

SUMMER INTERNSHIP PROGRAM

at

MEDYSEVA

06nd of May 2024 – 30nd of June 2024

A REPORT BY

Akshay kumawat

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Ashok Kumar Peepliwal

Professor



To whom so ever it may concern

This is to certify that Mr. Akshay Kumawat of batch 15 IIHMR has worked with our organization for his internship from 6 May 2024 to 30 June 2024. The overall performance shown by him during the period was excellent. This is being issued to meet the requirements of the IIHMR University.

Medyseva Technology Private Limited



(Dr. Vishesh Kasliwal)

MD

Date : 30 June 2024



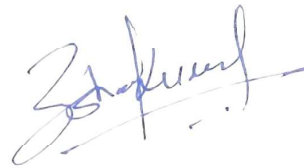
medyseva
अच्छी सेहत का वादा

IIHMR University Faculty Mentor Approval

This is to certify that **MR. AKSHAY KUMAWAT** 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: 07/08/2024

A handwritten signature in blue ink, appearing to read 'Dr. Ashok Peepliwal'.

Dr. Ashok Peepliwal

Professor

IIHMR University Jaipur

Weekly Reporting Format

Name of the Organisation: Medyseva (Indore)

Area/Department/Project of Summer Internship Program: Marketing

Name of the Student: Akshay kumawat

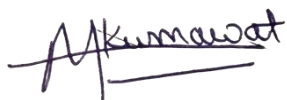
Roll no: 0475

Stream: Pharmaceutical-MBA

Week no: 1

From: 06/05/2024-011/05/24

Activity Done	Medyseva App innovates healthcare access via technology. Explored Dhar state's healthcare landscape: hospitals, clinics, NGOs, schools, colleges, pharmacies, villages, and demographics. Researched specialties with Dr. Abhishek, focusing on local healthcare needs. Team effort compiled lists of private medical colleges across Maharashtra, Andhra Pradesh, Jharkhand, Haryana, Jammu and Kashmir, Chhattisgarh, West Bengal, and Kerala for strategic healthcare planning.
Linking theory (Classroom learning) with practice at your organization	Understanding Medyseva App functionalities and their implementation in the market. - Applying market research techniques to gather data on Dhar state's healthcare infrastructure. - Integration of specialty research findings into organizational strategy. - Collaboration with healthcare professionals for practical insights.
Gaps identified in the working area.	- Potential communication gaps. - Need for improved coordination within the team.
Suggestions for improvement	Explored healthcare infrastructure in Dhar state, including hospitals, clinics, NGOs, and schools. Identified medical specialties and needs through expert consultations. Strategically compiled lists of private medical colleges across multiple states for enhanced healthcare partnerships.



Signature of the Student

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Roll no: 0475

Stream: Pharmaceutical-MBA

Week no: 2

From: 13/05/2024-18/05/24

Activity Done	This week, activities included developing Hindi content and creative materials for clinic inaugurations and medical topics. A presentation on Advanced Business Development Management (ABDM) was prepared, emphasizing benefits for healthcare providers. Marketing efforts for Nilesch Dheriya's team were intensified with targeted content creation. Progress was made on compiling lists of private medical colleges and advancing Doctor Tracker initiatives, focusing on enhancing healthcare partnerships and accessibility.
Linking theory (Classroom learning) with practice at your organization	- Application of Hindi language skills in content creation for local projects. - Implementation of marketing strategies for clinic inauguration and doctor engagement. - Utilization of ABDM principles in developing presentations for stakeholders. - Hands-on experience in market research and data management. - Need for enhanced data organization and tracking.
Gaps identified in the working area.	a) Developing Hindi content for the Mhow project and creating creative medical content. b) Successfully organizing and promoting a clinic inauguration event. c) Preparing a strategic presentation on ABDM for healthcare professionals. d) Addressing gaps in marketing content and expanding outreach efforts.
Suggestions for improvement	• Focus on enhancing user engagement and accessibility through targeted local partnerships. • Implement feedback mechanisms to promptly address identified gaps and improve service delivery. • Introduce specialized telemedicine services tailored to local healthcare needs and specialties. • Strengthen digital marketing strategies to increase awareness and adoption of telemedicine services.



