

SUMMER INTERNSHIP PROGRAM

at

BIOHUBB



From 9th May 2024 to 8th July 2024

A REPORT BY

DR. RAKTIMA KERNI

Master of Business Administration

(Hospital and Health Management)

2023-25

under the Mentorship of

Dr. Goutam Sadhu

Professor and Proctor

School of Development Studies



CERTIFICATE

This is to certify that **Dr. Raktima Kerni** of **2023-2025** (batch) of **IIHMR University, Jaipur** has worked with our organization for her summer internship from **9th May 2024** to **8th July 2024**. The overall performance shown by her during the period was excellent/good/average. This certificate is being issued to meet the requirements of the IIHMR, University.

Date: 13/07/2024

Place: Jaipur



(Signature of organization Mentor)

Name: Mr. Puneet Sethi

Designation: Co-founder BIOHUBB

Seal/Stamp of the Organization



infoi@biohubb.com



+91 855 99 71 411



<https://www.biohubb.com>



72/2, Shipra Path, Mansarovar, Jaipur-302020, Rajasthan, India

IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Raktima Kerni** of academic year 2023 – 25 of **Institute of Health Management Research** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22.07.2024

Dr. Goutam Sadhu

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

Professor and Proctor
School of Development Studies



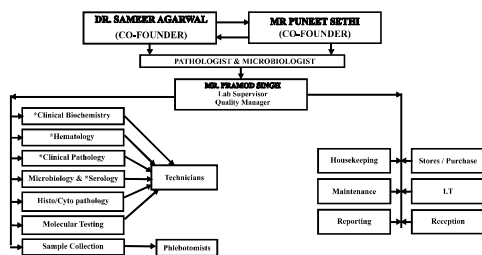
1. ORGANISATION PROFILE

Bio Hubb is a cutting-edge biobank that provides expert biorepository services to support scientific research and innovation. Our team of experienced professionals has extensive knowledge and expertise in biobanking, biorepository management, and related fields.

VISION: Our vision is to be a global leader in biorepository management, empowering scientific breakthroughs and improving lives through our expertise, cutting-edge technology, and commitment to excellence.

MISSION: Bio Hubb's mission is to provide reliable and secure biobank services, advancing scientific research and innovation by preserving biological samples and their related information with integrity.

2. ORGANISATION STRUCTURE

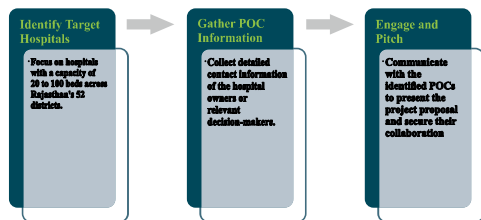


3. ACTIVITY DONE

Project 1: Lab Link - Integrated Business Development

PROJECT OVERVIEW: The project, titled "Lab Link - Integrated Business Development for Precision Path Lab" aims to create a comprehensive database in collaboration with hospitals across all 52 districts of Rajasthan. This business development project targets hospitals with bed capacities ranging from 20 to 100 beds. The primary goal is to gather point-of-contact (POC) details, engage hospital owners to pitch the project proposal, and develop business relationships.

OBJECTIVES:



PROJECT PHASES:



PROJECT OUTCOMES:

The project yielded several significant outcomes, including a comprehensive database of hospitals in Rajasthan, which will serve as a valuable resource for future business development initiatives.

The establishment of relationships with hospital personnel and identification of potential collaborators demonstrated the project's ability to build connections and foster partnerships.

Finally, the comprehensive project report and presentation provided a clear and concise summary of the project's achievements and learnings.

Project 2: Strategic Market Research

PROJECT OVERVIEW:

The RT-PCR kit market research project was a comprehensive study aimed at gathering insights and information to support the launch of a new RT-PCR kit for infectious diseases in India. As the Project Manager, I led the initiative from conception to completion, leveraging my knowledge and skills in market research, project management, and team coordination to deliver a high-quality market research report.

PROJECT PHASES:



PROJECT OUTCOMES:

The project yielded numerous outcomes, including a comprehensive market research report that provided valuable insights into the RT-PCR kit market in India. The report identified key trends and insights relevant to the market, offering a competitive analysis of existing RT-PCR kits and recommendations for pricing strategies and customer preferences. Additionally, the project compiled a list of companies producing RT-PCR kits in India, alongside their product ranges and market strategies.

The project also demonstrated the development of essential skills in market research, data analysis, and report writing. The ability to coordinate and lead team meetings was enhanced, and the importance of incorporating feedback to refine deliverables was learned. The project's presentation skills were also refined, as the market research findings were effectively summarized and presented.

4. SWOT & TOWS ANALYSIS

Internal Factors	S - Strengths	W - Weaknesses
	- Access to online databases and research platforms - Ability to conduct comprehensive market research and analysis - Ability to identify and capitalize on market opportunities	- Limited expertise in market research and analysis - Limited resources and budget for the project - Dependence on secondary data sources - Limited access to key opinion leaders and industry experts - Potential for biases in data collection and analysis
External Factors	O - Opportunities	W - Weaknesses
	- Growing demand for RT-PCR kits in India - Increasing awareness of infectious diseases - Potential for market expansion and growth - Opportunity to develop a unique and innovative RT-PCR kit - Possibility of collaboration with local hospitals and research institutions	- Develop a unique and innovative RT-PCR kit that capitalizes on the growing demand in India - Collaborate with local hospitals and research institutions to gain access to key opinion leaders and industry experts
	T - Threats	WT (Weaknesses-Threats)
	- Increasing competition in the RT-PCR kit market - Rapidly changing technology and market trends - Potential regulatory changes affecting the market - Limited access to advanced data analysis tools and resources - Limited time and resources for primary data collection	- Develop a comprehensive market research report that addresses the potential regulatory changes and increasing competition - Address the limited access to advanced data analysis tools and resources by seeking partnerships or collaborations

5. LEARNINGS AND VALUE ADDITIONS

Gained proficiency in collecting, organizing, and validating large datasets using tools like Microsoft Excel and Google Sheets.

