

Summer Training

At



April 1 2019 to June 1 2019

**TO FIND OUT THE USAGE OF PROBIOTICS BY GYANOCOLOGISTS
IN WEST BENGAL**

BY:

Manish Bhattacharjee

MBA Pharmaceutical Management

2018- 2020

UNDER GUIDANCE OF

DR. ASHOK PEEPLIWAL

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CERTIFICATE

This is to certify that **Mr. Manish Bhattacharjee** has undergone Summer Training at **Medley Pharmaceuticals Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself has completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish his success in all his future endeavors.

A handwritten signature in blue ink, appearing to read 'Ashok Peepliwal', with a stylized flourish at the end.

Dr. Ashok Peepliwal
Associate Professor
School of Pharmaceutical Management
IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Sandeep Narula', with a stylized flourish at the end.

Dr. Sandeep Narula
Dean In charge (Associate Professor)
School of Pharmaceutical Management
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Date: June 27, 2019

CERTIFICATE

In partial fulfillment of his MBA in Pharmaceutical Management from **IIHMR University, Jaipur**, **Mr. Manish Bhattacharjee** has successfully completed his training with us from 01st April, 2019 to 31st May, 2019.

During his tenure, he worked in Marketing, Nutrakare Division under the supervision of Mr. Kuldeep Sharma – General Manager (Marketing).

We wish him luck and success in his future endeavors.

For **Medley Pharmaceuticals Ltd.**

Ranak Singh

Dy. General Manager – Corporate HR

Acknowledgement

I humbly owe the completion for this Summer internship fill in of the omnipotent Furthermore my gang whose adore Also blessings will make with me previously, each development from claiming our life”.

I would like to extend my sincere gratitude to Mr . Supriyo Lahiri (Senior Vice President) us an opportunity to learn and develop professionally.

I likewise augment my gratitude to our project facilitator Mr. Kuldeep Sharma to as much important suggestions, help Also sharp interest All around those study that aided us On finishing this fill in. “I thank him for the flexibility from claiming thought, statement . Furthermore trust which might have been extraordinarily gave upon us. I might also such as on pay my gratitude of the whole less group for Medley Pharmaceuticals Ltd who need aided me by saving their important run through Also stretched out their backing Furthermore direction will assistance me accomplish my undertaking effectively.

I might also in to much thanks to my mentor Dr Ashok Peepliwal (Associate Professor, IIHMR college Jaipur) to all his support, motivation and providing to me valuable direction All around the time for my summer internship.

I am very much indebted and thankful one of Doctors, Medical Representatives, administrators for pharmaceutical association to their investment and collaboration. Final one Anyhow not those any rate i might want on much thanks to my teams to supporting, I would like to thank my family for supporting and standing with me successfully completing the project.

Manish Kumar Bhattacharjee

MBA Pharmaceutical Management

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ORGANIZATION PROFILE

Medley is a global pharmaceutical company operating since 1969 from Mumbai, India. Since launch, the company consolidated its position with a strong manufacturing and marketing infrastructure.

In the year 1976, a formulation plant with modern facility was set up at Aurangabad followed by units at Daman and Jammu.

Medley has state of the art facilities maintaining high quality standards at every further stage in manufacturing process with strict adherence to the Good Manufacturing Practices (GMP).

Medley Pharmaceuticals Limited is a multidivisional and multi location organization with strong presence in Pharmaceutical formulations. The specialties include Hematinics, Anti ulcerants, Anti bacterial, Pain management, Gynecology & cardiovascular drugs. We specialize in Iron preparations, our mega brand being R.B.Tone Syrup. We also have many 1st time in India brands to our credit like Dompan (Domperidone & Pantoprazole), O2 (Ornidazole & Ofloxacin), Tazocel (Tazobactam & ceftriaxone) & Ostium k2 (1st brand of Vitamin K27 combination in India)

Medley employs more than 3000 people , of which approximately 2200 are part of the sales force , around 700 associates in corporate & manufacturing across India & 100 in International Business.

Medley ranks amongst the top 40 pharmaceutical companies in India as per ORG IMS.

Medley believes that quality is a continuous process and not an isolated stage in the process.

We have an extensive distribution network across the country with 6 Depots, 17 C/Fs & over 1800 stockiest which caters to the retailers.

VISION:

Achieving excellence in healthcare business through integrity in medicine, High standard of quality, productivity, innovation.