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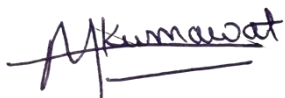
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Stream: Pharmaceutical-MBA

Week no: 3

From: 20/05/2024-25/05/24

Activity Done	• Conducted outreach calls with MHOW contacts to strengthen local connections. • Researched ovulation cycles and conducted detailed research on Kondhali, Nagpur. • Compiled and updated the Doctors Consortium Tehsil Wise Tracker. • Participated actively in video recording sessions directed by Pushpa Mam, contributing to multimedia content development.
Linking theory (Classroom learning) with practice at your organization	- Application of market research techniques in gathering data on specific regions and medical professionals. - Integration of healthcare concepts, such as ovulation cycles, into practical research tasks. - Implementation of organizational directives in compiling doctor-related data for strategic purposes.
Gaps identified in the working area.	- Application of market research techniques in gathering data on specific regions and medical professionals. - Integration of healthcare concepts, such as ovulation cycles, into practical research tasks. - Implementation of organizational directives in compiling doctor-related data for strategic purposes.
Suggestions for improvement	Expand teleconsultation services in identified regions, leveraging local insights. Enhance healthcare provider partnerships based on compiled data for improved service delivery. Implement targeted marketing strategies to raise awareness and increase user engagement.



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Week no: 4

From: 27/05/2024-01/06/24

Activity Done	• Conducted APK testing and received assignments under supervision. • Identified specialist doctor requirements across multiple regions. • Compiled and analyzed data using the Tehsil Wise Tracker for targeted outreach.
Linking theory (Classroom learning) with practice at your organization	- Applied knowledge of APK testing procedures in real-world scenarios. - Utilized market research techniques to identify the demand for specialist doctors in specific regions. - Integrated organizational directives into daily tasks for efficient project management.
Gaps identified in the working area.	- Potential challenges in data organization and tracking. - Need for enhanced coordination in calling activities.
Suggestions for improvement	Strengthen teleconsultation services by recruiting specialists in identified regions. Enhance data-driven outreach strategies to connect patients with suitable healthcare providers. Implement continuous testing and improvement of app functionalities to ensure seamless user experience.



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Stream: Pharmaceutical-MBA

Week no: 5

From: 3/06/2024-08/06/24

Activity Done	• Identifying specialist doctor needs across diverse regions. • Compiling and analyzing data with the Tehsil Wise Tracker. • Conducting targeted calling activities to engage healthcare professionals.
Linking theory (Classroom learning) with practice at your organization	- Utilized market research techniques to analyze the demand for specialist doctors in specific regions. - Integrated organizational directives into daily tasks for efficient project management. - Participated in ABDM (Advanced Business Development Management) mission webinar to gain insights into strategic planning.
Gaps identified in the working area.	- Need for enhanced coordination and communication within the team. - Potential challenges in data management and tracking.
Suggestions for improvement	- Enhance recruitment of specialists in identified regions to broaden telemedicine services. - Implement proactive outreach strategies to connect patients with specialized care. - Continuously refine data management processes for improved healthcare coordination. - Develop robust data management systems for efficient tracking and analysis.



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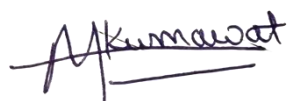
Roll no: 0475

Stream: Pharmaceutical-MBA

Week no: 6

From: 06/06/2024-15/06/24

Activity Done	- Printed and organized the Tehsil Wise Tracker from Abhishek Sir for three days. - Dedicated two days to compiling and refining the pharmacy list provided by Vishesh Sir. - Utilizing comprehensive trackers for efficient resource management. - Strengthening partnerships with pharmacies to enhance service delivery.
Linking theory (Classroom learning) with practice at your organization	- Managed operational logistics effectively at the printing press. - Implemented efficient pharmaceutical inventory management practices. - Consider applying streamlined logistics strategies to enhance operational efficiency. - Implement robust inventory management systems to ensure pharmaceutical supply reliability.
Gaps identified in the working area.	- Identified the need for streamlined logistics handling to optimize operations. - Improved coordination between departments to enhance overall efficiency and effectiveness. - Focus on integrating streamlined logistics processes to improve service delivery. - Enhance inter-departmental communication and collaboration to ensure seamless healthcare coordination.
Suggestions for improvement	- Implemented a digital tracking system to streamline printing press logistics. - Conducted regular inter-departmental meetings to enhance coordination and efficiency. - Consider adopting digital tracking systems to optimize operational workflows.



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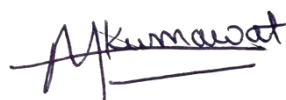
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Stream: Pharmaceutical-MBA

Week no: 7

From: 17/06/2024-22/06/24

Activity Done	This week, efforts were focused and productive: • Crafted detailed project report content and initiated vendor list development. • Dedicated the rest of the week to meticulous refinement and completion of the vendor list. • Employed Figma and Canva proficiently to create visually compelling project materials. • Consider integrating these systematic approaches to enhance operational efficiency and presentation of telemedicine services.
Linking theory (Classroom learning) with practice at your organization	Efficiently managed vendors strategically for optimized operations. Leveraged design tools like Figma and Canva for professional project documentation. These efforts ensure Medyseva maintains high standards in service delivery and visual communication.
Gaps identified in the working area.	Brand Plan Development: Defining budget segments and amount of price setting in particular segment is a major task in brand planning. Collection of data: For preparation of budget segments it is difficult to identify segments of budget and I faced problem in suggesting how much amount of money in which segment I should spend more and which segment is important for prescription drug.
Suggestions for improvement	Implement streamlined vendor communication for efficient operations. Enhance project material design using tools like Figma and Canva. These improvements ensure Medyseva delivers high-quality services and compelling visual content.



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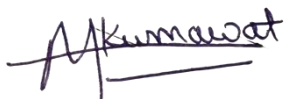
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Stream: Pharmaceutical-MBA

Week no: 8

From: 24/06/2024-29/06/24

Activity Done	Compiled and organized taluka and district lists, ensuring data accuracy. • Completed vendor lists to support operational needs. • Identified and reported 9 bugs in the Medymate app, enhancing application reliability. • Conducted a re-evaluation, discovering additional bugs, and provided guidance for content creation in Figma for Medyvision.
Linking theory (Classroom learning) with practice at your organization	• Applied theoretical knowledge in data organization and bug identification in real-world scenarios. • Integrated practical skills in vendor management and software testing methodologies.
Gaps identified in the working area.	• Need for improved bug tracking and resolution processes in app development. • Enhancements required in data management and organizational efficiency. • Potential for more streamlined communication and collaboration between teams. • .
Suggestions for improvement	• Implement automated testing tools to enhance bug detection and resolution speed. • Develop standardized procedures for data entry and management to maintain accuracy. • Foster cross-functional teamwork and regular feedback loops to optimize productivity and innovation.



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Compiled Reporting Format

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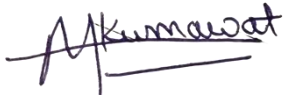
Stream: Pharmaceutical-MBA

Activity Done	• Conducted extensive market research on Dhar district's healthcare infrastructure and demographics. • Compiled a comprehensive list of private medical colleges across multiple states. • Developed content for loudspeaker announcements and WhatsApp messages to raise awareness about healthcare issues. • Engaged with local leaders and communities in Mhow to promote Medyseva's services. • Organized Dr. Consortium initiatives and conducted outreach to potential collaborators. • Researched and cataloged pharmacy stores, pathology labs, and hospitals across various districts. • Explored opportunities for opening Dr. Consortium franchises in pharmacy stores. • Identified medical specialties needed across different districts. • Researched printing press locations and potential business collaborators. • Created collages for clinic inaugurations and marketing materials. • Compiled taluka lists using Excel functions and data provided. • Created presentations on Advanced Business Development Management (ABDM) and attended related webinars. • Produced educational content on menstrual cycles and anxiety awareness under Medymate and Medymind. • Worked on vendor lists and supply management for Medyserve. • Learned graphic design tools like Canva and Figma for social media and brochure creation. • Conducted app testing for Medymate, identifying and reporting bugs to improve application functionality.
Linking theory (Classroom learning) with practice at your organization	• Applied theoretical knowledge in practical scenarios such as market research and vendor management. • Integrated classroom learning into real-world applications like app testing and content creation.
Gaps identified in the working area.	• Need for improved bug tracking and resolution processes in app development. • Enhancements required in communication and coordination across different departments. • Opportunities for refining market research strategies and expanding outreach efforts.

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Suggestions for improvement	• Implement automated testing tools and agile methodologies for faster bug resolution. • Foster cross-functional collaboration through regular meetings and shared project management tools. • Enhance market research methodologies with advanced analytics and customer feedback integration.
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