

**Summer Training at
Bharat Serums & Vaccines Ltd.**

**To Create Awareness for Breast Self- Examination and Use of Mamofeel
Breast Care Glove**

**By
Preet Jarry**

**Under the guidance of
Mr. Abhishek Dadhich**

**MBA Pharmaceutical Management
2017-2019**


School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

CERTIFICATE

This is to certify that **Ms Preet Jarry** has undergone summer training at **Bharat Serums and Vaccines Ltd. 'To create awareness for breast self examination and use of Mamofeel breast care glove'** from 4th April 2018 to 5th June 2018.

The candidate herself completed the project assigned to her during summer training. Her approach to the 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 her success in all her future endeavors.



Mr Abhishek Dadhich

Associate Professor

IIHMR University

Pharmaceutical Management



Dr Sandeep Narula

Dean-In-Charge

IIHMR University

Pharmaceutical Management



BHARAT SERUMS AND VACCINES LIMITED

(CIN : U24230MH1971PLC015134)

Registered Office : 17th Floor, Hoechst House, Nariman Point, Mumbai - 400021, India

Tel. : +91-22-6656 0900 / 6656 0980

E-mail : corporate@bharatserums.com

Fax : +91-22-6656 0933

Website : www.bharatserums.com

7th August, 2018

To whomsoever it may concern

This is to certify that **Ms. Preet Jarry**, Second year **MBA in Pharmaceutical Management** student from **The IIHMR University, Jaipur, Rajasthan**. Has successfully completed her internship program in this organization from **4th April 2018 to 5th June 2018**. The topic of her internship was **"To create awareness for breast self- examination and use of Mamofeel breast care glove"**.

During the duration of the internship, She has worked under our supervision and guidance and has shown a great amount of sincerity, interest and dedication in carrying out the responsibilities assigned to her.

We are satisfied with the output of her work and we wish her all the success in future.

For Bharat Serums and Vaccines Limited

Akhilesh Mishra

Senior Vice President – Human Resources

Corporate Office
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3456
Fax : +91-22-4504 3200

R & D Centre
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3000
Fax : +91-22-4504 3200

Thane Factory
Plot No. A-371/372, Road No. 27,
Wagle Industrial Estate,
Thane (West), Pin - 400 604.
Tel. : +91-22-2582 2181, 2582 1399
+91-22-6797 7696
Fax : +91-22-2582 3640
E-mail : factory@bharatserums.com

Ambarnath Factory
Plot No. K-27, Anand Nagar,
Additional M.I.D.C.,
Ambarnath (East), Pin - 421 501.
Tel. : 0251-262 1645 / 262 1648 / 262 1083,
656 4623 / 656 7857
Fax : 0251-262 1089
E-mail : ambarnath@bharatserums.com

Warehouse
Building No. H-4, Premise No.1
Survey No. 15, Sonale Village,
Mumbai - Nasik Highway,
Taluka - Bhiwandi,
Dist. Thane, Pin - 421 302.
Tel. : 0252-2663 026 / 27

Contents

EXECUTIVE SUMMARY:	3
COMPANY PROFILE	4
MISSION	4
VISION & COMMITMENT:	4
INTRODUCTION.....	5
OBJECTIVES OF THE PROJECT:	6
OVERVIEW OF THE PRODUCT	6
RESEARCH METHODOLOGY	7
FINDINGS & INTERPRETATIONS.....	8
CONCLUSION	14
RECOMMENDATIONS	14
ANNEXURE	16
QUESTIONNAIRE-.....	16
REFERENCES	18

Executive Summary:

The project assigned was “To create awareness for Breast Self-Examination and use of Mamofeel Breast Care Glove at targeted customer level”.

The study aimed to create brand awareness and brand recall of the product Mamofeel among targeted customers, along with generating awareness among the women of Indore about practice of breast self-examination. Also, perception of gynaecologists regarding the brand Mamofeel was studied by utilising a structured questionnaire for data collection from respondent i.e., 40 gynaecologists from Indore. Data was analysed & the findings obtained with doctor's opinion and a comprehensive review of the market situation is used for framing and suggesting the market strategy.