Improved interpersonal communication by conducting outreach calls and engaging with hospital administrators and industry professionals.

Learned to manage multiple project phases effectively, including planning, execution, and monitoring, while balancing various tasks and deadlines.

Developed skills in analyzing market competitors, identifying strengths and weaknesses, and leveraging insights for strategic planning.

Enhanced ability to think strategically by integrating market research findings into actionable business development plans

6. THEORETICAL UNDERSTANDING V/S PRACTICAL EXPOSURE

Theoretical learning focuses on understanding concepts, while practical exposure involves applying this knowledge to real-world tasks.

Classroom settings are structured, whereas workplace environments are dynamic and require adaptability.

Academic evaluation is based on exams and assignments; practical exposure provides immediate feedback from supervisors and colleagues.

Theoretical learning enhances analytical and conceptual skills; practical exposure develops hands-on skills and professional communication.

Interaction in theoretical learning is mainly with professors and peers; practical exposure involves engaging with industry professionals and mentors.

7. CHALLENGES FACED

Gathering consistent and accurate data from various sources for the hospital database.

Difficulty in contacting hospital administrators and decision-makers.

Receiving delayed responses from hospitals during outreach.

Identifying and analyzing competitive products for the new RT-PCR kit.

Ensuring all tasks are completed within the given timeline.

8. USEFULNESS OF INTERNSHIP

Provided practical exposure to real-world business operations and challenges, bridging the gap between academic knowledge and industry practices.

Enhanced essential skills such as data management, communication, project management, and strategic analysis, making me more competent and industry-ready.

Offered deep insights into the healthcare and diagnostics industry, understanding market dynamics, and identifying potential growth opportunities.

Facilitated personal and professional growth through direct interaction with industry professionals and handling significant responsibilities.

9. SUGGESTIONS

Enhanced Data Collection Strategies: Develop a more robust data collection strategy, leveraging multiple reliable sources and establishing partnerships with data providers. Implement automated data collection tools to streamline the process.

Access to Advanced Tools: Invest in advanced data analysis tools and software to improve the efficiency and depth of market research. Provide training sessions for team members on using these tools effectively.

Regular Team Training: Conduct regular training sessions for team members on project management, communication, and collaboration tools to enhance team coordination and efficiency. Introduce team-building activities to foster a collaborative work environment.

Technology Integration: Ensure seamless integration of new technologies into existing workflows through training and support. Conduct regular reviews to identify and address any integration issues.

Establish a dedicated team for continuous market research and analysis. Use advanced market analytics tools to track and predict market trends.

Table of Contents

S.NO.	CONTENT	PAGE NO.
1	SIP Poster	5
2	About the Organisation • Vision • Mission • Organogram	6-7
3	Activity Done PROJECT 1: Integrated Business Development • Project overview • Objective • Project timeline • Project phases • Project highlights • Tools used • Project outcomes • Project deliverables PROJECT2: Strategic Market Research • Project overview • Objective • Project timeline • Project phases • Tools used • Project outcomes • SWOT & TOWS Analysis • Project deliverables	8-16
4	Linking theory with practice at your organization	16-17
5	Gaps identified on the working area.	18
7	Suggestion for improvement	19
8	Usefulness of internship	19
9	Annexure-E (weekly report)	20-35

About The Organisation

Bio Hubb is a cutting-edge biobank that provides expert biorepository services to support scientific research and innovation. Our team of experienced professionals has extensive knowledge and expertise in biobanking, biorepository management, and related fields. We leverage our expertise and state-of-the-art facilities to provide exceptional services, including: Biobanking and biorepository management, Sample storage and management, Sample processing and analysis, Data management and analysis, Research support and collaboration.

Our commitment to quality, security, and customer satisfaction drives us to continuously improve our services and stay at the forefront of biobanking and biorepository management. As a trusted partner in the scientific community, we are dedicated to advancing scientific knowledge and improving lives.

Vision:

Our vision is to be a global leader in biorepository management, empowering scientific breakthroughs and improving lives through our expertise, cutting-edge technology, and commitment to excellence.

