



The IIHMR University, Jaipur

Summer Training Report in Supply Chain Management at
ARTEMIS HOSPITAL

By

MR. Rajendraprasad Bal

IIHMR-U/02/2023-25/0488

MBA PM-15

Under the supervision and Guidance of

Mr. Rahul sharma

Assistant Professor

School of pharmaceutical management,

IIHMR University, Jaipur.



Certificate of Recognition



This is to certify that

Mr. RAJENDRAPRASAD BAL

of 2023 - 2025 (batch) of IIHMR University

*has effectively learnt, performed and completed
his Summer Training Project with Micro Labs
Ltd. from May 2024 to June 2024*

*We appreciate his active participation, conduct,
mannerism and timely deliverables.*

*This certificate is being issued to meet the
requirement of the University.*

Date : 12-7-2024

A handwritten signature in blue ink, appearing to read "Tavinder Jit Singh Vasudeva".

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Rajendraprasad Bal** of academic year 2023-25 of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 19/07/2024

A handwritten signature in blue ink, appearing to be 'Rahul Sharma', written over the printed name.

Mr. Rahul Sharma
Assitant Professor

Micro Labs Limited

Micro Labs was incorporated on 7th 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 14th among prescribers by SMSC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOL" while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-cancer, Ophthalmology, Pain, etc. The company's domestic market share is around 2%, while it is among the top 5 players in liver therapy and Oral Anti-diabetic segments. The company is placed 11th in the Cardiovascular product division. Around 60% of the company's domestic revenue is from the Chronic segment. This financial year company's export sales grew by about 35% while the domestic sales were moderate at 5%.

VISION

ASPIRATION

Product Profile

- Ebastine is an antihistamine medication. It is used to treat allergic conditions like allergic rhinitis, runny or stuffy nose, sneezing, red itchy, and watery eyes, chronic idiopathic urticaria, and pruritus.
- Ebastine works by blocking histamine H1 receptors.
- Formulation: Tablets.
- Route of administration: Oral.
- Elimination half-life: 15-16 hours.
- Common side effects include drowsiness, headache, dry mouth, and gastrointestinal disturbances.
- It's important to consult the product's label and healthcare professional for specific dosage and safety information.
- Dose: 0.1 tab/day

Market Trend

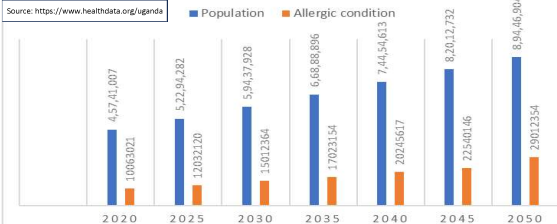
- Current population of Uganda is 45,741,007
- Current adult population (18-48) of Uganda is 22,877,840.
- Health expenditure of Uganda is 3.96% of GDP

Business Implication

- Uganda's allergy-prone population creates a substantial market opportunity for Ebastine, positioning it as a reliable solution for hay fever sufferers. Ebastine's success in Uganda requires awareness campaigns, widespread distribution, accessibility, and affordability strategies to reach broader consumer base.
- Increase in healthcare expenditure will increase awareness.

ALLERGIC CONDITION FORECAST IN UGANDA ON THE BASIS OF CURRENT DATA

Source: <https://www.healthdata.org/uganda>



PESTLE ANALYSIS

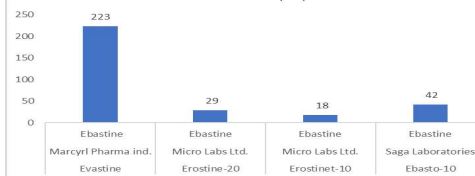
- Political:** Government Regulations: Analyze the pharmaceutical regulations in Uganda, including registration requirements, pricing policies, and intellectual property protection.
- Political Stability:** Assess the political stability of the country, as it can impact business operations and long-term investments.
- Economic Factors:** Examine the stability of the local currency and its impact on pricing and profitability.
- Social Factors:** Understand the prevalent diseases and medical needs in Uganda, specifically those that Ebastine can address. Assess the quality and accessibility of healthcare facilities, including hospitals, clinics, and pharmacies, to ensure effective distribution and availability.
- Technological Factors:** Evaluate the country's technological capabilities and infrastructure to ensure compliance with regulatory requirements for drug manufacturing, storage, and distribution.
- Legal Factors:** Intellectual Property Protection: Understand the level of intellectual property protection and enforcement in Uganda to safeguard the patent rights of Ebastine.
- Environmental Factors:** Consider any environmental regulations and sustainability requirements in the pharmaceutical industry, such as waste management and packaging guidelines.

PACK DESIGN



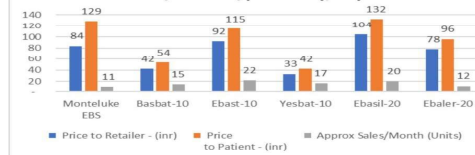
Competitor analysis of Ebastine molecule in Uganda

Competitor Analysis MOLECULE NAME - EBASTINE Price to Patient - (INR)



Pharmacy survey report of Jaipur:

No. of competitors of ebastine, their price to retailer , price to patient, and approx sales/months/pharmacy, Jaipur



Brand Positioning

- Market Definition:** Ebacure operates in the allergy relief medication market, specifically targeting consumers seeking effective solutions for symptoms related to hay fever and hives.
- Customer Target:** Reliable allergy relief for adults and adolescents seeking long-lasting results.
- Insights:** Effective, evidence-based allergy relief with reassurance and clear active ingredient connection.
- Brand Essence:** Dependable allergy relief, empowering consumers for improved well-being and control.
- Competitive Advantages:** Transparent brand name links to active ingredients, establishing credibility and association. Supporting Evidence: Clinical studies and customer testimonials validate Ebacure's effectiveness and reliability.
- Brand Positioning Summary Statement:** Ebacure: Trusted brand targeting adults and adolescents, offering reliable relief from allergies with a clear connection to active ingredient and scientific backing.

SWOT ANALYSIS

- Strengths:**
 - Ebastine is a highly effective antihistamine, providing relief from allergy symptoms.
 - Market Demand: There is a growing demand for effective allergy medications, creating a favorable market opportunity.
- Weaknesses:**
 - Competition: The antihistamine market is highly competitive, making it challenging to differentiate from existing brands.
 - Limited Product Range: Having only Ebastine in the product portfolio may limit the ability to capture a broader market segment.
- Opportunities:**
 - Growing Allergy Market: The increasing prevalence of allergies provides an opportunity for Ebacure to capture a larger market share.
 - Expansion into International Markets: Exploring international markets, where there is a demand for antihistamines, can contribute to growth.
- Threats:**
 - Regulatory Environment: Changes in regulations or stricter guidelines related to pharmaceutical products can impact the launch and marketing of Ebastine.
 - Generic Competition: As the patent protection expires, generic versions of Ebastine may enter the market, leading to increased competition.

MARKET CAMPAIGN

- Increase awareness and promote the use of Ebastine for allergic conditions in Uganda.
- Conduct market research to understand the current knowledge and needs of healthcare professionals and consumers regarding allergy treatments.
- Develop an integrated marketing campaign utilizing various channels such as television, radio, print media, and online platforms.
- Target healthcare professionals through educational seminars, webinars, and workshops, providing scientific evidence and offering samples for evaluation.
- Engage consumers through social media, online forums, and patient education materials, encouraging them to consult healthcare professionals.
- Collaborate with key opinion leaders in the field of allergies to endorse Ebastine and monitor campaign effectiveness through metrics and feedback.

Difference between practical and theoretical exposure

- During the summer internship at Micro Labs Limited, practical exposure involved applying corporate etiquette in real-life professional settings, interacting with colleagues, and gaining hands-on experience in the pharmaceutical industry.
- Theoretical exposure included learning about brand planning concepts and strategies through workshops, seminars, and understanding the theoretical aspects of the ebastine molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Challenges Faced

- My most challenging task was completing competitor research & to find out the prevalence of allergic condition in Uganda. As I worked at Micro Labs, time management was another challenge. I had to complete all my work within limited timeframes, which was another learning experience for me.

Usefulness of Internship

- Practical experience in a real work environment.
- Exposure to the pharmaceutical industry and its practices.
- Networking opportunities with industry professionals.
- Skill development in areas such as corporate etiquette and brand planning.
- Resume enhancement with relevant industry experience.
- Insights into career possibilities and personal growth.

Learning Outcomes: & recommendation

- Learning Outcomes:** Developed proficiency in corporate etiquette and professional communication skills. Acquired knowledge of brand planning concepts and strategies for the pharmaceutical industry.
- Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends and innovations.

Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Rajendraprasad Prakash Bal

Roll no: 0488

Stream: Pharmaceutical Management

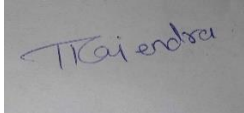
Week no: 1

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

Activity Done	29/04 - Pre interactive session During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks. 30/04 - Assignment on our Major Strengths and Two Basic values of life 03/05 - Interactive session Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society. Also, we discussed the importance of the working character of an individual to develop the good side of a person. Importance of knowing the customer and how to address someone professionally with respect.
Linking theory (Classroom learning) with practice at your organisation	The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills. By discussing office etiquette, customer relations, and personal values, we connected these concepts to real-world applications within the organization. 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 primary gaps identified in the working area include inconsistent adherence to professional etiquette, insufficient understanding of customer needs, and a lack of emphasis on personal values and ethical conduct. These gaps hinder effective communication, customer satisfaction, and overall workplace harmony. Addressing these issues through targeted training and reinforcement of key principles is essential for improvement.
Suggestions for improvement	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.

Plan for the next week	Interactive session on power of words Importance of flow of : Information - Translation - Action - Persuasion in customer's mind.
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Signature of the Student:



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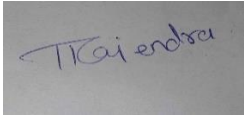
Week no: 2

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

Activity Done	08/05 – Assignment Where we elaborate our first assignment on Strengths and Key values in life by citing examples, Do's and Don'ts in Business Communication & Power of etiquettes in: Office, Meeting table, Field, During Travelling, Business society. Also sent a voice recording of 3-4 minutes highlighting our learnings on above topics. 11/05 - 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. Talk about to keep the experiences ready where these words helped us in daily life. Also, we discussed the importance of flow of: Information - Translation - Action - Persuasion in customer's mind. Being physically fit is as important as our curriculum and studies, so everyone should focus on your physical health. 12/05 – We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc to energize ourself.
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions effectively bridged theoretical concepts with practical applications. By focusing on strengths, values, and business communication, we learned to embody professionalism and etiquette in various scenarios. These activities enhanced our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional development with organizational goals.
Gaps identified on the working area.	Several gaps were noted, such as inconsistent use of polite language, insufficient flow of information, and neglect of physical fitness. Additionally, there was a lack of practical application of discussed etiquettes in real-life scenarios, leading to a disconnect between theoretical knowledge and practice.
Suggestions for improvement	To address these gaps, implement workshops emphasizing polite language use and effective communication strategies. Foster a culture of regular information sharing and physical fitness through team activities and wellness programs. Encourage practical application of etiquettes through role-playing exercises and continuous feedback mechanisms to ensure alignment with organizational standards.

Plan for the next week	Focus on Continuous Practice and Learning to become a Professional Executive. Understanding of Corporate Etiquettes, Netiquettes and dining table manners in corporate. Differentiate Branding & Marketing.
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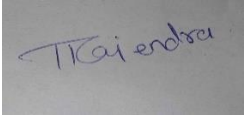
Stream: Pharmaceutical Management

Week no: 3

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

Activity Done	13/05 – Assignment Where we submitted our second assignment in Handwritten. Also shared our hobbies in the above assignment, made a video of ourselves after memorizing the above assignment and shared it. 15/05 - Interactive session During the session, we learn to focus on Continuous Practice and Learning to become a Professional Executive, also, Do's and Don'ts in Corporate Culture and the importance of Body Language. 17/05 - Assignment About what are Corporate Etiquettes, Netiquettes and dining table manners in corporate and shared a video of our learnings also. Shared the understanding of the difference between Branding and Marketing with Examples.
Linking theory (Classroom learning) with practice at your organisation	The assignments and sessions underscored the importance of continuous learning, professional etiquette, and effective communication. Through handwritten assignments and video recordings, we reinforced theoretical knowledge by applying it to real-life scenarios. This hands-on approach solidified our understanding of corporate etiquette, body language, and the distinction between branding and marketing.
Gaps identified on the working area.	Gaps include sporadic practice of learned etiquettes, lack of awareness regarding corporate etiquettes and netiquettes, and insufficient understanding of body language's impact. Additionally, there is often confusion between branding and marketing concepts, leading to ineffective strategies.
Suggestions for improvement	To bridge these gaps, implement regular practice sessions and workshops on corporate etiquette and body language. Encourage employees to share feedback and experiences to enhance practical understanding. Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts.
Plan for the next week	Study about how to build ourself as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.

Signature of the Student:

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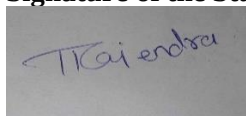
Week no: 4

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

Activity Done	20/05 - Interactive session During the session, we covered the important information about branding & marketing also the importance of building ourselves as a brand. 21/05 – Assignment Where we created groups/clusters among ourselves and prepared a video assignment combining the below given topics: 1. Dining table etiquettes on global level (where we have to choose a country and study their etiquettes) 2. How to build ourself as a brand. 3. How to be a good listener and its importance. 22/05 – Interactive session During the session we talk about the areas of individual person where he/she need to work i.e. Lacking area. 24/05 - Interactive session In the session we focused on Brand & Corporate building in the following ways: 1. How to build ourself as a brand and reinvent ourselves (while working in corporate we should- Brand ourselves, Brand the corporate we are working in and Brand the product we are promoting). 2. How the Marketing Campaigns are created and implemented in the market. 3. How to make our mind Creative and Innovative. 4. How to set SMART targets. i.e. Specific, Measurable, Achievable, Relevant & Realistic and Time bound. Also, we are advised to study the success story of Kurkure in the market for our own understanding and learning.
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Linking theory (Classroom learning) with practice at your organization	The sessions and assignments provided a comprehensive framework linking theoretical concepts of branding, marketing, and personal development with practical applications. Through group video assignments, we explored global dining etiquettes, personal branding, and active listening. Interactive discussions on corporate branding, marketing campaigns, and setting SMART targets enhanced our practical understanding and application of these concepts.
Gaps identified on the working area.	Identified gaps include insufficient emphasis on personal branding, a lack of creative and innovative thinking in marketing strategies, and the need for improved listening skills. Additionally, there is a gap in setting and adhering to SMART targets, leading to inefficiencies and unmet goals.
Suggestions for improvement	To address these gaps, implement workshops on personal branding and creativity to foster innovative thinking. Encourage regular practice of active listening through team activities and feedback sessions. Provide training on setting and achieving SMART targets, ensuring clear and attainable goals. Studying successful marketing campaigns like Kurkure's can offer valuable insights and practical examples to emulate.
Plan for the next week	Preparation of “molecule / brand wise presentation” Session on “Ongoing preparation & jobs accomplishments”

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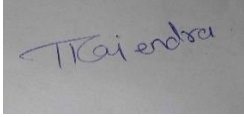
Stream: Pharmaceutical Management

Week no: 5

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

Activity Done	29/05 – Assignment In this assignment we prepared a molecule / brand wise presentation on the topics allotted. The molecule allotted to me is “ebastine” We also prepared a video on already discussed topics and this time we prepared about how we can adopt these etiquettes, netiquettes and body language in our day-to-day life. 01/06 – Interactive session During the session, we discussed about ongoing preparations & jobs accomplishments.
Linking theory (Classroom learning) with practice at your organisation	The latest assignments and interactive sessions solidified our understanding of branding, professional etiquette, and personal development by integrating these concepts into our daily routines and professional tasks. Preparing a presentation on "fexofenadine" allowed me to apply our branding knowledge to a specific product, while videos on etiquette and body language reinforced practical implementation in everyday life.
Gaps identified on the working area.	Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks. These gaps can hinder professional growth and the ability to effectively market and promote products.
Suggestions for improvement	To bridge these gaps, provide ongoing training and workshops focused on daily implementation of etiquettes and body language. Encourage deeper product research and knowledge-sharing sessions to enhance branding efforts. Implement regular check-ins and feedback sessions to ensure consistent preparation and job accomplishment, fostering a proactive and well-prepared workforce.
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:

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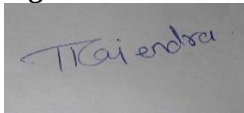
Week no: 6

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

Activity Done	05/06 – Assignment Where we done some of the updates in our brand plan like mentioned the unique brand & corporate name with rationale, direct & indirect competitors should be mentioned with company name, brand name, molecule names and their MRPs, also included the pack inserts having all the information regarding the molecule and its usage. 04/06 - Assignment On the topic “Time management strategy” 05/06 - Assignment On the topic “Qualities to become a Good leader” 06/06 - Assignment Where we made Fitness/Exercise video showing our workout activities, also made the video of practicing the leadership skills in clusters. 08/06/2024 - Interactive session This session is with the business leaders of Microlabs with the name “Talk with our business leaders” In the session we learnt about: 1. Evolution of Marketing. 2. Importance of Digital marketing 3. Various domains of Digital marketing 4. Need of Digital Marketing in Pharma 5. What are pharma campaigns and their objectives 6. Various steps in designing pharma campaigns. 7. How to conduct Effective Doctor calls 8. Importance of Field Work in Pharma etc.
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions effectively merged theoretical knowledge with practical applications in the fields of branding, leadership, time management, and digital marketing. By updating brand plans, managing time strategically, and practicing leadership skills, we translated classroom learning into actionable tasks. Engaging with business leaders provided insights into the practical aspects of pharma marketing and fieldwork.
Gaps identified on the working area.	Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. Additionally, there is a need for better integration of digital marketing strategies in daily operations and an enhanced focus on effective doctor calls and fieldwork in the pharma sector.

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. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement and results in the pharma industry.
Plan for the next week	Yet to know, will be decide on Monday.

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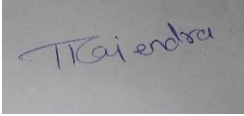
Stream: Pharmaceutical Management

Week no: 7

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

Activity Done	11/06 – Interactive session Where we presented our Brand Plan presentation and discussed our learnings from the previous sessions. 13/06 - 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. 13/06 - Interactive session On the topic “Business Finances Management”
Linking theory (Classroom learning) with practice at your organisation	The interactive sessions and brand plan presentations reinforced our ability to apply theoretical concepts in practical settings. Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and financial acumen necessary for business success.
Gaps identified on the working area.	Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. Additionally, the ability to cohesively integrate these skills into daily operations is still developing.
Suggestions for improvement	To address these gaps, conduct regular workshops and training sessions on strategic decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques. Encourage continuous learning and real-world practice to ensure these skills are effectively integrated into daily business operations, fostering a more strategic and financially sound approach to decision-making.
Plan for the next week	To learn about 1. Trademarks - Intellectual Property Rights (IPR) 2. Code of Ethics of Business 3. PESTEL analysis 4. Campaign designing, etc.

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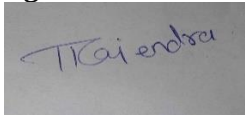
Week no: 8

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

Activity Done	17/06 - Assignment Where we prepared the presentation on the below points in continuation to our brand plan ppt. 1. Importance of content writing in terms of Font size and Font style. 2. Trademarks - Intellectual Property Rights (IPR) 3. Code of Ethics of Business 4. PESTEL analysis of your Brand 5. Campaign designing 6. Distribution and Distribution channels Also, to understand the Distribution and Distribution channels of pharmaceuticals, we are advised to go in the market with our ID cards and request to pharmacy shop people to explain the process of distribution. 18/06 – Assignment In this assignment we prepared the word document on the topics mentioned below: 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to brand plan ppt & also we talk about our learnings to the above topics.
Linking theory (Classroom learning) with practice at your organisation	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. Preparing and presenting on these topics, followed by real-world market visits, enhanced our understanding of the practical aspects of pharmaceutical distribution and strategic branding.
Gaps identified on the working area.	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. Additionally, practical experience in campaign designing and implementation remains underdeveloped.

Suggestions for improvement	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 of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis. Continuous feedback and peer reviews can further ensure consistent application and integration of these concepts in daily operations.
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

Signature of the Student:



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