MISSION:

At Medley integrity is core to everything.

Introduction

Probiotics are live microorganism intended to provide health benefits when consumed, generally by improving or restoring the gut flora.

Probiotics are considered generally safe to consume, but may cause bacteria-host interactions and unwanted side effects in rare cases.¹

In October 2001 report by the [World Health Organization](#) (WHO) defines probiotics as live microorganisms that, "when administered in adequate amounts, confer a health benefit on the host."

Types of Probiotics:

Numerous sorts of microscopic organisms are delegated probiotics. They all have various advantages, yet most originate from two gatherings.

Lactobacillus This might be the most widely recognized probiotics. It's the one you'll discover in yogurt and other matured sustenance's. Various strains can help with looseness of the bowels and may help individuals who can't process lactose, the sugar in milk

Bifidobacterium You can discover it in some dairy items. It might help facilitate the side effects of touchy gut disorder and some other condition.

Saccharomyces boulardii It seems to help battle looseness of the bowels and other stomach related issues is yeast found in probiotics.

- Probiotics help send sustenance through your gut by influencing nerves that control gut development.
- Some normal conditions they treat are: Touchy gut disorder, Inflammatory Bowel malady, Diarrhea, Urinary and vaginal infection, oral wellbeing and skin condition like dermatitis and so forth.

Probiotics may

1. Help to keep up an alluring network of microorganisms.
2. Stabilize the stomach related tracts obstructions against unwanted microorganisms or produce substances that restrain their development
3. Stimulate the resistant reaction. Help the network of microorganisms in the stomach related tract come back to typical in the wake of being exasperates (for instance, by an anti-microbial or a malady)

Study Rationale

Medical care industry in India is growing at an expeditious pace, may see a ternary jump in terms of values \$ 372 billion by 2022.

Global Probiotics industry was expected to garner \$57.4 billion by 2022, registering a CAGR of 7.7% during the forecast period 2016-2022. (www.alliedmarketresearch.com)

Most Probiotics are sold as dietary supplements, which do not require FDA approval . Dietary enhancement names may make guarantees about how the item influences the structure or capacity of the body without FDA endorsement, however they can't make wellbeing claims (asserts that the item diminishes the danger of a sickness) without the FDA's assent.

Probiotics changed the component of the human services division. The Indian probiotics showcase most high developing potential market because of different variables developing wellbeing worries among customers particularly among the adolescent, changing nourishment utilization designs, expanding diabetic populace, developing danger of stress/way of life related and cardiovascular ailments, and rising extra cash. The accessibility of probiotics is additionally expanding continuously due to extending appropriation channels the nation over, which is consistently spanning the interest supply hole.

As indicated by the as of late distributed report by7 TechSci Research "India Probiotic Market Forecast and Opportunities, 2019", the probiotic showcase in India is anticipated to enroll a CAGR of 19.80% during 2014-19, in income terms. North India overwhelms the India probiotics showcase, as far as deals income, trailed by the Southern and Central locales of the nation.

Based on source, the probiotics market was driven by the bacterial section. Lactobacilli, one of the kinds of microbes, represented the biggest piece of the pie in . Medical advantages, for example, expanded lactase generation, aversion of loose bowels, counteractive action of tempered inside disorder, and improved insusceptibility of Lactobacilli make the strain the most favored choice by probiotic makers. Practical nourishment and refreshments fragment, by application, represented the biggest offer of the probiotics showcase in .

In this backdrop, the purpose of this study is to analyze the scope and usage of probiotics by gynecologist, to know the number of prescriptions, their satisfaction level, and effectiveness of probiotics in market

Study Objective

This is a primary research study conducted in West Bengal to evaluate:

- (a) To know the different uses of probiotics
- (b) To interact with different location of pharmacy shops.
- (c) To know the satisfaction level of Gynecologist on different brands.
- (d) Gynecologist preference on different brands.
- (e) Largest selling brand in different segments of probiotics
- (f) Daily prescription of Probiotics

Research Methodology

Study Design- Cross sectional survey

Sampling method- Questioner based study to identify the usage of probiotics by Gynecologist in Retail Pharmacy shops

