

Summer Training
At
GHC Drugs and Pharmaceuticals Ltd.
From May 10, 2021 to July 3, 2021

A Report
By
Kritika Kapoor
MBA Pharmaceutical Management
2020-2022



ACKNOWLEDGEMENT

The summer training opportunity I had at GHC Drugs And Pharmaceuticals ltd. was an extraordinary shot at learning and growth. Along these lines I view myself as however a lucky individual as I seemed to be offered a chance to be a part of it. I'm additionally appreciative for having the chance to meet magnificent experts who drove me through this training.

I would like to offer my most profound thanks to Mr. Prashant Pathak, founder, director at GHC Drugs and Pharmaceuticals to direct me and keeping me on the right way and permitting me to do my task at his regarded association.

I would like to express my deepest thanks to Mr. Prashant Bhamre (Head of marketing and sales), Dr. Arun Kapoor (CMO and Corp Communication) for partaking in helpful choice and giving essential advices and direction and organizing all offices to make my internship a smooth interaction. I pick this second to recognize their commitment appreciatively.

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Last but not the least; I would like to thank IIHMR University for this wonderful learning.

I see this chance as a major achievement in my professional improvement. I will endeavor to utilized the acquired abilities and information in the most ideal manner and I will keep on chipping away at their improvement to achieve my targets. I look forward to proceed with participation with every one of you in future.

Sincerely

Kritika Kapoor

Student, MBA Pharmaceutical Management

IIHMR University, Jaipur

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ABBREVIATIONS

GHC: good health care

G3: Good Product, Good Science & Good Relationship

H3: H3 which means their Purpose is Happiness, Culture is Helpfulness and Belief is Honoring Healthcare Heroes

ENT: ear, nose, throat

CPI: clinical practice incharge

MD: managing director

CMO: chief marketing officer

CFO: chief financial officer

HHH: honoring healthcare heroes

ZBM: zonal business manager

RBM: regional business manager

SKU: stock keeping unit

SWOT: strengths, weaknesses, opportunities, threats

HCP: healthcare professional

CME: continuing medical education

KOL: key opinion leader

OBSERVATIONAL LEARNING

INTRODUCTION:



GHC Drugs and Pharmaceuticals was established by Mr. Prashant Kumar Pathak in the year 2020 to encourage *good healthcare* which stands for GHC.

- VISION: To provide G3 which means Good Product, Good Science & Good Relationship, through H3 which means their Purpose is Happiness, Culture is Helpfulness and Belief is Honoring Healthcare Heroes.
- MISSION: mission at GHC is good quality for all.

GENERAL FINDINGS AND LEARNINGS

- GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organizations, settled in Mumbai.
- The organization was set up in the year 2020 with a goal to bring inventive and excellent prescription. Their innovation upheld imaginative prescriptions guaranteeing the well being and prosperity of individuals around the nation.
- Each GHC meds and administration is a demonstration of its good quality principles. GHC is committed to empowering people to live healthier at every stage of life. With one of their global centers in Mumbai, they have a strong presence in India, where their active pharmaceutical ingredient, oral doses and injectables facilities manufacture high quality medicines for global markets. GHC is committed to integrating environmental, social and ethical principles.

COMPANY MODEL

- Key specialty areas: orthopedics, pediatrics, ENT, gynecology and CPI
- Identified products having a ready market and prescription base.
- Precision marketing, thus removing unnecessary cost across supply chain and marketing.
- Efficient distribution model across saving up to 30% in selling and distribution costs.
- Manufacturing plants meeting standards of world-class quality and testing requirement.

LEADERSHIP TEAM

- Mr. Prashant Kumar Pathak: GHC's founder Director
- Mrs. Kumkum Pathak: Co Founder and MD

- Mr. Arun Kapoor: CMO and Corp communication
- D. KN Singh: Chief of Operations
- Miss Mani Padmanabhan: CFO
- Mr. Sunil Gautam: Corporate Affairs
- Mr. Prashant Bhamare: Head of Marketing and Sales
- Dr. Suhas Yewale: Chief of Formulation F&D and Analytical

FLAGSHIP PROGRAM: Honoring Healthcare Heroes



Flagship Program, HHH (Honour your Healthcare Heroes) is an initiative to acknowledge the efforts put in by healthcare providers for the safety of general public and honouring them for the same. GHC is officially launched at Mumbai on 3rd Feb'21 by honouring healthcare heroes from across the specialities, especially Paediatricians and Orthopedicians of all India. Honour your healthcare heroes is a baby step towards long journey.

