

SUMMER INTERNSHIP PROGRAM

at

Callidus Life Sciences Pvt. Ltd.

May 17, 2024 to July 17 2024

A REPORT BY

Anshul Ghodke

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ashok Kumar Peepliwal, Professor



Date:20/07/2024

To Whom It May Concern,

This is to certify that **Mr. Anshul Ghodke**, a student of MBA in Pharmaceutical Management from IIHMR University, batch 2023-25, has successfully completed his internship at **Callidus Life Science**. The internship was conducted from **17th May 2024 to 17th July 2024**.

During his tenure with us, Mr. Ghodke worked on a project focused on **Market Research in the Neurology Segment**. He demonstrated a strong understanding of the pharmaceutical industry and exhibited exceptional analytical and research skills. His contributions were valuable to our team, and his work was characterized by dedication, thoroughness, and professionalism.

Mr. Ghodke's ability to gather and analyze market data, identify trends, and provide insightful recommendations has been commendable.

Throughout the internship, Mr. Ghodke was a reliable and proactive team member who consistently met deadlines and exceeded expectations. His interpersonal skills and ability to work collaboratively were appreciated by all members of our team.

We wish Mr. Anshul Ghodke all the best in his future endeavors and are confident that he will be an asset to any organization he chooses to be a part of.

Sincerely,

Ajeet Bajpai
Sales Head
Callidus Life Science
8459461724



Callidus Life Sciences Pvt Ltd.

Plot No. PAP-A-29/1, Chakan Industrial Area Phase IV, Village - Nighoje, Tal. Khed, Dist. Pune - 410 501. Maharashtra. (India)

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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Anshul Ghodke** 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.

A handwritten signature in red ink, appearing to read 'Dr. Ashok Kumar Peepliwal', with a horizontal line drawn across the bottom of the signature.

(Signature of Faculty Mentor)

Date: 24/07/24

Name: Dr. Ashok Kumar Peepliwal

Designation: Professor

INDUSTRY SECTOR PROFILE

Callidus Life Sciences Private Limited (CLSPL), founded in 2022, is a leading pharmaceutical company headquartered in Chakan, Maharashtra. As a subsidiary of Callidus Research Laboratories, CLSPL specializes in distributing high-quality pharmaceutical tablets, offering pharma franchises, and providing consultancy services. Their state-of-the-art testing facility ensures product safety and efficacy. With a global presence in regulated markets, CLSPL is committed to advancing healthcare solutions.

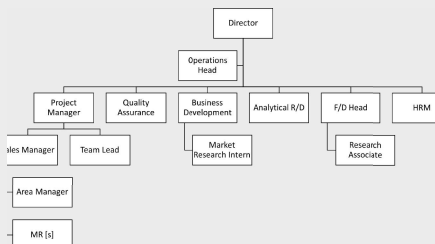
VISION

Callidus Research Labs aspires to lead the way in drug product development. Our vision is to not only be the premier choice but also the trusted partner for our customers. By upholding our core values—integrity, transparency, and teamwork—we aim to continuously improve and earn unwavering trust.

MISSION

Our mission is clear: to gain and retain the trust of our clients. We go beyond mere satisfaction; our commitment is to delight our customers. At Callidus, every extra mile we take is a step toward building lasting partnerships in drug product development.

ORGANIZATION STRUCTURE



PRACTICAL EXPOSURE & THEORETICAL UNDERSTANDING

- Involved adapting to new information and making decisions quickly.
- Directly interacting with professionals like healthcare providers gave deeper insights into the industry.
- Applied theoretical methods to real data and scenarios, improving practical skills.
- Included methods for data collection and analysis but might not have captured practical complexities.
- Provided foundational principles and strategies but lacked real-time context.

CHALLENGES FACED DURING THE INTERNSHIP

- Limited Sources: Relying only on IQVIA and ICMR/NHM reports might have missed valuable data from other sources.
- Data Quality: Ensuring consistency and completeness of secondary and primary research data was challenging.
- Timeliness: Outdated data from reports did not always reflect current market trends.

USEFULNESS & LEARNINGS FROM THE INTERNSHIP

During my market research internship at a small pharmaceutical firm, I applied theoretical concepts to real-world scenarios, enhancing my understanding of market research methodologies. I improved my data analysis skills, ensuring accuracy and consistency, and gained insights into market dynamics, competitive landscapes, and regulations. Addressing challenges such as limited data sources and ensuring data quality helped develop my problem-solving abilities. Working in a small firm taught me adaptability, time management, and the ability to take on various roles, while also building valuable industry connections. This hands-on experience clarified my career goals and interests within the pharmaceutical sector, making it a valuable step for my future opportunities.