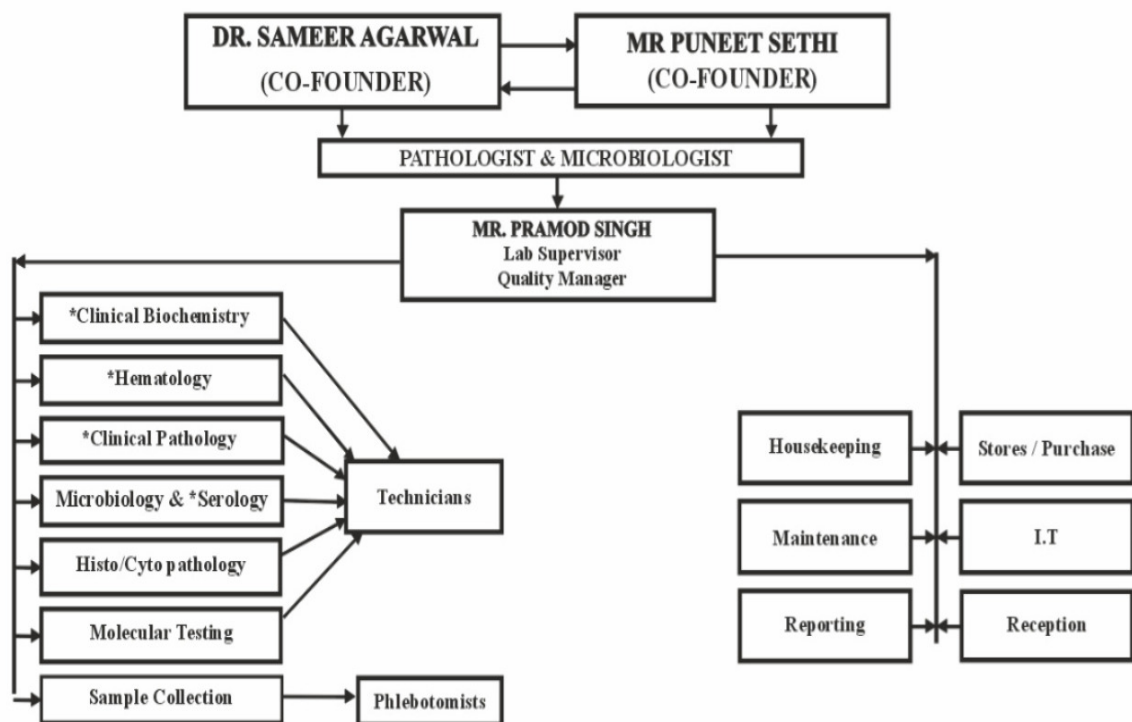
Expertise in biobanking and biorepository management, State-of-the-art facilities and cutting-edge technology, Commitment to quality, security, and customer satisfaction, Contributions to groundbreaking discoveries and innovations in science and medicine.

Mission:

Bio Hubb's mission is to provide reliable and secure biobank services, advancing scientific research and innovation by preserving biological samples and their info. with integrity.

We are dedicated to, Preserving biological samples and their info. with integrity, Ensuring security and integrity of our clients' valuable resources, Delivering exceptional service and support to our clients, Advancing scientific knowledge and discovery in various fields.

Organisation Structure:



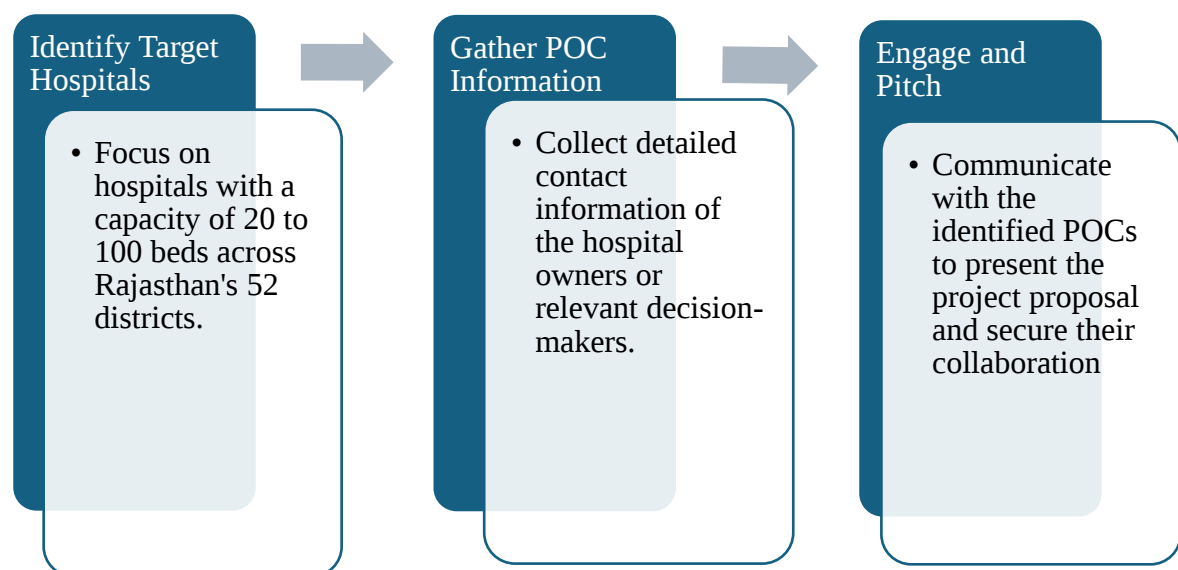
Activity Done:

Project 1: Lab Link - Integrated Business Development

Project Overview:

The project, titled “Lab Link - Integrated Business Development for Precision Path Lab” aims to create a comprehensive database in collaboration with hospitals across all 52 districts of Rajasthan. This business development project targets hospitals with bed capacities ranging from 20 to 100 beds. The primary goal is to gather point-of-contact (POC) details, engage hospital owners to pitch the project proposal, and develop business relationships. The project is divided into several phases: data collection, data validation, hospital outreach, engagement and pitch, documentation and reporting.

Objectives:



Project Timeline:

The project was completed within a span of five weeks, with the following milestones:

