

SUMMER INTERNSHIP PROGRAM

at



From 01/05/24 to 30/06/24

A REPORT BY

Akshat Geete

Master of Business Administration

PHARMACEUTICAL MANAGEMENT

2023-25

Under the Mentorship of

Dr. Ashok Kumar Peepliwal

(Professor)





COMPLETION CERTIFICATE

This is to certify that Mr. **AKSHAT GEETE** of Batch 2023-2025 of School of Pharmaceutical Management, IIHMR University, Jaipur. Has worked with our organisation for his summer internship from 01-05-2024 to 30-06-2024. The work carried out by him and performance shown by him during the period was found **Excellent**. This certificate is being issued to meet the requirement of the University.

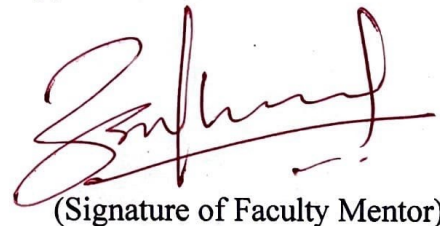
A handwritten signature in blue ink, appearing to read "Vivek Mishra", is written over a horizontal line. The signature is stylized and fluid.

Vivek Mishra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **Mr.Akshat Geete** of academic year 2023-25 of **School Of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-June 2023.

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

A handwritten signature in red ink, appearing to be 'Dr. Ashok Kumar Peepliwal', written over a horizontal line.

(Signature of Faculty Mentor)

Date: 25-Jul-2024

Dr. Ashok Kumar Peepliwal

Professor

Annexure-E

Weekly Report

Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 01

From: 1st May to 05 May

Activity Done	During my summer internship from May 1st to May 5th, I undertook a range of activities designed to deepen my knowledge of our products. I concentrated on silk protein, the organizational structure, and various aspects of wound healing. Here is a detailed overview of the key activities and the insights gained during this period.
Linking theory (Classroom learning) with practice at your organisation	• Gained insight into the key ingredients in our products. • Studied the organizational structure. • Created and delivered a presentation on natural biomaterials, their types, and their applications in wound healing. • Developed a presentation on wounds and their classification.
Gaps identified on the working area.	• Communication Gap • Product Unavailability
Suggestions for improvement	• Coordination. • Strategy making should be taught
Plan for the next week	Prepare presentation on newly given topics by our mentor and present them.

Signature of the Student



Approved by the IIHMR University's Mentor

Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 02

From: 6th May to 11th May 2024

Activity Done	From May 6th to May 11th, I expanded my understanding of silk proteins and their applications. Additionally, through sessions with our marketing manager, I gained valuable insights into the functionality and market positioning of our products. Here is a detailed account of the key activities and insights from this period.
Linking theory (Classroom learning) with practice at your organisation	• Importance of product knowledge • Enhancement of presentation skills • Understanding organizational behaviour • Insights into business development
Gaps identified on the working area.	• Communication gap • Samples unavailability • Booklets unavailability
Suggestions for improvement	• Coordination • Strategic making should be taught. • Make samples and booklets availability
Plan for the next week	• Created and presented on new topics assigned by our mentor, and compiled a personal list of doctors. • Studied our various products and their benefits. • Learned which products are suitable for different types of wounds.

Signature of the Student



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Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 03

From: 13th May to 18th May 2024

Activity Done	From May 13th to May 18th, I delved deeper into the differences between two silk proteins, enhanced my understanding of our product functionality through sessions with the marketing manager, and began fieldwork to gain practical experience in market operations and product promotion. Here is a detailed account of the key activities and insights from this period.
Linking theory (Classroom learning) with practice at your organisation	• Importance of product knowledge • Development of presentation skills • Understanding organizational behaviour • Learning business development strategies • Basic understanding of sales
Gaps identified on the working area.	• Samples Unavailability • Booklets unavailability
Suggestions for improvement	• Coordination. • To make all the samples available as soon as possible • Same with booklets
Plan for the next week	• Create and present on topics recently assigned by our mentor, and compile a personal list of doctors. • Gain deeper knowledge of our various products and their benefits. • Determine the appropriate products for different types of injuries. • Develop a strategy to effectively present and promote our products to physicians.

Signature of the Student



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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 04

From: 20th May to 25th May 2024

Activity Done	From May 20th to May 25th, I conducted independent fieldwork aimed at expanding our customer base, establishing a new customers (General Surgeons, Orthopaedic surgeons, Gynaecologist), and promoting our products in the Jaipur region. This included promotional activities too in major hospitals. Here are the key activities and insights gained during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behaviour. • Communication Skills • Personality Development
Gaps identified on the working area.	• Samples Unavailability • Booklets Unavailability • No LBLs available • No Literatures are provided
Suggestions for improvement	• To make samples, Booklets, LBLs, Literatures available as soon as possible
Plan for the next week	• Make list of new hospitals and potential customers. • Planned to target government institutions. • To take a review of samples provided to the doctors

Signature of the Student



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Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 05

From: 27th May to 1st June 2024

Activity Done	From May 27th to June 1st, I extended my fieldwork efforts by reviewing our progress, expanding our customer base, and promoting our products in key hospitals across Jaipur. Moreover, I received invaluable guidance from Fibroheal Wound Care's Senior Regional Sales Manager and secured my first order from a hospital. Here is a detailed account of the key activities and insights gained during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behaviour. • Consumer behaviour theory • Marketing mix • Relationship Marketing
Gaps identified on the working area.	• Limited and no samples availability • Limited and no booklets availability • Disrupted Supply chain
Suggestions for improvement	• Proper sample availability. • Decision making. • Supply chain improvement
Plan for the next week	• Make list of new hospitals and potential customers. • Planned to target government institutions. • Follow ups of the hospitals in which samples are provided

Signature of the Student



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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 06

From: 3rd June to 8th June 2024

Activity Done	From June 3rd to June 8th, I attended my second review meeting, continued promoting our products in Jaipur's hospitals, and received further guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care. During this period, I successfully secured two additional orders from different hospitals, marking a significant breakthrough. Here is a detailed account of the key activities and insights gained during this time.
Linking theory (Classroom learning) with practice at your organisation	• Strategic Management • Presentation skills • Organizational behaviour. • Communication Skills • Ethics and Compliance
Gaps identified on the working area.	• Limited and no samples availability • Limited and no booklets availability • Disrupted Supply chain
Suggestions for improvement	• Proper sample availability. • Decision making. • Supply chain improvement
Plan for the next week	• Make list of new hospitals and potential customers. • Planned to target government institutions as well as Veterinary Hospitals

Signature of the Student



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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 07

From: 10th June to 15th June 2024

Activity Done	From June 10th to June 15th, I concentrated on obtaining feedback on product usage, generating demand in government hospitals, as well as I also visited Veterinary hospitals. I also revisited hospitals to collect additional feedback. And I got my 3 more orders from different hospitals. Here is a detailed account of the key activities and insights gained during this period.
Linking theory (Classroom learning) with practice at your organisation	• Strategic Management • Presentation skills • Organizational behaviour. • Communication Skills • Ethics and Compliance
Gaps identified on the working area.	• Supply chain management (Still my first order is not delivered) • Samples unavailability • Booklets unavailability • No LBLs
Suggestions for improvement	• Proper sample availability. • Decision making. • Supply chain improvement
Plan for the next week	• Need to take follow-ups from all the hospitals I visited. • Need to check out with distributor what is the position of orders. And why it is not delivered yet.

Signature of the Student



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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 08

From: 17th June to 22nd June 2024

Activity Done	From June 17th to June 22nd, I continued my fieldwork, concentrating on generating demand in government hospitals, gathering product feedback, promoting our products to new doctors and hospitals, and gaining hands-on experience in negotiation and sales. I got one last order of this internship this month and I touched total of 7 orders. Here is a detailed account of the key activities and insights gained during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behaviour. • Consumer behaviour theory • Marketing mix • Relationship Marketing
Gaps identified on the working area.	• Limited and no samples availability • Limited and no booklets availability • Disrupted Supply chain
Suggestions for improvement	• Proper sample availability. • Decision making. • Supply chain improvement
Plan for the next week	• Next week is going to be marketing week, I have to make presentations on the following topics – 1. LBL of the products use in Gynae department 2. Competitor analysis – product wise 3. Final Presentation

Signature of the Student



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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Akshat Geete

Roll no: 0474

Stream: Pharmaceutical management (PM-15)

Week no: 09

From: 24th June to June 29th

Activity Done	From June 24th to June 29th, I made the presentations on - LBL of the products use in Gynac department, Competitor analysis – product wise, Final Presentation. And presented in front of my seniors. My final presentation is postponed because of unknown reasons. I also did the Inventory management in Distributors office.
Linking theory (Classroom learning) with practice at your organisation	• Presentation Skills • Communication Skills • Secondary research • Data Analysis
Gaps identified on the working area.	• Still my orders not delivered because of unavailability of stock
Suggestions for improvement	• Proper sample availability. • Decision making. • Supply chain management
Plan for the next week	• None

Signature of the Student

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“Compiled Report”

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ACKNOWLEDGEMENT

I would like to express by heartfelt gratitude to the management of **Fibroheal Woundcare Pvt. Ltd. in Jaipur** for giving me this amazing opportunity for a summer internship in their organization. I want to thank my organizational mentor **Bhagyalakshmi** mam for providing me with this opportunity, without her support & supervision I wouldn't have completed this internship. I would like to thank my university mentor **Dr. Ashok Peepliwal** sir for their guidance and their constant support throughout the internship. I would also like to thank **Mr. Vinod Tejawani** sir & the Placement Committee for giving me this opportunity & guiding me on the right path. Throughout the internship I had an immense learning experience in various fields of the project & it would be helpful in my professional career.

Akshat Geete

ABOUT THE ORGANISATION

FIBROHEAL WOUNDCARE PVT. LTD. is a leading biotech and healthcare start-up company working exclusively on "Silk Proteins" as "Biomaterial for Wound Healing" focused on active and advance wound care management. We are one among the few companies working across the globe on non-textile application of "Silk Protein", as versatile biomaterial in biomedical use.

They are pioneers in leveraging the biomaterial application of silk proteins to develop most innovative advance and active wound care products to heal acute and chronic wounds or non-healing or slow healing or difficult-to-heal wounds through our indigenously developed IP protected technology.

They bring together their technical expertise on biomaterials with the contemporary knowledge of pharma and biomedical engineering to design/develop novel and cost-effective solutions for wound management.

FIBROHEAL WOUNDCARE PVT. LTD. is a true research and technology driven company with a dedicated in-house R&D, possessing innovative technological wound care products and solutions and ambition to go-global with international standards.

They aspire to be one of the Indian companies catering to entire gamut of wound management, offering comprehensive solutions to entire wound care continuum.

Their entire range of products are manufactured in-house in state-of-art, ISO 13485 and GMP certified facility.

FIBROHEAL WOUNDCARE PVT. LTD. have few flagship products in the basket and they are proud to be the first choice of many wound care professionals in both institutional and customer segments, who are looking for advanced, affordable and effective wound care solutions.

Vision

To be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

Mission

To provide value-added advance and active wound care products and services derived from silk proteins; while at the same time, remaining humble and responsible towards society and ensuring that every aspect of our business is conducted with integrity and excellence. Our ambition is to develop products & services that enhance quality of life of the people. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.

Product Portfolio

Fibroheal offers a diverse range of advanced wound care products, all utilizing the unique properties of silk proteins. These products are designed to promote faster healing, reduce the risk of infection, and improve overall wound care outcomes. Key products in their portfolio include:

- **Fibromoist Gel:** A silk protein-based gel that provides effective wound healing and moisture retention, ideal for various wound types.
- **Wound Aid:** An advanced dressing that creates an optimal healing environment using silk proteins, suitable for managing chronic and acute wounds.
- **Silk Dressings:** A line of dressings that incorporate silk to enhance the wound recovery process, promoting better patient outcomes.

These products are tailored to meet the needs of healthcare professionals and patients, offering innovative solutions for wound management.

Innovation and Research

Research and development are at the heart of Fibroheal's operations. The company invests heavily in R&D to improve existing products and develop new, innovative wound care solutions. Collaborations with healthcare professionals, research institutions, and universities enable Fibroheal to stay at the cutting edge of wound care technology. This commitment to innovation ensures that their products are effective, safe, and meet the highest standards of quality.

Market Presence

Since its founding, Fibroheal has experienced significant growth and established a strong presence in the Indian healthcare market. Their products are available in major pharmacies,

hospitals, and healthcare institutions across the country. Fibroheal has also begun to explore international markets, aiming to expand their reach and impact globally. Strategic partnerships with key stakeholders in the healthcare sector have been crucial to their success, helping to promote their products and enhance their market presence.

Values and Culture

Fibroheal operates on a foundation of integrity, excellence, and responsibility. The company fosters a culture of continuous improvement, encouraging innovation and excellence in all aspects of their work. Employees are motivated to pursue new ideas and solutions, ensuring that Fibroheal remains a leader in wound care innovation. This culture of excellence not only drives the company's success but also builds trust with healthcare professionals and patients.

Future Outlook

Looking to the future, Fibroheal aims to continue its growth and innovation trajectory. The company plans to expand its product line, develop new wound care solutions, and enter additional markets. By maintaining their commitment to quality, integrity, and social responsibility, Fibroheal is poised to become a global leader in advanced wound care solutions. Their vision includes enhancing research capabilities and forming new partnerships to further their impact on the healthcare industry.

Fibroheal Woundcare Pvt. Ltd. is a dynamic and innovative company dedicated to improving wound care through the use of silk proteins. Their commitment to quality, integrity, and social responsibility sets them apart in the healthcare industry. Through their advanced wound care products, ongoing research, and community engagement, Fibroheal is making significant contributions to the well-being of patients and the advancement of medical science. The company's dedication to innovation and excellence ensures that they will continue to be a valuable player in the wound care market for years to come.

By overcoming challenges and leveraging opportunities, Fibroheal Woundcare Pvt. Ltd. is not only addressing the immediate needs of wound care but also paving the way for future advancements in the field. Their holistic approach to wound management, from product development to market presence and social responsibility, exemplifies their commitment to enhancing patient care and improving quality of life.

Summary of Final Presentation

Summary of "Healing Our Animal Companions: Unveiling Opportunities in the Veterinary Wound Care Market with Fibroheal Solutions"

The presentation provides a comprehensive overview of the veterinary wound care market, emphasizing the critical role of advanced wound care solutions for both companion animals and livestock. It highlights the significant growth potential in this sector, particularly in India, where the veterinary wound care market is projected to reach ₹118,096.4 crore by 2032, with a compound annual growth rate (CAGR) of 6.51% from 2024 to 2032. This growth is driven by factors such as increasing pet ownership, rising spending on pet health, advancements in veterinary medicine, and heightened awareness of animal welfare.

Key insights reveal that the Indian pet care market is expected to reach ₹7,000 crore (US\$900 million) by 2025, with dogs comprising 63% of pet ownership. The presentation identifies various challenges in veterinary wound care, including the need for species-specific solutions and the importance of educating pet owners about advanced wound care options. It also discusses the unique challenges faced by different animal types, such as companion animals being prone to lacerations and livestock facing surgical wounds.

Fibroheal is positioned as a leader in this market, offering innovative products that incorporate Silk Protein for enhanced healing. The presentation underscores the importance of addressing cost concerns while emphasizing the value of effective wound care solutions. During an internship with Fibroheal, it was observed that veterinarians are receptive to new wound care options, prioritizing the best outcomes for their patients over cost alone.

The presentation concludes by outlining opportunities for Fibroheal to expand its market presence through the development of affordable wound care options, educational initiatives for pet owners, and targeted solutions for rural markets. By leveraging these opportunities, Fibroheal can significantly contribute to improving animal health and recovery outcomes in the veterinary wound care landscape.

Activity Done	During my two-month internship with Fibroheal Woundcare Private Limited in Jaipur, I gained extensive experience in sales and marketing. Here is a summary of my activities and learnings: Key Activities and Learnings 1. Gained Insight into Silk Proteins and Product Functionality - Acquired a comprehensive understanding of silk proteins and their applications. - Enhanced my knowledge of the functionality and market positioning of our products through sessions with the marketing manager. 2. Enhanced Marketing Strategies and Product Knowledge - Developed and delivered presentations on natural biomaterials and wound classification. - Identified the appropriate use of products for different types of wounds. 3. Explored Differences Between Silk Proteins - Investigated distinctions between various silk proteins. - Expanded my understanding of product features and market operations. 4. Conducted Independent Fieldwork - Focused on expanding the customer base and establishing new distributors. - Promoted products in major hospitals in Jaipur, successfully securing initial hospital orders. 5. Practical Sales and Marketing Experience - Continued promoting products, collecting feedback, and generating demand in government hospitals. - Secured additional orders from hospitals, marking significant progress. 6. Developed Negotiation and Customer Engagement Skills - Enhanced my negotiation skills and gathered valuable customer feedback. - Developed a brand plan and conducted competitive analysis. 7. Review and Progress Evaluation - Attended review meetings and received guidance from the Senior Regional Sales Manager. - Regularly revisited hospitals to collect feedback and refine strategies. Key Learning Outcomes: Linking Theory with Practice: Applied sales theories learned in the classroom to practical scenarios within the organization. Importance of Product Knowledge: Emphasized the significance of understanding product features and benefits. Effective Communication: Developed strong presentation and communication skills.
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	Strategic Marketing and Sales: Learned to strategize and implement effective marketing and sales plans. Customer Relationship Management: Focused on building and maintaining long-term relationships with healthcare professionals. Overall, this internship provided a rich experience in sales and marketing, enabling me to apply theoretical knowledge to real-world scenarios and significantly contribute to the growth of Fibroheal Woundcare Private Limited in Jaipur.
Linking theory (Classroom learning) with practice at your organisation	• Consumer Behaviour Theory • Marketing Mix • Relationship Marketing • Sales Management • Negotiation Theory • Strategic management • Ethics and Compliance • Data Analytics • Communication Skills • Presentation Skills • Market Research • Primary and secondary sales
Gaps identified on the working area.	• Unavailability of samples • Unavailability of Booklets • Unavailability of Reminder Cards • Mistakes seen in Booklets • Unavailability of Visiting cards • Disturb Supply Chain • Unavailability of literatures
Suggestions for improvement	1. Supply Chain Management Enhancement: ○ Strengthen supply chain management practices to ensure timely product availability and efficient distribution. 2. Stock Management Optimization: ○ Implement strategies to stock up products proactively based on anticipated orders and market demand trends. 3. Enhanced Marketing Collaterals:

- Ensure availability of essential marketing materials such as samples, booklets, leaflets (LBLs), reminder cards, and visiting cards to support sales efforts effectively.

4. Exploring Veterinary Wound care Market:

- Identify and capitalize on the untapped potential in the veterinary wound care market.
- Allocate resources and empower the sales team to explore and expand into this promising market segment.

These recommendations aim to optimize operational efficiency, strengthen marketing support, and capitalize on new market opportunities, thereby enhancing Fibroheal Woundcare Pvt Ltd's market presence and growth prospects.

Signature of the Student



Approved by the IIHMR University's Mentor