The project was carried out in 3 stages:

1. Demonstration of Mamofeel at doctors' clinics and preparing questionnaire to take feedback from gynaecologists.
2. Conducting Mamofeel awareness camps.
3. Increase Mamofeel product exposure on social media.

Company Profile

Bharat Serums & Vaccines Limited (BSV) is one of the fastest growing biopharmaceutical companies in India. It has been ranked amongst the top 10 Indian biopharmaceutical companies. The Company was founded in 1971 and is based in Mumbai, India having over 900 employees.

BSV researches, develops, manufactures, and markets injectable biological, pharmaceutical, and biotech products. Its product portfolio comprises 25 brands which include plasma derivatives, monoclonal, fertility hormones, antifungals, anesthetics, cardiovascular drugs and equine immunoglobulins / antitoxins. BSV provides its products to retail outlets and hospitals through distributors primarily in India and also internationally. The company also has a horse farm for production of equine anti sera and anti-toxins. Our brands are marketed all over India and exported to over 45 countries across the world BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.

MISSION

- **Enhancing Quality of life is our life purpose:** Bharat Serums & Vaccines Limited is a company with a noble mission to give life to life. We are a company that focus our scientific knowledge to for the research, development, manufacturing and marketing of specialized biological, pharmaceutical and biotechnology products that combat disease and enhance quality of life
- **Bringing Path breaking Pharma, Bio&Biotechnology Products:** We pursue our purpose by bringing to the world a wide range of plasma derivatives, monoclonal, hormones, equine anti toxins and serums, antifungals, anesthetics, cardiovascular and diagnostic products. Our range of products and their efficacy has made BSV a market leader in many segments and one of India's fastest growing bio-pharmaceutical companies. BSV is looking forward to sustaining this growth in the future by continually evolving and expanding its product portfolio.
- **Research Driven: Manufacturing, People driven marketing** We are a research-oriented organization with state of the art R&D facilities in India, Germany and USA. The brands are marketed all over India and exported to over 45 countries across the world.
- **Seeking Life:** BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.

VISION & COMMITMENT:

To Be an Innovative, Caring and Trustworthy Partner in bringing Life to Life

- Mitigating the anguish and suffering of millions.

- Underlying fairness and transparency in dealings with all stakeholders including employees and business partners.

The Group is driven by an informal culture fostering cohesion and innovation presence. Domestic Products are sold through 6 specialized divisions and have over 25 brands.

Internationally, with a zest born out of the desire to improve health and quality of life globally, BSV started its international business operations in early 2000. The international business operation got a major boost with the commissioning of the new Ambernath plant in 2003. → The Company's products are registered in more than 45 countries and its manufacturing facilities are accredited and certified by various regulatory authorities from Asia, Latin America, Middle East, Africa etc. → The company also has global subsidiaries namely BSV BIOSCIENCES, INC (United States).

INTRODUCTION

ABOUT THE PROJECT: -

The title of the project was **“To create awareness for Breast Self-examination and use of Mamofeel Breast Care Glove”**

- Breast Cancer accounts for 25% to 32% of all female cancers. There are rising cases of breast cancer in India. Breast Awareness (Being aware about symptoms of breast cancer, looking out for them regularly, and reporting them on time to a doctor) is the single most important factor responsible for the survival of the patient. Thus, examination is important.

OBJECTIVES OF THE PROJECT:

- 1) To Demonstrate Mamofeel at doctors' clinic and to know the perception of gynaecologists towards the brand "MAMOFEEL"
- 2) To create brand awareness of the product Mamofeel among targeted customers –corporate houses, Educational Institutions & communities
- 3) To Increase Mamofeel product promotion on social media.

OVERVIEW OF THE PRODUCT



This is a new product launched by the company for the breast care self -examination. This product uses Japanese Technology, by ICST corporation, Japan. As the product is new in market, it was a difficult task to promote and inform about the product to the targeted gynaecologists of Indore.

MAMOFEEL is a breast care glove which aids breast cancer self-examination by highlighting finger sensitivity. It increases more sensitivity than bare hands sensitivity. It minimizes the chances of missing the signs of breast cancer like, a lump & thus promotes early screening of breast cancer.