Week 1: Orientation and Project Briefing

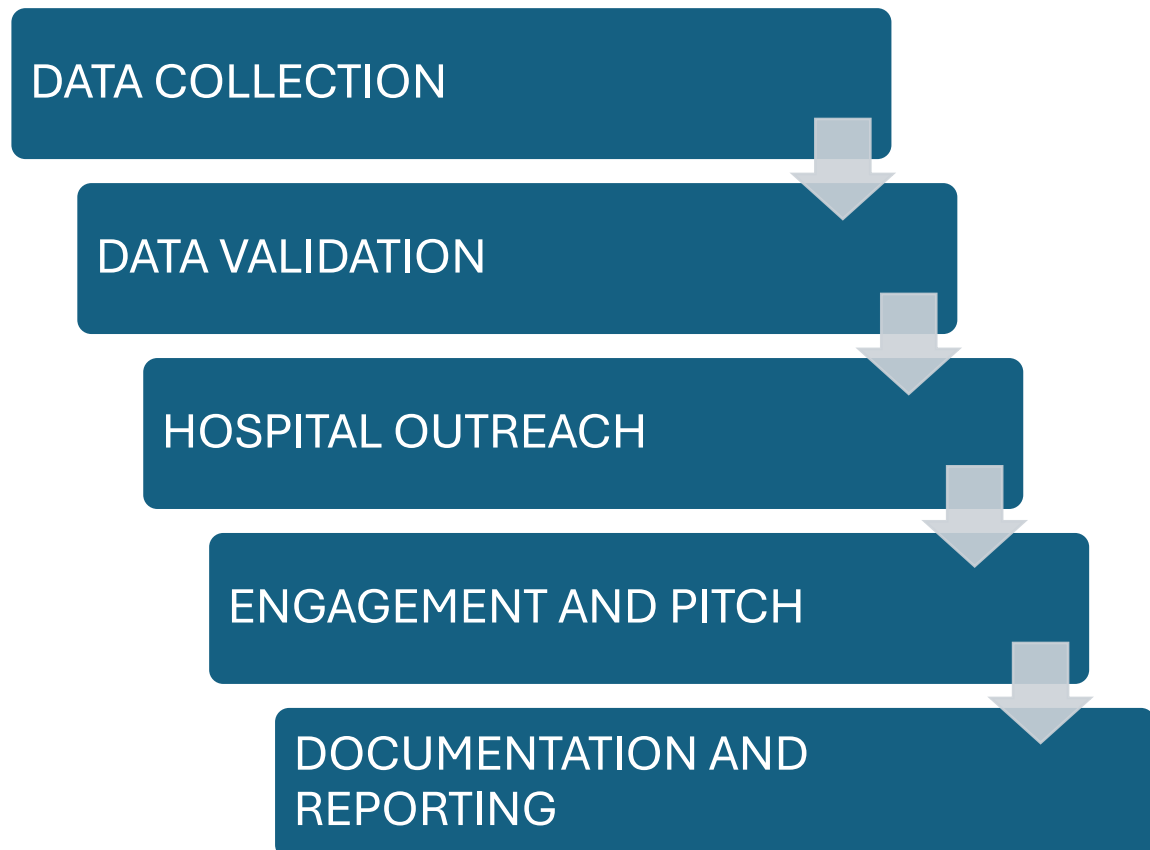
Week 2: Database Preparation

Week 3: Hospital Outreach and Competitive Analysis

Week 4: Database Completion

Week 5: Presentation and Report Preparation.

Project Phases:



- *Phase 1: Data Collection*

During the data collection phase, interns will research and compile a list of target hospitals using online resources, directories, and local knowledge, ensuring the list includes hospitals with the specified bed capacities.

- *Phase 2: Data Validation*

In the data validation phase, the accuracy of the collected information will be verified through cross-referencing and direct communication, ensuring the POC details are current and accurate.

- *Phase 3: Hospital Outreach*

The hospital outreach phase involves initiating contact with the POCs via phone calls, emails, and in-person visits if necessary. Interns will present the project proposal, addressing any queries or concerns the hospital representatives may have. Drafted call scripts and key points to discuss during calls. Researched competing organizations in the region to understand their collaboration efforts with hospitals.

- *Phase 4: Engagement and Pitch*

In the engagement and pitch phase, interns will develop a clear and compelling project proposal outlining the benefits of collaboration with Precision Path Lab, highlighting key aspects such as improved diagnostic services, potential cost savings, and enhanced patient care. Scheduled and conducted phone calls with hospital administrators and key personnel. Discussed potential collaboration opportunities with hospital representatives.

- *Phase 5: Documentation and Reporting*

The documentation and reporting phase requires maintaining a detailed log of all interactions and responses from the hospitals, regularly updating the database with new information and feedback received along with scheduling follow-up communications to ensure continued interest and address any further questions, working towards formalizing partnerships with interested hospitals. Gathered feedback on hospital needs and how our organization can support them.

Project Highlights:

The project achieved several notable highlights, including the collection and organization of data on hospitals in Rajasthan, which laid the foundation for the project's success.

Phone calls with hospital administrators enabled the gathering of additional information and confirmation of collaboration interest, showcasing the project's ability to establish connections with key stakeholders.

A thorough analysis of competing organizations revealed valuable insights into their services, strengths, weaknesses, and strategies, allowing for informed decision-making.

The development of a script for effective communication with hospital administrators demonstrated the project's focus on clear and impactful communication.

Finally, the preparation of a presentation and report summarizing the project highlighted the project's capacity for clear and concise reporting.

Tools Used:



MS- excel



Phone



E-mail

Project Outcomes:

The project yielded several significant outcomes, including a comprehensive database of hospitals in Rajasthan, which will serve as a valuable resource for future business development initiatives.

The establishment of relationships with hospital personnel and identification of potential collaborators demonstrated the project's ability to build connections and foster partnerships.

Finally, the comprehensive project report and presentation provided a clear and concise summary of the project's achievements and learnings.

Project Deliverables:

- A comprehensive business development plan.
- A Database Containing information on 190 hospitals across 50 districts of Rajasthan.
- A list of contact details of the owners and managers of 50 hospitals.
- A list of 50 potential clients for collaboration.
- A list of established partnerships and collaborations.
- A market research report.

Project 2: Strategic Market Research

Project Overview:

The RT-PCR kit market research project was a comprehensive study aimed at gathering insights and information to support the launch of a new RT-PCR kit for infectious diseases in India. As the Project Manager, I led the initiative from conception to completion,

leveraging my knowledge and skills in market research, project management, and team coordination to deliver a high-quality market research report.