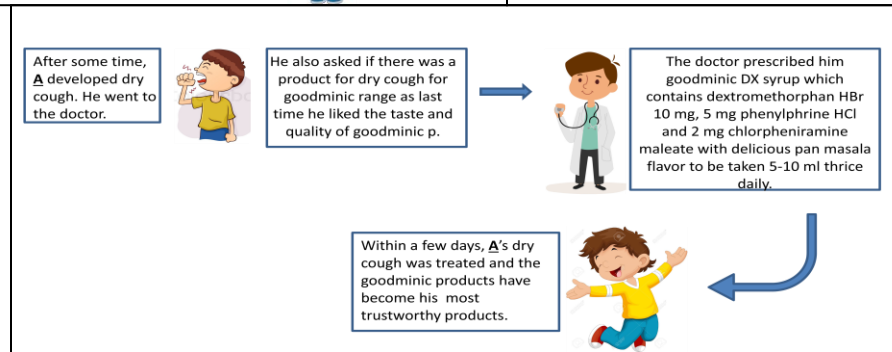
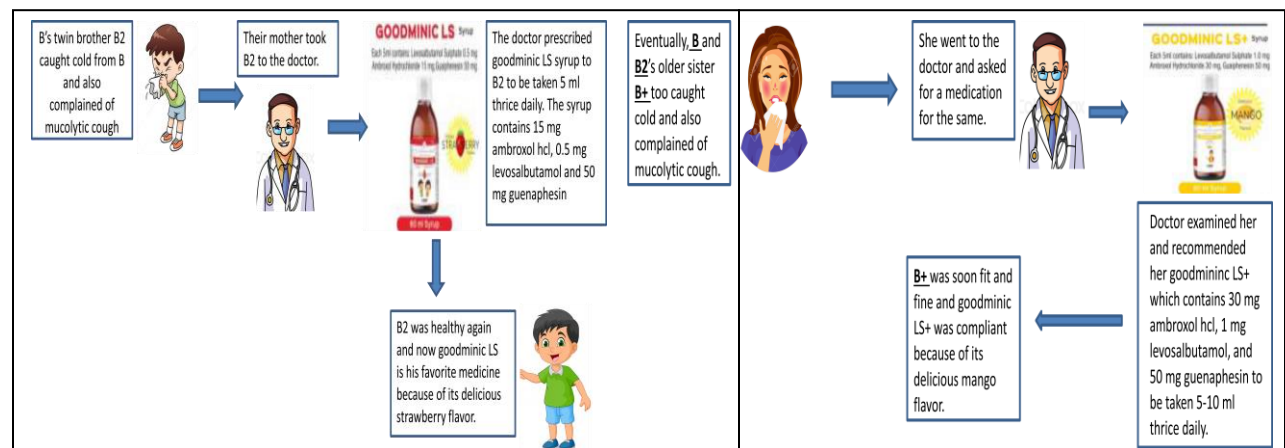
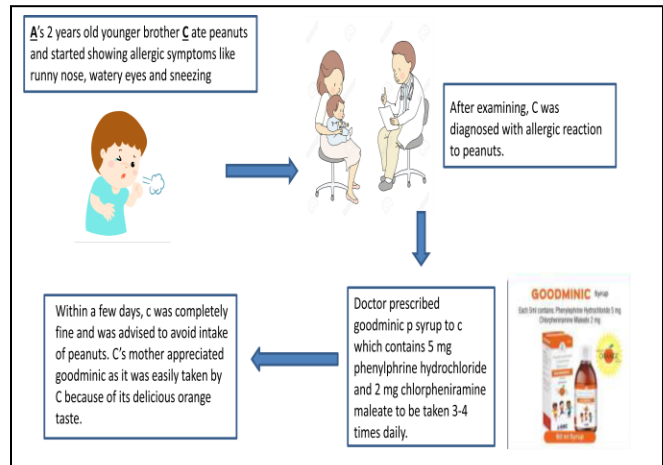
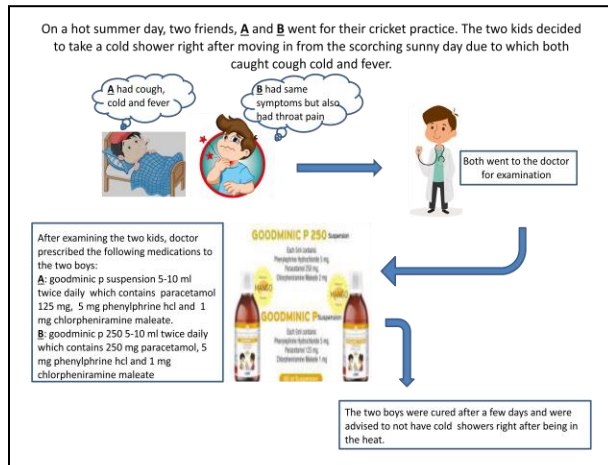
EXISTING FIELD STAFF