- This glove has EVA coating which enhances touch and feel approximately 10 times and thus, increases sensitivity on the surface that contacts skin & heightens the

sensitivity of the palm of the hand. It, therefore, minimises the chances of missing the lumps.

- It is made of a powder free material, so it is free of allergens and it can also be discarded without worry.
- It is an easy to use glove which can help in examination of any sign of breast cancer like a painless lump in the breast or armpit, rashes or a discharge. Through self-palpation, women can often detect deformation of the mammary glands at an early stage. This breast self-examination can be done after 5 days of menstruation & after menopause, it can be done on 1st day of each month.

KEY FEATURES OF MAMOFEEL

- **Shelf Life:** can be used up to 6 months.
- Has Ethyl Vinyl Acetate Coating on the sheet of the glove.
- It enhances touch & feel approximately 10 times than the normal touch.
- It is free of allergens & proteins which can cause irritation on the skin.
- It has dioxins, so can be discarded without harming the environment.

HOW TO USE?



The instructions for the use of Mamofeel Breast Care glove are given. It has three layered sheets, one pink sheet at the back of the hand and the lower double layer sheet on the palm.

RESEARCH METHODOLOGY

Sample Design	Descriptive Study
Sampling Method	Non -probability sampling
Sample Population	Gynecologists of Indore
Sample Size	40 doctors
Sampling Area	Indore
Tool Used	Questionnaire for primary data collection with the help of MS-Excel
Data Collection	Time taken-45 days

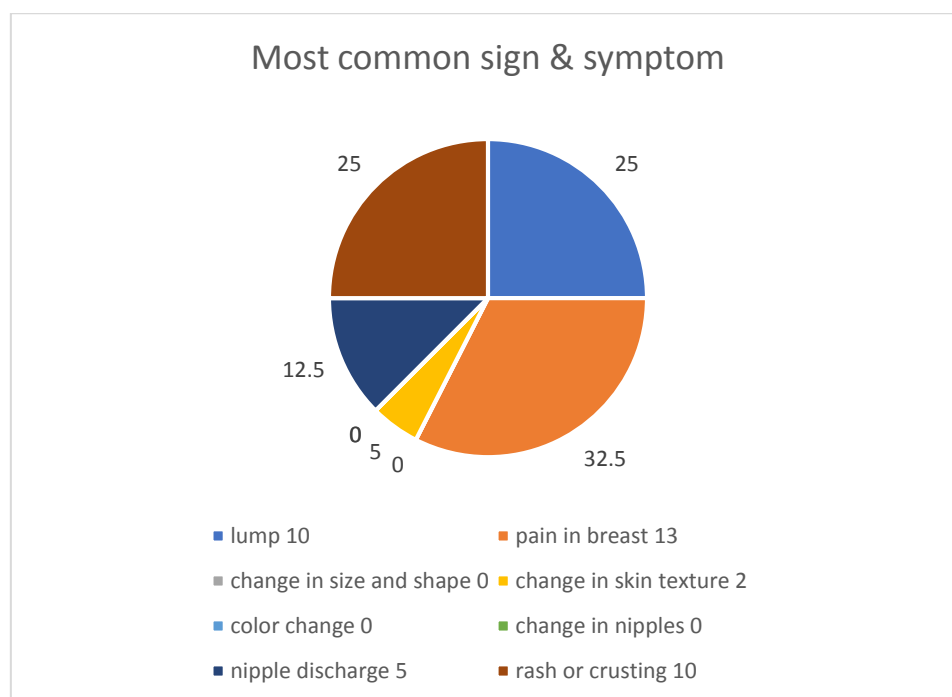
FINDINGS & INTERPRETATIONS

1)To DemonstrateMamofeel at doctors ‘clinic and to know the perception of gynaecologists towards the brand “MAMOFEEL”

The in- clinic demonstration of MAMOFEEL at the patient’s waiting area in 6 private clinics were performed with the gynaecologists’ permission& the patients experience was known. A feedback was also taken through a questionnaire from 40 different gynaecologists of Indore city to know the perception about the product.Meeting with the gynaecologists in various government and private hospitals and conducting the survey along with performing in-clinic Mamofeel demonstration for patients gave an idea of the situation of the product in Indore and the survey data,after analysis gave a conclusion.Doctors were hesitant to support a new product like Mamofeel due to its newness,high price and lack of clinical success.