Objective:

The primary objective of the project was to provide actionable insights and recommendations to support the successful launch of the new RT-PCR kit in the Indian market. The report aimed to cover the current market landscape, competitive analysis, pricing strategies, customer preferences, and regulatory requirements.

Timeline:

The project was completed within a span of four weeks, with the following milestones:

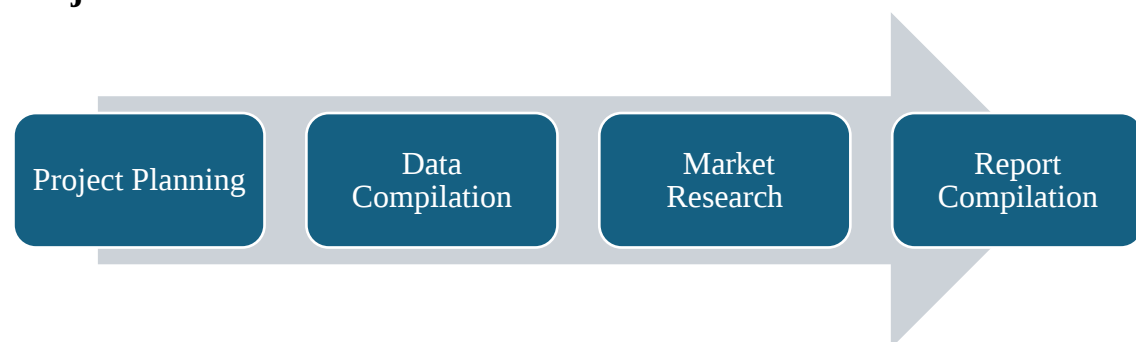
Week 6: Project briefing and planning

Week 7: Preliminary research and data compilation

Week 8: In-depth market research and analysis

Week 9: Report compilation and submission.

Project Phases:



- *Phase 1: Project Planning*

The project began with a briefing and planning session, where the objectives, scope, and timelines were discussed. A project plan was developed, outlining key tasks, milestones, and deadlines, and identifying the resources and tools required. Communication channels were established with team members and stakeholders to ensure a smooth project execution.

- *Phase 2: Data Compilation*

The next phase involved conducting preliminary research on the RT-PCR kit market in India, gathering information from online databases, research papers, and industry reports. A list of companies producing RT-PCR kits in India was compiled, and data was collected on their product ranges, pricing strategies, and market shares. The data was organized and analysed to identify initial trends and insights, providing a better understanding of the market landscape.

- *Phase 3: Market Research*

The following phase involved conducting in-depth market research to gather more specific and detailed information. The competitive landscape, market trends, and customer preferences were analysed, and data was gathered on regulatory requirements, industry standards, and market dynamics. A SWOT analysis of the market was conducted, identifying opportunities and threats. The data was analysed to identify key findings, trends, and insights, providing a comprehensive understanding of the market.

- *Phase 4: Report Compilation*

The final phase involved compiling the market research report based on the data and analysis. The report included an executive summary, introduction, market analysis, and recommendations, and was ensured to be well-structured, clear, and concise. Visual aids such as charts, graphs, and tables were included to support the findings. The report was submitted and presented, receiving positive feedback. The project demonstrated the importance of thorough market research and analysis in informing business decisions.

Tools Used:

The project utilized various tools and resources, including:

- Online databases and research platforms (e.g., Google Scholar, ResearchGate)
- Excel and Google Sheets for data compilation and analysis.
- MS-Word for report compilation.
- PowerPoint for report presentation.
- Project management tools for team coordination and communication.

Project Outcomes:

The project yielded numerous outcomes, including a comprehensive market research report that provided valuable insights into the RT-PCR kit market in India. The report identified key trends and insights relevant to the market, offering a competitive analysis of existing RT-PCR kits and recommendations for pricing strategies and customer preferences. Additionally, the project compiled a list of companies producing RT-PCR kits in India, alongside their product ranges and market strategies.

The project also demonstrated the development of essential skills in market research, data analysis, and report writing. The ability to coordinate and lead team meetings was enhanced, and the importance of incorporating feedback to refine deliverables was learned. The project's presentation skills were also refined, as the market research findings were effectively summarized and presented.

Overall, the project's outcomes were far-reaching, providing actionable insights and recommendations for the RT-PCR kit market in India. The project's success was a testament to the importance of thorough market research and analysis in informing business decisions. The skills and knowledge gained during the project will have a lasting impact on future projects and business endeavours.

SWOT & TOWS Analysis:

Internal Factors External Factors	S - Strengths • Access to online databases and research platforms. • Ability to conduct comprehensive market research and analysis. • Capacity to recognize and seize profitable business chances.	W - Weaknesses • Limited expertise in market research and analysis • Limited resources and budget for the project • Dependence on secondary data sources • Limited access to key opinion leaders and industry experts • Potential for biases in data collection and analysis
	SO (Strengths-Opportunities) Develop a unique and innovative RTPCR kit that capitalizes on the growing demand in India.	WO (Weaknesses-Opportunities) Collaborate with local hospitals and research institutions to gain access to key opinion leaders and industry experts.
T - Threats • Increasing competition in the RTPCR kit market • Rapidly changing technology and market trends • Potential regulatory changes affecting the market • Limited access to advanced data analysis tools and resources • Limited time and resources for primary data collection	ST (Strengths-Threats) Develop a comprehensive market research report that addresses the potential regulatory changes and increasing competition.	WT (Weaknesses-Threats) Address the limited access to advanced data analysis tools and resources by seeking partnerships or collaborations.