Sample Population- Pharmacy Shops

Sample Size- 150 pharmacy Shops

Sample Area- West Bengal

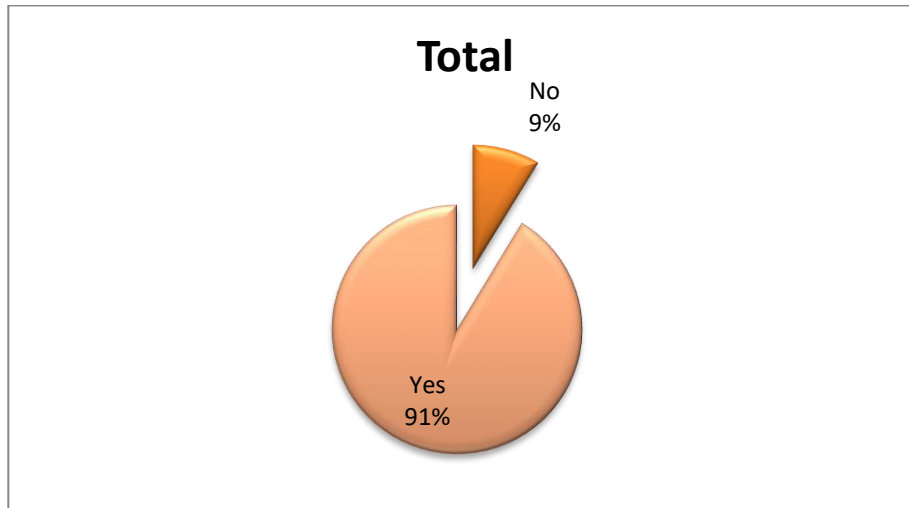
Study Days- 60 Days

Data collection- Survey Questioner used to collect data from pharmacy shops.

Data analysis- Data analysis through MS EXCEL and interpretate

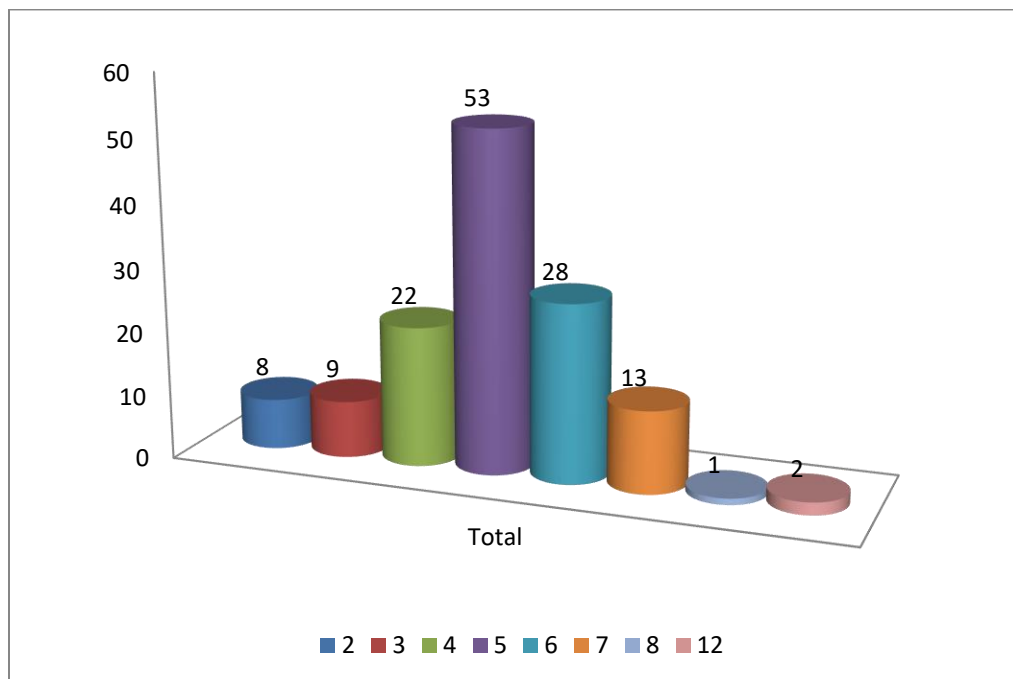
Research Findings

1) No of Gynecologist prescribe probiotics:



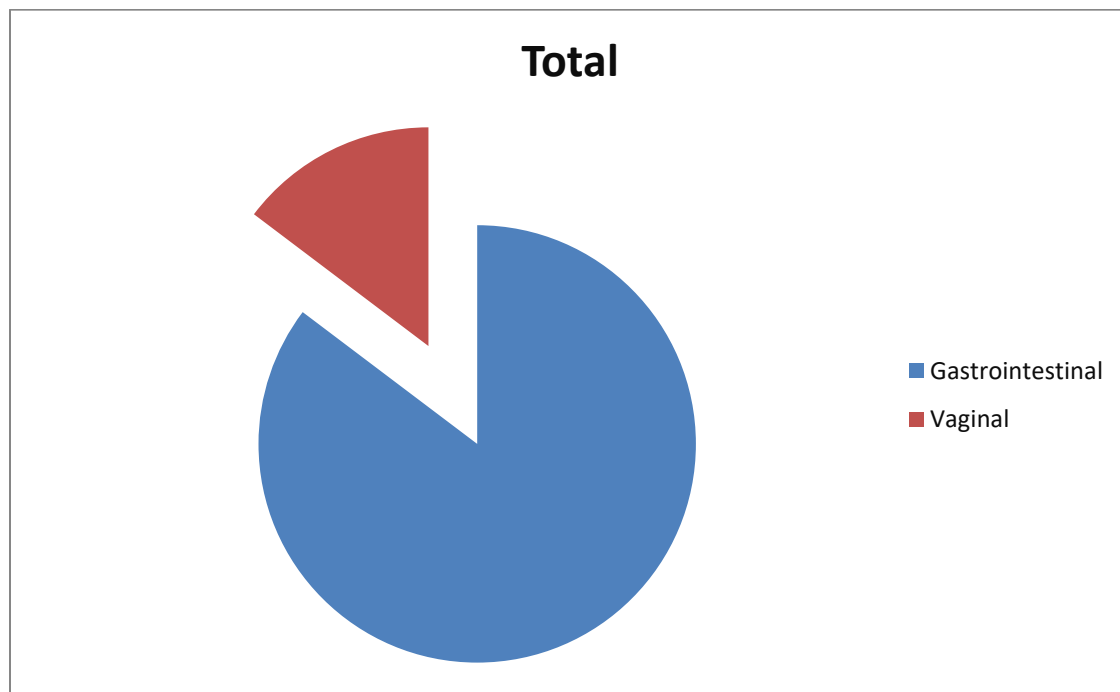
Out of 150 samples 137 shops says gynecologist prescribe probiotics and 13 says gynecologist go for other options like antibiotics.

2) The prescription of probiotics :



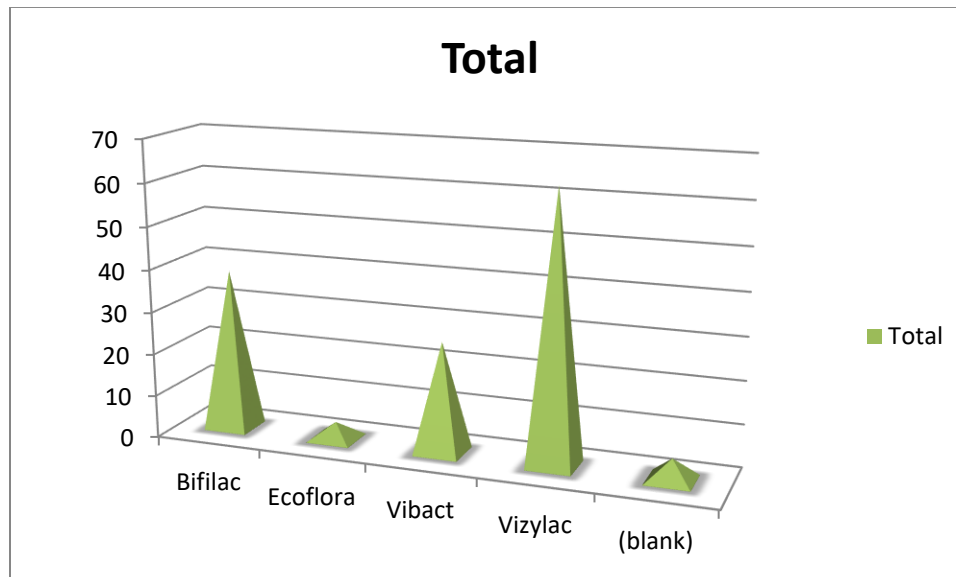
- From the above survey I came to know that :
53 shops get 5 prescriptions in a day 2 shops say 12 prescription
28 shops get 6 prescriptions in a day.