REGION	SM	ZBM	RBM	ABM	TBM	TOTAL
RAJASTHAN	1		1	2	3	7
BIHAR		1	1	0	4	6
DELHI			1	2	2	6
UP	1			3	6	1
MUMBAI			1	1	3	5
PUNE			1	3	8	12
MP/CG			1	1		2

SOUTH		1		2	4	7
TOTAL	2	2	6	11	24	45

RANGE OF PRODUCTS

- Paediatrics division: 28 SKUs
- Orthopaedics division: 12 SKUs
- 100 + SKUs in pipeline
- 13 pediatrics and 7 orthopedics products already launched



a. Development of brand plan based on the patient journey: brand plan of Goodcount capsule was developed under the guidance of Mr. Prashant Bhamare and presented which covered the following topics:

- Product introduction
- Competitive landscape
- Brand SWOT analysis
- Brand objectives
- Key challenges and critical success factors

- Key strategic initiatives
- Digital Marketing strategies
- Product visual aid designs
- Product label model
- In clinic and outclinic tactics
- Proposed gifts associated with the product
- Required support from the departments
- Cost saving initiatives

- b. Development of digital promotional strategies that is, how to promote the product on different social media platforms: the allotted social media platform was linkedin.
- c. Promotional activities on LinkedIn: included posting regarding the following topics:
 - Covid 19
 - International Olympic Day
 - Antibiotics awareness
 - National Doctors Day.

PROJECT REPORT

TITLE: Innovation and Sustainability in Healthcare Sector

INTRODUCTION: The Indian drugs market has attributes that make it interesting. To begin with, marked generics overwhelm, compensating for 70 to 80 percent of the retail market. Second, neighborhood players have partaken in a prevailing position driven by definition advancement capacities and early ventures.

Third, value levels are low, determined by exceptional rivalry. While India positions 10th all around the world as far as worth, it is positioned third in volumes. These attributes present their own chances and also, challenges.

While the market has acquired in certainty, it is likewise confronting a time of motion. To begin with, the more extensive medical care area is encountering intermittent turn of events. Complex ascent in open medical care spending, rising patient mindfulness has made it important that new innovative strategies for sustainability in the pharmaceutical markets be introduced.

The past year has proven that how important it is to be present on the online platforms. The organizations that have a digital presence sustain and grow while those who have stuck to the traditional methods of marketing and promotion tend to fall. Therefore it is the need of the hour to develop new digital strategies and build an online presence so as to sustain and grow.

RESEARCH QUESTION: To evaluate various marketing strategies to sustain in the changing scenario of the pharmaceutical sector.

To develop online presence of the organization to be competent in the digital world.

OBJECTIVES:

- Identification of the Digital Intervention as a source of competitive Advantage for the company
- Studying the role of Digital Intervention in the business Transformation
- Identification of the needs and Consumer Behavior per se of Doctors, Pharmacist and Patient with respect to Medication and options for the drugs and medication
- Study of various social and digital platform with respect to Pharmaceutical drug promotion
- Studying and analyzing the various Needs and preferences of Digital content consumption
- Developing Survey Instrument to measure the needs of preferences of HCPs ,Pharmacist and Consumers with respect to digital platforms and interventions
- Curating content and designing strategies got digital platforms
- Arranging CMEs and webinar s with respect to company products for HCPs
- Mapping and Identifying KOLs and Key Influencers
- Rating and Ranking the performance of various digital platforms

- Preparing the research report for the Project.

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ANNEXURE

Sno.	Activities	Number of days spent	Interacted with
1.	Company induction	1	Mr. Prashant Pathak
2.	Secondary research based on review articles	5	Prof. Sandeep Narula
3.	Literature review presentation	3	Prof. Sandeep Narula
4.	Development of variables in the study	2	Prof. Sandeep Narula
5.	Brief learning about therapeutic categories	4	Prof. Sandeep Narula
6.	Presentation of patient journeys	7	Mr. Prashant Bhamare
7.	Development of brand plan	13	Mr. Prashant Bhamare, Prof. Sandeep Narula, Dr. Arun Kapoor
8.	Development of digital promotional strategies	5	Mr. Prashant Bhamare, Prof. Sandeep Narula, Dr. Arun Kapoor
9.	Online promotional activities	10	Mr. Prashant Bhamare, Dr. Arun Kapoor