Project Deliverables:

- *Comprehensive Data of Market:* Containing Market size and growth trends, Market segmentation and share analysis and Competitive landscape and market dynamics.
- *Detailed Report on Strategic Market Research:* Market analysis and insights, Competitive analysis and market positioning, Customer preferences and behaviour, Market trends and opportunities.
- *Presentation on Market Research Findings:* Summary of key findings and insights, Visual aids and charts to support the findings, Recommendations for market entry and growth strategies.

Linking theory with practice at your organization

- *Structured Learning vs. Dynamic Environment:*
Encountered structured and predictable learning environments during classroom learning whereas, adapted to dynamic work settings requiring flexibility and problem-solving skills. Learned to manage unexpected challenges and dynamic project requirements.
- *Feedback Mechanisms:*
Received feedback through graded assignments and exams during classroom learning on the other hand during practical exposure, benefited from immediate feedback from supervisors and team members, allowing for quick adjustments and improvements. Understood the importance of continuous feedback loops for personal and professional growth.
- *Marketing Skills:*
Studied marketing principles, strategies, and consumer behaviour and utilized marketing skills to develop strategies for hospital outreach and collaboration. Conducted competitive analysis to identify market opportunities and strengths.
- *Communication Skills:*
During classroom learning, practiced communication through presentations and group projects and hence Enhanced communication skills through real-world interactions with hospital administrators, team members, and senior management. Developed negotiation and persuasion skills while interacting with potential collaborators.

- *Analytical and Conceptual Skills:*
Developed analytical skills through case studies and theoretical exercises during classroom learning and strengthened these skills by analysing real-world data, conducting competitive analysis, and making strategic decisions. Used statistical tools and software for data analysis to support business decisions.
- *Professional Networking:*
Limited interaction with industry professionals during classroom learning, practical exposure Built professional relationships and networks through direct engagement with hospital personnel and industry experts. Attended industry webinars and networking events to expand professional contacts.
- *Teamwork and Collaboration:*
During Classroom Learning Participated in group projects and collaborative assignments this Led and collaborated with a diverse team, enhancing leadership and teamwork skills. Facilitated effective communication and coordination within the team.
- *Time Management:*
Managed academic deadlines and multiple assignments in classroom. Balanced multiple tasks and deadlines in a real-world work environment. Prioritized tasks based on urgency and importance to meet project timelines.
- *Research Methodology:*
Learned various research methodologies, including qualitative and quantitative research techniques and applied these methodologies to conduct market research for the RT-PCR kit, gathering and analysing data from multiple sources.
- *Report Writing:*
Gained skills in structuring and presenting reports professionally and prepared detailed reports and presentations summarizing project findings, market research, and strategic recommendations. Ensured clarity, conciseness, and professionalism in all written communications.

Gaps identified on the working area.

Data Collection Challenges	○ Issue: Encountered difficulties in obtaining accurate and up-to-date market data. ○ Impact: Required additional effort and time to verify and cross-reference data from multiple sources.
Resource Limitations	○ Issue: Limited access to advanced data analysis tools and resources. ○ Impact: Constrained the depth of analysis and efficiency of data processing
Communication Barriers	○ Issue: Challenges in reaching key personnel at hospitals and obtaining prompt responses. ○ Impact: Delayed data collection and collaboration efforts.
Team Coordination	○ Issue: Initial difficulties in aligning team efforts and managing tasks efficiently. ○ Impact: Required effective leadership and coordination to ensure project progress.
Regulatory Understanding	○ Issue: Limited initial understanding of regulatory requirements for RTPCR kits in India. ○ Impact: Needed in-depth research and consultation with experts to ensure compliance.
Technology Integration	○ Issue: Difficulty in integrating new technologies into existing workflows. ○ Impact: Slowed down project implementation and data processing.
Market Dynamics	○ Issue: Rapid changes in market trends and consumer behaviour. ○ Impact: Required continuous monitoring and adaptation of strategies.

Suggestions for Improvement

- *Enhanced Data Collection Strategies:* Develop a more robust data collection strategy, leveraging multiple reliable sources and establishing partnerships with data providers. Implement automated data collection tools to streamline the process.
- *Access to Advanced Tools:* Invest in advanced data analysis tools and software to improve the efficiency and depth of market research. Provide training sessions for team members on using these tools effectively.
- *Regular Team Training:* Conduct regular training sessions for team members on project management, communication, and collaboration tools to enhance team coordination and efficiency. Introduce team-building activities to foster a collaborative work environment.
- *Technology Integration:* Ensure seamless integration of new technologies into existing workflows through training and support. Conduct regular reviews to identify and address any integration issues.
- *Market Dynamics Monitoring:* Establish a dedicated team for continuous market research and analysis. Use advanced market analytics tools to track and predict market trends.

Usefulness of Internship

1. Provided practical exposure to real-world business operations and challenges, bridging the gap between academic knowledge and industry practices.
2. Enhanced essential skills such as data management, communication, project management, and strategic analysis, making me more competent and industry ready.
3. Offered deep insights into the healthcare and diagnostics industry, understanding market dynamics, and identifying potential growth opportunities.
4. Facilitated personal and professional growth through direct interaction with industry professionals and handling significant responsibilities.
5. Built a network of contacts within the healthcare sector, which could be beneficial for future career opportunities and professional collaborations.
6. Helped clarify career interests and goals by providing hands-on experience in business development and market research roles within the healthcare industry.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 1

From: 09/05/2024 to 15/05/2024

Activity Done	• Introduction to the organisation followed by brief intro to the mentor / co-founder (Mr Puneet Sethi). • Project Briefing: Attended an initial meeting where the project was explained by the co-founder. Gained a clear understanding of the project's objectives, scope, and expected outcomes. • Data Collection: Researched various sources including government health department websites, local directories, and healthcare portals. Gathered information on hospital names, addresses, contact details, and bed capacity. • Ensured the inclusion of key personnel contact information for potential collaboration discussions. • Data Organization: Categorized hospitals based on their location (district-wise). Segmented the data further by bed capacity, focusing on hospitals with 20 to 100 beds. • Database Creation: Used spreadsheet software (e.g., Microsoft Excel) to compile and organize the data. Included fields for hospital name, address, contact details, key personnel, email address. • Ensured data accuracy by cross-referencing multiple sources.
Linking theory (Classroom learning) with practice at your organisation	• Methods of Data collection, Data Organisation, Data Base creation and quality check. • Research methodology and Review article. • Hierarchy of organisations. • Communication skills: strengthened ability to communicate with hospital staff to obtain necessary information. • Data Management: improved proficiency in organizing large datasets.