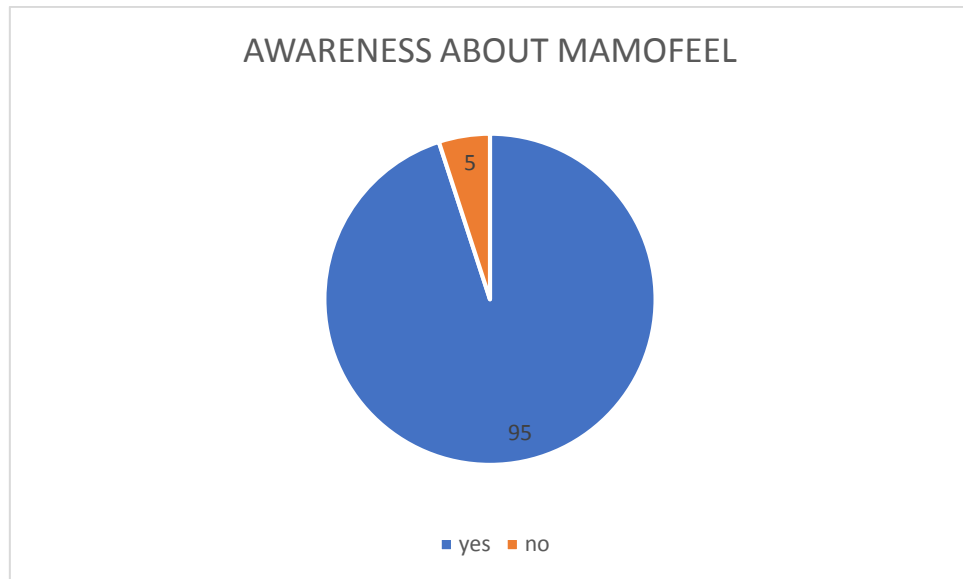
The data recorded through surveys gave results which were as follows:

A)The most common sign & symptom of breast cancer observed by the doctor:



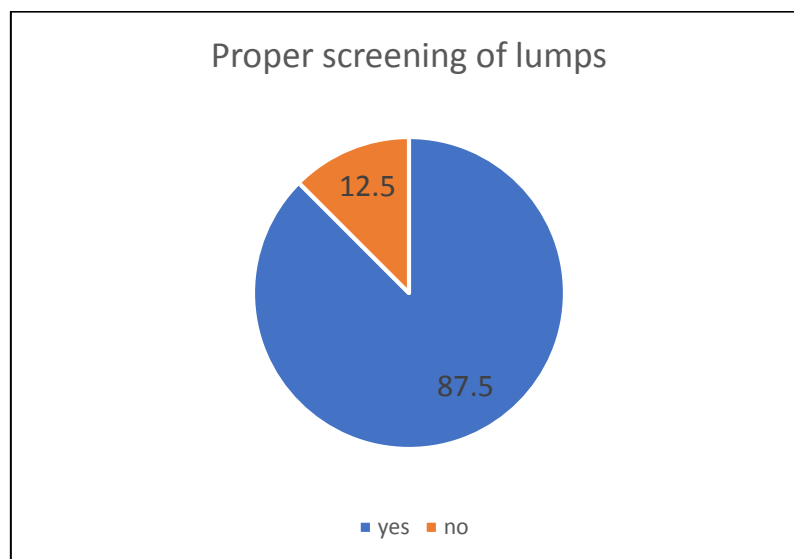
INTERPRETATION:The most common sign & symptoms observed by the doctor of breast cancer were pain in breast and rash or crusting among the patients.

B) Are doctors aware about the product Mamofeel?

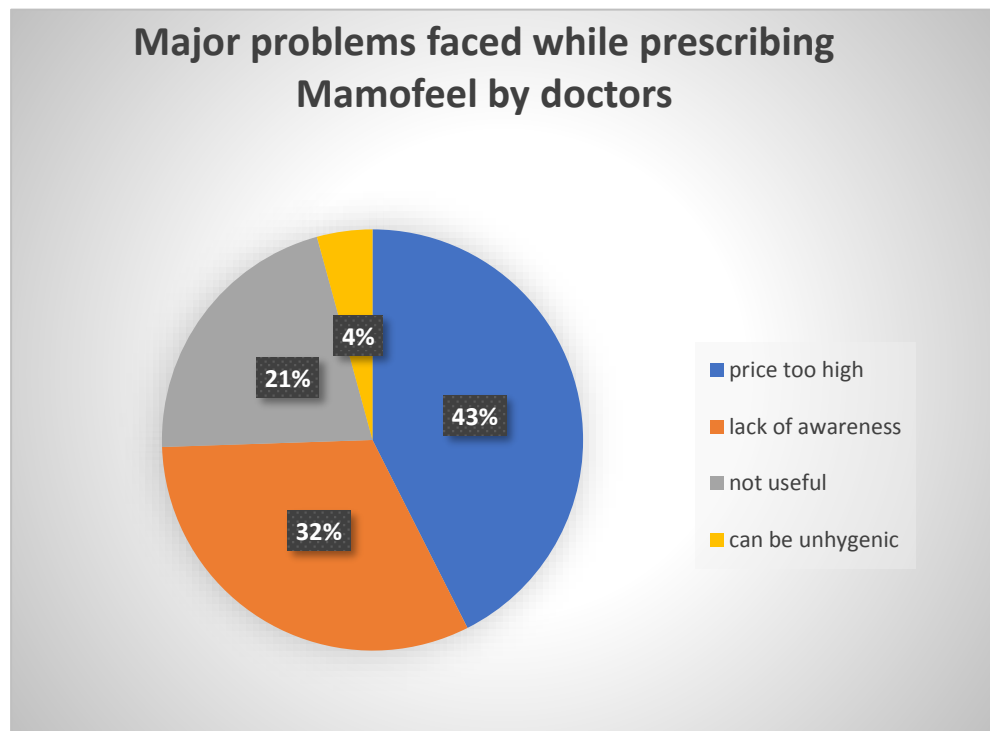


INTERPRETATION: Awareness among doctors about the product was found to be 95% but still the sales were not good enough in different areas of Indore. Therefore, the reasons for the same were asked which is given in the next chart.

- C) To study about do Mamofeel will help in proper screening of lumps in the breast?



D) To study about the major problems arising by recommending Mamofeel Breast Care glove



INTERPRETATION: The major problem faced by the doctors as asked through the questionnaire was the high price of the product which was difficult to afford. Also, lack of awareness was another factor because of which doctors were hesitant to promote its use. The doctors also believed in traditional method of screening and having belief in this type of new product was difficult for the doctors.

2) To create brand awareness of the product Mamofeel among targeted customers –corporate houses, Educational Institutions & communities

Breast cancer and breast self-examination campaigns were conducted and also demonstration of Mamofeel glove was done among the targeted customers at three tiers:

- Educational Institutions (Schools, Colleges)
- Women of the local Communities
- Corporate offices

These campaigns sensitised the public about importance of knowing the symptoms of breast cancer and focused on the importance of breast self-examination and thus, awareness about BSE was created, facilitating the marketing strategy

Visibility through awareness' hence Mamofeel was promoted at 2 tiers – the local community women of Indore and corporate/ working women. The

corporate/working women were very much interested as well as enthusiastic in knowing about the different symptoms of Breast Cancer, breast Self- Examination, & about the product. On the contrary, women from rural household were unable to understand Mamofeel and breast self-examination was alien concept for them.