S W O T

- S** Callidus already specializes in oncology contract drug manufacturing. Their experience in this field can be leveraged for neurology drugs.
- S** With 28 products across gynecology and urology, they have a foundation to build upon.
- S** Callidus has its own manufacturing facilities, allowing greater control over production quality, costs, and timelines. This can lead to increased flexibility and responsiveness to market demands.
- W** As a small firm, Callidus might face limitations in funding, R&D capabilities, and marketing reach compared to larger pharmaceutical companies.
- W** Being a smaller firm, Callidus might struggle with brand recognition and market penetration in the highly competitive pharmaceutical industry.
- O** The increasing prevalence of migraine and other neurological disorders presents a growing market opportunity.
- O** Focusing on patient needs and feedback can lead to the development of highly effective and well-received products.
- T** The neurology segment is highly competitive, with many established players like SUN and new entrants like MERYL.
- T** Navigating complex regulatory landscapes can delay product development and increase costs.

PROJECT UNDERTAKEN

During my market research internship at a small pharmaceutical firm, I applied theoretical concepts to real-world scenarios, enhancing my understanding of market research methodologies. I improved my data analysis skills, ensuring accuracy and consistency, and gained insights into market dynamics, competitive landscapes, and regulations. Addressing challenges such as limited data sources and ensuring data quality helped develop my problem-solving abilities. Working in a small firm taught me adaptability, time management, and the ability to take on various roles, while also building valuable industry connections. This hands-on experience clarified my career goals and interests within the pharmaceutical sector, making it a valuable step for my future opportunities.

Weekly Report – 01

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 01

From: - 17/05/24 To: - 24/05/24

Activity Done	Introduction And Initial Field Work- • Field Work With MR Including Doctor Visits At Various Locations Ranging From Hospitals To Remote Clinics Across Pune. • Stockist Visits Including Review Of Inventory Management And Check For Products Already Available In The Market (28 In Total).
Linking Classroom Theory With Practice At Organisation	• Understanding Pharmaceutical Marketing Strategies And The Importance Of Personal Selling In The Pharmaceutical Industry. • Applying Concepts Of Inventory Management And Supply Chain Logistics.
Gaps Identified On The Working Area	• MR Faces Long Waits For Doctor Appointments And Sometimes Only Receives A Brief Review Of Brochures.
Suggestions For Improvement	• Implement A More Structured And Efficient Scheduling System For MRs To Optimize Their Time. • Enhance The Quality Of Promotional Materials To Make A Stronger Impression In Brief Interactions.
Plan For The Next Week	Continue Field Work With MR And Stockiest Visits To Gather More Data On Market Conditions And Product Performance.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 02

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 02

From: - 24/05/24 To: - 31/05/24

Activity Done	Understanding Organizational Structure And Culture • Get Familiar With The Organization's Working, Including Work Culture, Organization Hierarchy, And Other Departments Working Closely With The Marketing Department Like R&D And Sales.
Linking Classroom Theory With Practice At Organisation	• Applying Concepts Of Organizational Behavior And Interdepartmental Collaboration. • Understanding The Role Of R&D In Pharmaceutical Innovation And The Interface Between Sales And Marketing.
Gaps Identified On The Working Area	Nil
Suggestions For Improvement	Nil
Plan For The Next Week	Assist In The Development Of Visual Aids For Products And Continue Gathering Data From Field Visits.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 03

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 03

From: - 31/05/24 To: - 7/06/24

Activity Done	Assisting In Visual Aids Development Assisted In Developing Visual Aids For Products Named Cystaheal And Bonasure Plus, Including Secondary Research And Writing Content.
Linking Classroom Theory With Practice At Organisation	- Applying Principles Of Pharmaceutical Branding And Product Positioning. - Utilizing Skills In Market Research And Content Creation.
Gaps Identified On The Working Area	Insufficient Data Availability To Draw Accurate Conclusions.
Suggestions For Improvement	Explore Additional Data Sources And Engage With External Market Research Firms To Obtain Comprehensive Data.
Plan For The Next Week	Begin Competitive Analysis Of Celagenex's Juviana Capsules And Gather More Market Data.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 04