Gaps identified on the working area.	• Inconsistent data from different sources. • Time-consuming verification process. • Difficulty in obtaining key personnel contact information.
Suggestions for improvement	• Implemented a cross-referencing system to verify data accuracy. • Prioritized districts with the highest hospital density for initial data entry, then expanded to other districts. • Reached out directly to hospitals via email and phone to request missing information.
Plan for the next week.	• Conduct secondary review to ensure the database remains current and accurate. • Initiate contact with identified potential hospitals to discuss collaboration opportunities.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 2

From: 16/05/2024 to 22/05/2024

Activity Done	• Project Briefing Follow-Up: Held a follow-up meeting with the co-founder to clarify project details and objectives. • Discussed progress made in Week 1 and outlined the tasks for Week 2. • Data Collection Expansion: Continued to gather information on additional hospitals not covered in Week 1. • Expanded research to include smaller districts. • Collected data on hospital services, specializations, and facilities to better identify collaboration opportunities. • Cross-referenced newly collected data with existing information to ensure consistency and accuracy. • Updated the existing database with newly collected and validated data. • Began preliminary analysis to identify potential collaboration opportunities based on the updated database.
Linking theory (Classroom learning) with practice at your organisation	• Research Skills: Continued enhancement in sourcing and verifying data from diverse and hard-to-reach areas. • Data Management: Advanced proficiency in organizing and updating large datasets • Communication skills: strengthened ability to communicate with hospital staff to obtain necessary information. • Analytical Skills: Developed the ability to analyze data to identify potential collaboration opportunities.

Gaps identified on the working area.	• Difficulty in accessing data for smaller, rural hospitals. • Time constraints in verifying a large volume of new data.
Suggestions for improvement	• Utilized local health department contacts and community networks to gather reliable information. • Implemented a systematic approach to prioritize verification based on potential collaboration impact.
Plan for the next week.	• Continue data collection and verification for remaining districts and hospitals. • Conduct a detailed analysis of collaboration potential for all listed hospitals. • Begin drafting proposals and initial outreach plans for potential collaboration with shortlisted hospitals. • Explore digital tools to further streamline data collection and management processes.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 3

From: 23/05/2024 to 29/05/2024

Activity Done	• Attended a follow-up meeting with the co-founder to discuss progress and set goals for Week 3. • Reviewed the status of the database and outlined the plan for initiating contact with hospitals and performing competitive analysis. • Continued gathering additional information on hospitals, focusing on smaller districts. • Created a contact list of hospitals identified as high potential for collaboration. • Drafted call scripts and key points to discuss during the calls. • Scheduled and conducted phone calls with hospital administrators and key personnel. • Discussed potential collaboration opportunities with hospital representatives. • Gathered feedback on their needs and how our organization can support them. • Researched competing organizations in the region to understand their collaboration efforts with hospitals.
Linking theory (Classroom learning) with practice at your organisation	• Research Skills: Continued enhancement in sourcing and verifying data from diverse and hard-to-reach areas. • Data Management: Advanced proficiency in organizing and updating large datasets • Communication skills: strengthened ability to communicate with hospital staff to obtain necessary information. • Analytical Skills: Developed the ability to analyze data to identify potential collaboration opportunities.

Gaps identified on the working area.	• Difficulty in reaching key personnel due to busy schedules. • Variability in the level of detail provided by different hospitals
Suggestions for improvement	• Scheduled calls in advance and followed up via email to ensure availability. • Used a structured script to guide conversations and ensure all key points were covered.
Plan for the next week.	• Continue reaching out to remaining hospitals to complete the contact phase. • Follow up with hospitals that showed immediate interest in collaboration. • Analyze feedback and identify common themes or needs among hospitals. • Leverage findings from the competitive analysis to differentiate our collaboration approach.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 4

From: 30/05/2024 to 05/06/2024

Activity Done	• Finalized data collection and validation for all remaining districts. • Ensured all entries were accurate and up-to-date by cross-referencing multiple sources and direct verification. • Included comprehensive details such as hospital names, addresses, contact information, bed capacities, services, and key personnel. • Integrated additional insights and data obtained during follow-up calls into the competitive analysis. • Compiled information and materials to create a comprehensive company profile. • Highlighted the company's mission, vision, services, and unique value propositions. • Included case studies, success stories, and testimonials to build credibility. • Designed the profile for use in presentations, proposals, and marketing materials.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Skills: Developed a professional company profile to support collaboration efforts. • Research Skills: Continued enhancement in sourcing and verifying data from diverse and hard-to-reach areas. • Data Management: Advanced proficiency in organizing and updating large datasets • Communication skills: strengthened ability to communicate with hospital staff to obtain necessary information.