OFFLINE AWARENESS ANALYSIS:

NUMBER OF BRAND AWARENESS CAMPS CONDUCTED: 05

- BSNL Office, Indore
- M.Y. Hospital, Indore
- St.Mary's Convent School, Mhow
- Gujarati Samaj Girls College, Indore
- Aakanksha Ladies Club, Mhow



Glimpse of an awareness camp conducted at M.Y. Hospital, Indore. The picture shows the traffic while creating the awareness offline. The other areas covered were schools, colleges and corporate offices where we found the increment in the number of female involving and taking part in the camps.

The table shows the number of people engaged in the camps conducted and covered the schools, colleges, offices, ladies' clubs.

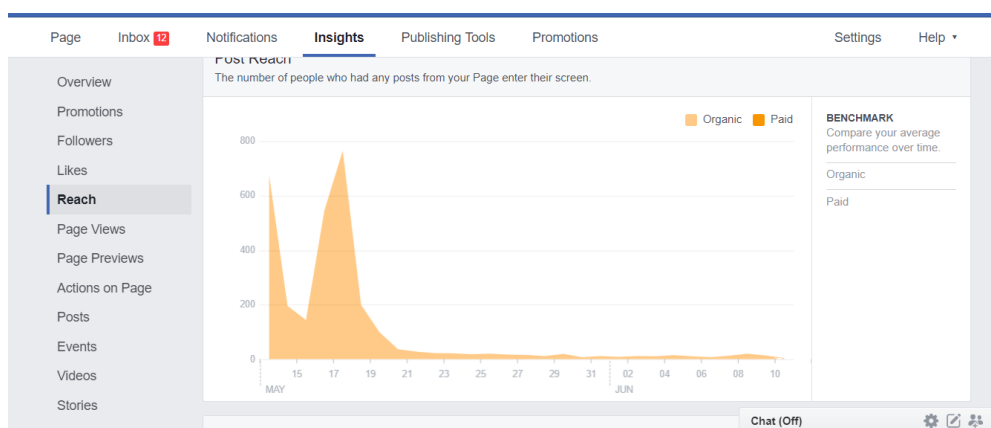
PLACE OF EVENT	NO. OF AUDIENCE
BSNL Office	55
M.Y.Hospital	95
St. Mary's Convent School	120

Gujarati Samaj girls college	50
Aakanksha Ladies Club	45

INTERPRETATION: It was observed that there was enthusiasm about knowing about the signs & symptoms of breast cancer and also about the self-examination procedure among the ladies & there was a positive feedback received.

3)Increasing Mamofeel product promotion on social media.

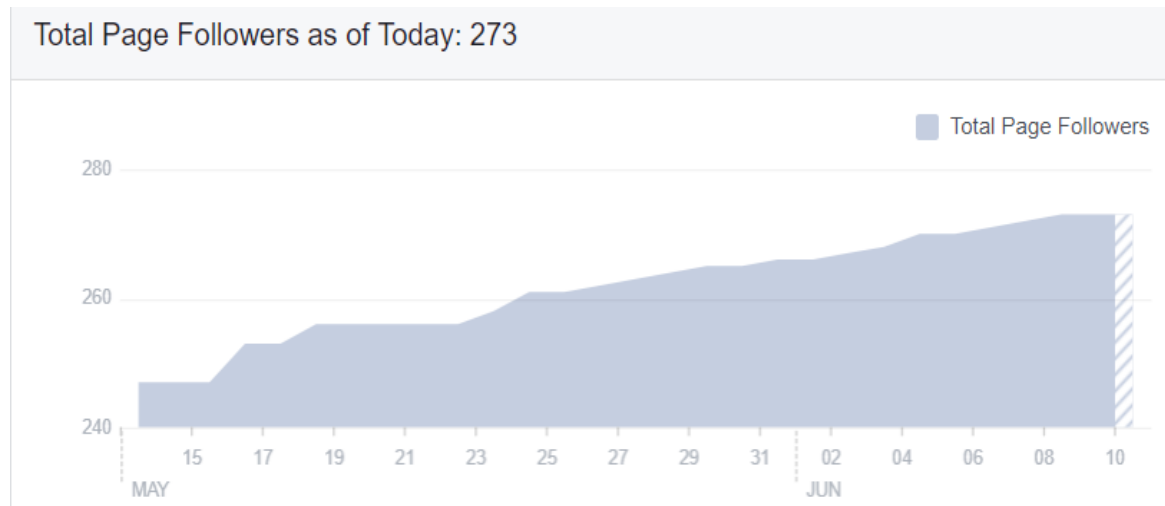
This objective focused on promotion through social media. Mainly the product was promoted on Facebook by creating a Facebook page and updating it regularly with the news of campaigns conducted so that more and more people become aware of the product and its benefits by viewing the page. These camps presented the level of awareness both among the educated urban women as well as the uneducated rural women of Indore.