3) The kind probiotics they prefer:



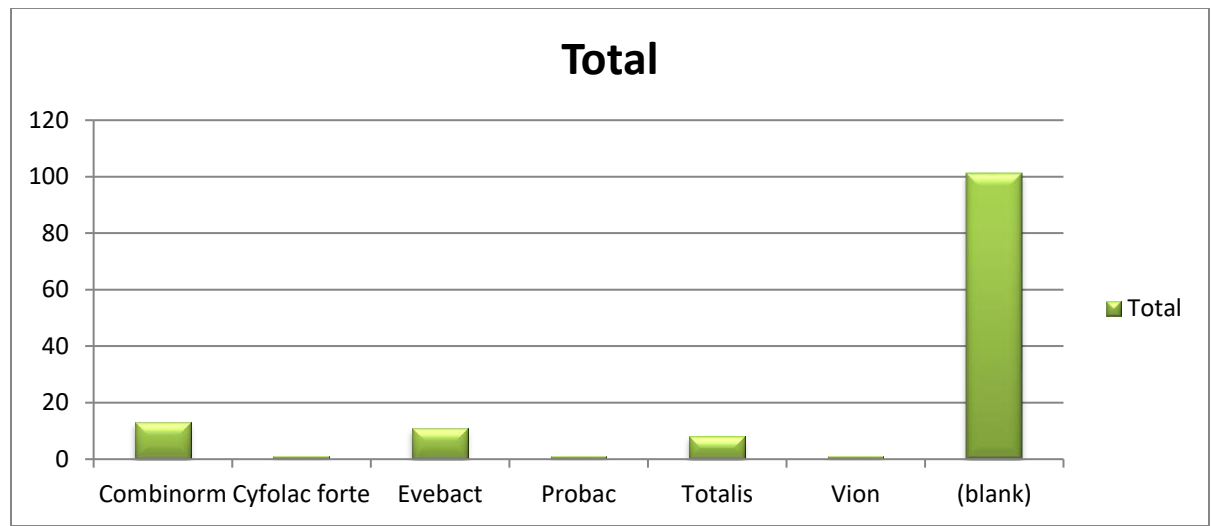
- Gynecologist prefers Probiotics mostly for gastrointestinal cases. 116 shops says gynecologist prefer probiotics for GI cases, 20 shops says the prefer vaginal probiotics.

For GI cases most trusted probiotics brand:



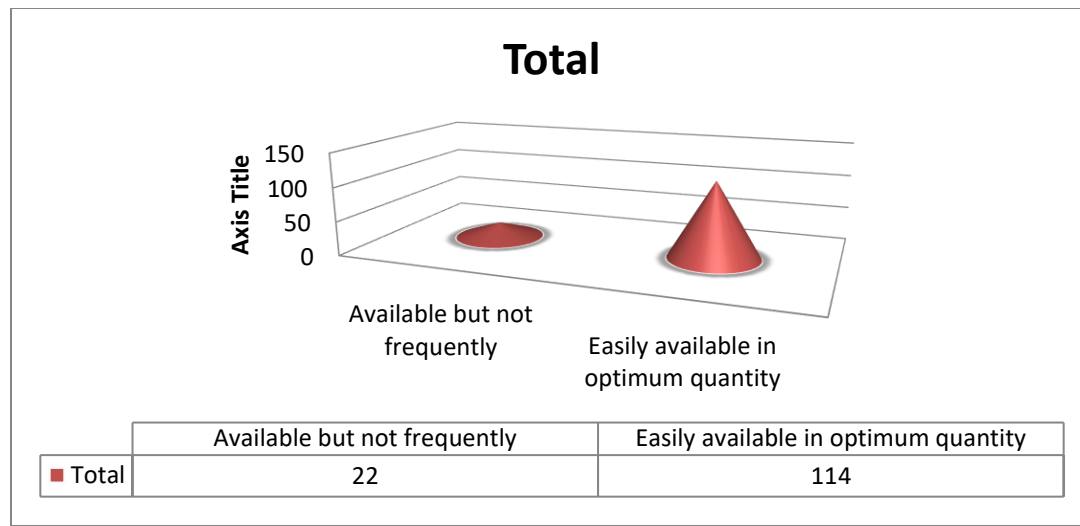
- Vizylac is the most preferable brand by gynecologist for GI cases. 63 shops answered Vizylac is mostly preferable by Gynecologist, where 38 says Bifilac is preferable .

For vaginal cases probiotics used:



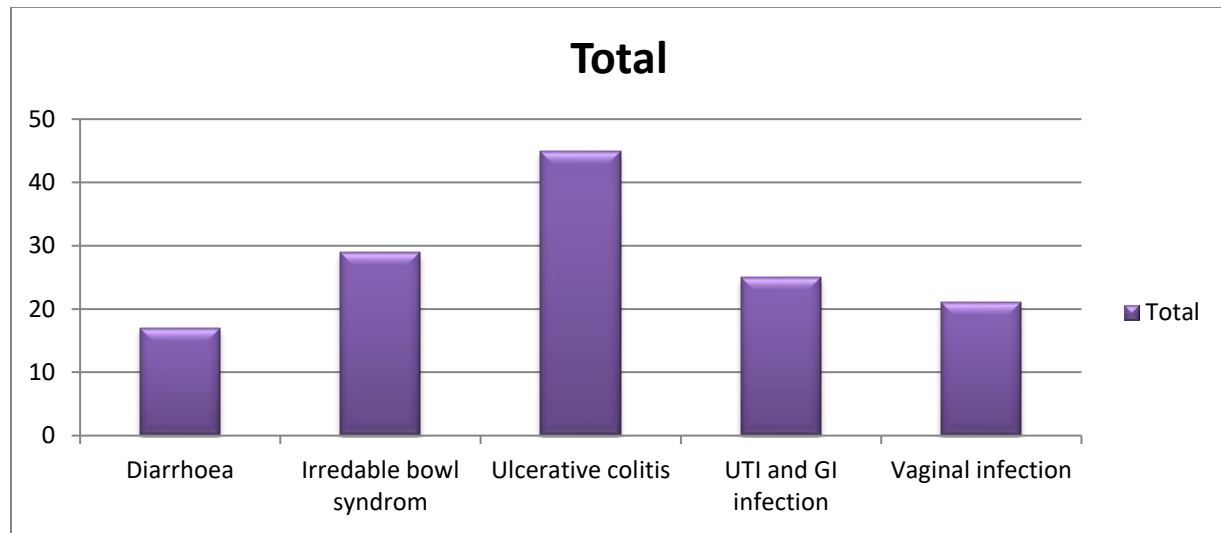
- Some cases doctors prefer combinorm brand (13) and Evebact (11) brand but in vaginal cases they mostly not preferred Probiotics.

The availability status for probiotics is:



GI probiotics are easily available in most cases in optimum quantity but vaginal probiotics are not available in shops in optimum quantity. 114 says probiotics are available in optimum quantity.

The uses of Probiotic



Probiotics mostly used in Ulcerative colitis, Irritable bowel syndrome and Diarrhea.

Result and Discussion

From the data, it is seen that all the 150 pharmacy shops surveyed in West Bengal, majority of pharmacy shops says (137 Shops) Gynecologist prefers probiotics for GI and Vaginal cases and other prefer other medication option like antibiotics.

The 53 Pharmacy shops gets 5 prescriptions per day, 28 shops get 6 prescriptions in a day of probiotics. The most of pharmacist prescribed probiotics in GI cases (116 cases).

For GI cases 63 shops answered Vizylac is mostly preferable by Gynecologist, where 38 says Bifilac is preferable.

For Vaginal probiotics result is different. Maximum shops say doctors do not prescribed Probiotics especially for vaginal cases. They mostly preferred antibiotics or other option. Some cases doctors prefer combinorm brand (13) and Evebact (11) brand but in vaginal cases they mostly not preferred Probiotics.

GI probiotics are easily available in most cases in optimum quantity but vaginal probiotics are not available in shops in optimum quantity. 114 say probiotics are available in optimum quantity.

From the above survey it is concluded that the uses of probiotics by gynecologists:

Diarrhea, Vaginal infection, Bacterial vaginosis, Urinary tract infection, Constipation, Abdominal pain, lactose prejudice, colon irritation, Crohns sickness, Ulcerative colitis, Irritable entrail disorder.

- Most trusted probiotics brand by gynecologist is: Vizylac
- For Vaginal infection Combinorm is the best brand

RECOMMENDATION

For increasing the sales and the usage of Probiotics:

- 1) **Apply 4P's in a right way : Product , Price ,Place , Promotion**
- 2) **Apply STP (Selecting , Targeting , Positioning) in a right direction**
- 3) **Train the pharmacy shops about new uses of Probiotics.**

REFERENCE

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Sandra Borges et.al. Dec 2016
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