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 04

From: - 7/06/24 To: - 14/06/24

Activity Done	Competitive Analysis • Conducted A Competitive Analysis Of Celagenex's Juviana Capsules, A Product Containing Pea, To Inform The Development Of A Similar Product For Callidus.
Linking Classroom Theory With Practice At Organisation	• Applying Concepts Of Competitive Strategy And Market Analysis. • Understanding Product Lifecycle Management And Innovation In Pharmaceuticals
Gaps Identified On The Working Area	• Limited Data Sources: Reliance Mainly On Iqvia And IcMR/Nhm Reports Might Miss Other Valuable Or Recent Data Sources.
Suggestions For Improvement	• Broaden The Scope Of Market Research To Include More Recent And Diverse Data Sources.
Plan For The Next Week	Identify A Niche Therapeutic Area With Significant Demand For Pharmaceutical Products.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 05

Name Of The Organisation: -Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 05

From: - 14/06/24 To: - 21/06/24

Activity Done	Identifying Niche Therapeutic Area Tasked With Identifying A Niche Therapeutic Area With Significant Demand For Pharmaceutical Products In The Market.
Linking Classroom Theory With Practice At Organisation	- Utilizing Concepts Of Market Segmentation And Targeting. - Applying Principles Of Strategic Planning In The Pharmaceutical Industry.
Gaps Identified On The Working Area	Data Quality And Integration: Secondary And Primary Research Data May Have Variability In Quality And Completeness.
Suggestions For Improvement	Implement A Robust Data Validation Process To Ensure The Accuracy And Reliability Of Research Findings.
Plan For The Next Week	Conduct Secondary Research From IQVIA Reports And Disease Prevalence Reports By ICMR And NHMs

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 06

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 06

From: - 21/06/24 To: - 28/06/24

Activity Done	Conducting Secondary Research • Conducted Secondary Research Majorly From IQVIA Reports And Disease Prevalence Reports By ICMR And NHMs.
Linking Classroom Theory With Practice At Organisation	• Applying Concepts Of Epidemiology And Public Health In Market Research. • Understanding The Role Of Secondary Data In Pharmaceutical Market Analysis.
Gaps Identified On The Working Area	• Lacking Patients' Perspectives.
Suggestions For Improvement	• Conduct Qualitative Research, Such As Patient Interviews Or Focus Groups, To Gain Deeper Insights Into Patient Needs And Preferences.
Plan For The Next Week	Prepare Questionnaires And Gather Relevant Data From Hcps And Pharmacists.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 07

Name Of The Organisation: - Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 07

From: - 28/06/24 To: - 5/07/24

Activity Done	Preparing Questionnaires And Data Collection • Prepared Questionnaires And Gathered Relevant Data From Hcps And Pharmacists.
Linking Classroom Theory With Practice At Organisation	• Utilizing Skills In Survey Design And Data Collection Methods. • Applying Concepts Of Healthcare Professional Engagement And Pharmaceutical Marketing Research
Gaps Identified On The Working Area	• Regulatory Compliance May Pose Risks During Product Development.
Suggestions For Improvement	• Engage With Regulatory Experts To Ensure Compliance And Mitigate Potential Risks.
Plan For The Next Week	Analyze Collected Data And Prepare A Draft Of The Findings.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 08

Name Of The Organisation: -Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 08

From: - 5/07/24 To: - 12/07/24

Activity Done	Data Analysis And Reporting Analysed Collected Data And Prepared A Draft Of The Findings.
Linking Classroom Theory With Practice At Organisation	- Applying Concepts Of Data Analysis And Interpretation. - Utilizing Skills In Report Writing And Presentation Of Research Findings
Gaps Identified On The Working Area	Timeliness Of Data: Data From Reports May Be Outdated, Not Reflecting Current Market Or Therapeutic Area Trends.
Suggestions For Improvement	Implement A Continuous Data Update Mechanism To Ensure The Research Reflects The Most Current Market Conditions.
Plan For The Next Week	Finalize The Report And Prepare For The Project Submission.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

Weekly Report – 09

Name Of The Organisation: -Callidus Life Sciences

Department For Summer Internship: - Market Research

Name Of The Student: - Anshul Ghodke

Roll No: - 0482

Stream: - MBA (Pharmaceutical Management)

Week Number: - 09

From: - 12/07/24 To: - 19/07/24

Activity Done	Project Submission And Final Review • Submission Of Findings And Concluding The Project.
Linking Classroom Theory With Practice At Organisation	• Applying Principles Of Project Management And Research Presentation. • Utilizing Skills In Strategic Decision-Making And Pharmaceutical Business Planning.
Gaps Identified On The Working Area	• A Small Company With A Limited Workforce.
Suggestions For Improvement	• Consider Strategic Partnerships Or Collaborations To Augment Workforce Capabilities And Enhance Project Outcomes.
Plan For The Next Week	Review The Entire Project For Any Final Revisions And Reflect On The Overall Learning Experience.