LIKES	OUTREACHES	SHARES
129	2568	+11

The graph shows the insights and likes, involvements, the people who shared increased day by day on the Facebook page with the final number of followers to be 273.

The people who were rating for Mamofeel has also increased with continuous updates on the page & the ratings turned to be 4.9.



CONCLUSION

The conclusions drawn from these studies were that there is a very high need for the awareness of Breast Cancer among the educated as well as the uneducated women of any area. It should also be focused that only awareness about the symptoms of Breast Cancer will contribute in knowing about Mamofeel and its importance will be known by the common audience.

The two most important factors which came out of the study were that the reasons for the low sale of the product is attributed to the High price as well as Lack of awareness among the community women.

Lack of awareness: There is a very little knowledge among the women of the local community about Breast Cancer, its symptoms. So, this proves to be a barrier in knowing the usefulness of the product by the women, who are the targeted customers for the product.

High Price: The product costs for Rs.550/- for a single glove. This price, as per the survey, serves to be high enough for the patient to not to purchase it for the purpose of self - examination. Therefore, a high price also makes it difficult for the product to be sold.

RECOMMENDATIONS

- There is a good opportunity for the company for launching this product as it has never been introduced before in the country: The product aids for self- examination of the breast by women, providing ease for them and breaking the barrier of shyness which arises on going to the doctor.

- This product is totally new and it needs to be understood by doctors and targeted customers, the women of the different tier cities, first tier, second tier & third tier cities. The effective way of increasing the sales of the product is through awareness. “Visibility through Awareness” should be the main focus and different awareness camps must be conducted among different types of audience at institutional, corporate or local community level. Community engagement is the way for increasing sales.
- Market has very less competition with respect to this product so a marketing strategy should be developed to make it easily accessible to women by providing it over the counter. Over the counter drugs and products offer good sales only when they are known to the customer through various advertisements on radio, television, newspaper. Highlighting the benefits of the product, its usefulness, its easy to use way of use will attract more and more customers.

ANNEXURE

QUESTIONNAIRE-

Dear Doctor,

With your kind permission, today I am here to get some insights about your patients who show signs and symptoms of breast cancer. I also seek your guidance and valuable opinion on Mamofeel breast care glove for breast self- examination as an aid in screening of breast cancer.

Breast Cancer

1. What is the most common sign and symptom of breast cancer observed by you in patients, per month?

(can tick more than one)

Sign and symptom	Lump	Pain in breast	Change in size and shape	Change in skin texture	Color change	Change in nipples	Nipple discharge	Rash or crusting	Other
Yes [✓]	[]	[]	[]	[]	[]	[]	[]	[]	[]
Average no. of patients									

- 2.How many of the patients (on average) showing these symptoms get screened positive for breast cancer per month, under your care?

- 3.Are you aware of the new product “Mamofeel”- breast care glove for breast self-examination?

Yes

No

4. Do you feel it will help in proper screening of lumps? / will it be useful?

Yes

No

4. a. If yes, how many of your patients per month will get benefitted by Mamofeel with MRP of

Rs. 550/-?

Nil (0)	1	2	3	4	6	8	10	>10

If Nil (0), please specify reason:

4. b. If no, what problems can you face while recommending Mamofeel breast care glove to patients?

- a. Price too high
- b. Lack of awareness about performing breast self-examination among people
- c. Can be unhygienic
- d. Not useful
- e. Other reasons _____

REFERENCES

<http://thepinkinitiative.org/awareness/index.html>

<https://www.ncbi.nlm.nih.gov/pubmedhealth/PMHT0021882/>