Gaps identified on the working area.	• Ensuring the accuracy and completeness of data for many hospitals. • Balancing multiple tasks, including data completion and company profile creation.
Suggestions for improvement	• Implemented a systematic review process and conducted direct verification through follow-up calls. • Prioritized tasks and set clear deadlines to ensure timely completion of all activities.
Plan for the next week.	• Begin outreach to hospitals using the completed database and company profile. • Schedule meetings and presentations with interested hospitals to discuss collaboration opportunities. • Monitor and update the database regularly to maintain accuracy. • Continue refining and leveraging the competitive analysis to inform strategic decisions

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 5

From: 06/06/2024 to 12/06/2024

Activity Done	• Create a comprehensive presentation summarizing the project. • Created a structured outline for the presentation. • Designed slides covering all project phases: data collection, validation, hospital outreach, competitive analysis, and company profile development. • Incorporated key findings, achievements, and future plans. • Present the final project presentation to mentors.
Linking theory (Classroom learning) with practice at your organisation	• Report writing and documentation. • Data summarization and visualization. • Project management and finalization.
Gaps identified on the working area.	• Summarizing extensive project activities in a concise manner. Ensuring the report was thorough yet easy to understand.
Suggestions for improvement	• Focused on key points and used visuals to convey information effectively. Structured the report with clear headings and subheadings and used bullet points for clarity.

Plan for the next week.	Discuss new project opportunities and outline next steps.
--------------------------------	---

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 6

From: 13/06/2024 to 19/06/2024

Activity Done	• Start a new project focused on market research for the launch of an RTPCR kit for infectious diseases. • Attended a project briefing session and received an overview of the objectives, scope, and timeline for the RTPCR kit market research project. • Developed a project plan outlining key tasks, milestones, and deadlines. • Appointed as Project Manager for this new initiative. • Conducted preliminary research on the RTPCR kit market, focusing on key players and their product offerings. • Identified major companies involved in the production of RTPCR kits for infectious diseases in India. • Compiled a list of these companies, detailing their product ranges. • Coordinated with team members to delegate tasks and ensure timely progress. • Organized regular meetings to track project milestones and address any issues. • Provided updates to mentors and stakeholders on project status and findings.
Linking theory (Classroom learning) with practice at your organisation	• Market research • Project management and team coordination. • Data compilation and analysis. • Strategic thinking and decision-making.

Gaps identified on the working area.	• Gathering comprehensive and up-to-date market information. • Balancing multiple responsibilities as Project Manager.
Suggestions for improvement	• Utilized multiple sources, including industry reports, company websites, and market analysis tools, to ensure thorough research. • Prioritized tasks, set clear deadlines, and maintained regular communication with team members and mentors.
Plan for the next week.	• Continue in-depth research on identified companies and their RTPCR kits. • Analyze market trends and potential demand for RTPCR kits in the infectious disease segment. • Conduct a price listing of RTPCR kits from various manufacturers. • Perform a competitive analysis focusing on pricing, product features, and market positioning.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 7

From: 20/06/2024 to 26/06/2024

Activity Done	• Conducted a meeting with the team as the team lead, facilitating discussions on project progress and delegating tasks. • Managed team responsibilities, ensured effective communication, and maintained project timelines. • Continued in-depth market research on RTPCR kits for infectious diseases. • Compiled a list of companies producing RTPCR kits and analysed their product range and market strategies. • Began the process of gathering pricing information for various RTPCR kits available in the market. • Conducted a preliminary competitive analysis to compare features, pricing, and market positioning of different RTPCR kits.
Linking theory (Classroom learning) with practice at your organisation	• Market research • Project management and team coordination. • Data compilation and analysis. • Strategic thinking and decision-making.
Gaps identified on the working area.	• Difficulty in obtaining accurate and up-to-date pricing information from some sources. • Balancing multiple tasks such as market research, report preparation, stakeholder engagement, and team leadership.

Suggestions for improvement	Time Management: Balancing multiple tasks and deadlines. Addressed by prioritizing tasks and effective time management.
Plan for the next week.	- Complete the price listing and finalize the competitive analysis for RTPCR kits. - Present findings to the team and gather feedback for further refinement. - Begin exploring potential marketing strategies for the new RTPCR kit.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIO HUBB, Jaipur

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Dr. Raktima Kerni

Roll no:1791

Stream: MBA Hospital and Health Management

Week no: 8

From: 27/06/2024 to 03/07/2024

Activity Done	• Conducted team meetings to discuss the findings and recommendations from the market research report. • Coordinated with team members to gather additional inputs and ensure alignment on the project objectives. • Analysed data collected from various sources to support the findings in the market research report. • Identified key trends and insights relevant to the RTPCR kit market in India • Completed the market research report for the launch of the new RTPCR kit for infectious diseases. • Included comprehensive analysis of the current market landscape, competitive analysis, pricing strategies, customer preferences, and regulatory requirements. • Provided key insights and recommendations for the successful launch of the RTPCR kit in the Indian market.
Linking theory (Classroom learning) with practice at your organisation	• Improved skills in market research, data analysis, and report writing. • Enhanced ability to coordinate and lead team meetings. • Learned to incorporate feedback effectively to refine deliverables. • Developed presentation skills by summarizing and presenting the market research findings.
Gaps identified on the working area.	• Limited access to advanced data analysis tools and resources. • Needed in-depth research and consultation with experts to ensure compliance.

Suggestions for improvement	Invest in advanced data analysis tools and software to improve the efficiency and depth of market research. Provide training sessions for team members on using these tools effectively.
Plan for the next week.	- Finalizing the Project: Incorporate feedback received from senior management into the final report. Ensure all project deliverables are completed and documented. - Submission and Wrapping Up: Submit the final market research report and presentation. Wrap up ongoing tasks and ensure all work is completed. - Completing the Internship: Complete any remaining administrative tasks related to the internship. Prepare a final summary and reflection on the internship experience.

Dr. Raktima Kerni

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.