Signature of the student: Anshul Ghodke

Approved by the IIHMR University's Mentor:

COMPILED REPORT

NAME OF THE ORGANISATION: - Callidus Life Sciences

DEPARTMENT FOR SUMMER INTERNSHIP: - Market Research

NAME OF THE STUDENT: - Anshul Ghodke

ROLL NO: - 0570

STREAM: - MBA (pharmaceutical management)

ACTIVITY DONE	• Field work with MR, including doctor visits at various locations ranging from hospitals to remote clinics across Pune. • Stockist visits, including a review of inventory management and checking for products already available in the market (28 in total). • Familiarization with the organization's working, including work culture, organization hierarchy, and other departments working closely with the marketing department like R&D and sales. • Assisted in developing visual aids for products named Cystaheal and Bonasure Plus, including secondary research and writing content. • Conducted a competitive analysis of Celagenex's Juviana Capsules, a product containing PEA, to inform the development of a similar product for Callidus. • Tasked with identifying a niche therapeutic area with significant demand for pharmaceutical products in the market. • Conducted secondary research majorly from IQVIA reports and Disease prevalence reports by ICMR and NHMs. • Prepared questionnaires and gathered relevant data from HCPs and pharmacists. • 9. Analyzed collected data and prepared a draft of the findings, Submission of findings and concluding the project.
LINKING CLASSROOM THEORY WITH PRACTICE AT ORGANISATION	• Understanding pharmaceutical marketing strategies and the importance of personal selling in the pharmaceutical industry. • Applying concepts of inventory management and supply chain logistics. • Applying concepts of organizational behavior and interdepartmental collaboration. • Understanding the role of R&D in pharmaceutical innovation and the interface between sales and marketing. • Applying principles of pharmaceutical branding and product positioning. • Utilizing skills in market research and content creation. • Applying concepts of competitive strategy and market analysis. • Understanding product lifecycle management and innovation in pharmaceuticals. • Utilizing concepts of market segmentation and targeting. • Applying principles of strategic planning in the pharmaceutical industry. • Applying concepts of epidemiology and public health in market research.

	• Understanding the role of secondary data in pharmaceutical market analysis. • Utilizing skills in survey design and data collection methods. • Applying concepts of healthcare professional engagement and pharmaceutical marketing research. • Applying concepts of data analysis and interpretation. • Utilizing skills in report writing and presentation of research findings. • Applying principles of project management and research presentation. • - Utilizing skills in strategic decision-making and pharmaceutical business planning.
GAPS IDENTIFIED ON THE WORKING AREA	• MR faces long waits for doctor appointments and sometimes only receives a brief review of brochures. • Insufficient data availability to draw accurate conclusions. • Limited data sources: reliance mainly on IQVIA and ICMR/NHM reports might miss other valuable or recent data sources. • Data quality and integration: Secondary and primary research data may have variability in quality and completeness. • Lacking patients' perspectives. • Regulatory compliance may pose risks during product development. • Timeliness of data: Data from reports may be outdated, not reflecting current market or therapeutic area trends. • A small company with a limited workforce.
SUGGESTIONS FOR IMPROVEMENT	• Implement a more structured and efficient scheduling system for MRs to optimize their time. • Enhance the quality of promotional materials to make a stronger impression in brief interactions. • Explore additional data sources and engage with external market research firms to obtain comprehensive data. • Broaden the scope of market research to include more recent and diverse data sources. • Implement a robust data validation process to ensure the accuracy and reliability of research findings. • Conduct qualitative research, such as patient interviews or focus groups, to gain deeper insights into patient needs and preferences. • Engage with regulatory experts to ensure compliance and mitigate potential risks. • Implement a continuous data update mechanism to ensure the research reflects the most current market conditions. • - Consider strategic partnerships or collaborations to augment workforce capabilities and enhance project outcomes.

Signature of Student: Anshul Ghodke

Approved by the IIHMR University's Mentor: