expanded understanding of the evolution of marketing, digital tactics in pharmaceuticals, and efficient doctor calls. I learned more about business finance management and strategic decision-making from expert speeches, which improved my comprehension of practical applications in sales and consulting. The final task was creating in-depth presentations on a variety of subjects, including business negotiations, demography, and neuromarketing. Through these experiences, I was able to hone my leadership, time management, and fitness abilities while also gaining a comprehensive understanding of branding, marketing, and corporate ethics in the pharmaceutical industry.
Linking theory (Classroom learning) with practice at your organisation	The interactive workshops and tasks across the nine-week programme have skillfully combined theoretical understanding with real-world applications in a variety of professional development domains. Through interactive conversations and practical exercises, we have developed a greater understanding of respect, ethical behaviour, and productive workplace dynamics by exploring professionalism, ethics, and interpersonal skills. In addition to stressing the need of lifelong learning and professional manners, these exercises improved our communication abilities and capacity to adapt academic frameworks to practical situations. Every class enhanced our overall development in branding, marketing, leadership, and other areas, anything from studying about proper dining manners in other countries to analysing market data and developing brand strategies. skill with digital tools. Our understanding of market dynamics and strategic

	decision-making was demonstrated by our final presentations of brand plans and discussions with industry professionals. Additionally, the PESTEL analysis, business ethics, and intellectual property courses offered priceless insights into moral corporate conduct and thorough market analysis. All things considered, the programme has not only given us useful skills in effective communication and corporate etiquette, but it has also helped us match our personal development objectives with those of the organisation, creating a polite and cooperative work environment that is supportive of success and professional advancement.
Gaps identified on the working area.	There are no such major gaps
Suggestions for improvement	some more classes and effective learning should be added

Signature of the Student

Approved by the IIHMR University's Mentor

Conclusion

During my summer internship, I immersed myself in a comprehensive learning experience covering various facets of business management and corporate operations. One of the foundational lessons was understanding the significance of strengths and values, reinforcing my commitment to ethical decision-making and leadership. These principles are crucial for long-term success in any professional field. Additionally, the emphasis on the do's and don'ts of business communication equipped me with skills to convey messages effectively and professionally, fostering positive relationships within a corporate setting.

Corporate etiquette and netiquette were other crucial areas of learning, highlighting the need for appropriate behavior both in person and online. Understanding dining table manners in a corporate context underscored the importance of etiquette in building and maintaining professional relationships. Differentiating between branding and marketing provided me with a deeper appreciation of how these elements work together to shape a company's image and drive business success. Insights into time management strategies and personal branding are essential for becoming an effective leader.

My internship also delved into strategic aspects of marketing, including developing a brand plan and applying the 7C's of marketing. These tools are invaluable for creating compelling marketing campaigns that resonate with target audiences. Additionally, I learned about the importance of content writing, especially in terms of font size and style, which plays a critical role in ensuring marketing materials are engaging and accessible. Lessons on trademarks, intellectual property rights (IPR), and the code of ethics in business equipped me with the knowledge to navigate legal and ethical challenges in the business world.

Moreover, the internship provided practical insights into PESTEL analysis, campaign design, and distribution channels, vital for strategic planning and execution. I explored the therapeutic relationship in branding and the concept of connecting dots, emphasizing the importance of creating meaningful and cohesive brand narratives. Understanding customer value propositions and neuromarketing deepened my knowledge of consumer behavior and how to tailor marketing strategies to meet their needs.

Furthermore, the emphasis on demographics, expense planning, and return on investment (ROI) calculations gave me a solid grounding in financial planning and analysis. Employment law, people planning strategy, and business negotiations provided a well-rounded understanding of human resource management and negotiation tactics. The focus on adaptability and change management highlighted the importance of being resilient and flexible in a constantly evolving business environment.

Finally, discussions on health and business wealth, along with passion and professional life balance, underscored the need for maintaining personal well-being while pursuing professional goals. This holistic approach to learning has prepared me to navigate the complexities of the corporate world with confidence and integrity.

I would like to extend my heartfelt thanks to the entire team at Micro Labs and my mentor for their guidance, support, and invaluable insights throughout this enriching internship experience. Their mentorship has been instrumental in shaping my professional growth and development.