

**Summer Training at
Bharat Serums and Vaccines Ltd, Jaipur**

Exploratory Study on Mamofeel, An Upcoming Product of Bharat Serum

**By
Jahnvi Sinha**

**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2017-2019**

The logo of IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to its right. The entire logo is set against a dark purple rectangular background.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Jahnvi Sinha** has undergone summer training at **Bharat Serums and Vaccines, Jaipur** on a project topic "To create awareness for Breast Self- Examination and use of Mamofeel Breast Care Glove" from 2nd April 2018 to 4th June 2018.

The candidate herself completed the project assigned to her during summer internship. 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. Rahul Sharma

Assistant Professor

IIHMR University, Jaipur


(Col (Dr) Ashok Kaushik)
for Col.(Dr.) Ashok Kaushik 28.6.18.

Dean (Academic & Student Affairs)

IIHMR University, Jaipur



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

Fax : +91-22-6656 0933

E-mail : corporate@bharatserums.com

Website : www.bharatserums.com

7th August, 2018

To whomsoever it may concern

This is to certify that **Ms. Jahnvi Sinha**, 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 2nd June 2018**. The topic of her internship was "**An exploratory study on Mamofeel, an upcoming product of Bharat Serum**".

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

Ambernath Factory

Plot No. K-27, Anand Nagar,
Additional M.I.D.C.,
Ambernath (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

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Acknowledgement

The gratification and delight accompanied with the successful execution of this project would not be complete without acknowledging the people who made it possible. First, I express my sincere gratitude to our Chairman, Dr. S.D. Gupta, and IIHMR University.

I would like to extend my profound and heartfelt thanks to MR. Rakesh Dave, Vice-President, Bharat Serums and Vaccines Ltd. for providing me an opportunity learn and develop professionally.

I would also like to express my deep sense of gratitude to Ms. Poonam Chaudhary and my faculty mentor Mr. Rahul Sharma and Mr. Sandeep Narula.

I am greatly indebted to them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at Bharat Serum and Vaccines Ltd.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

EXECUTIVE SUMMARY

The project assigned was “**An exploratory study on Mamofeel, an upcoming product of Bharat Serum**”.

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 Jaipur 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. 50 gynaecologists from Jaipur.

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

- **In Stage 1**, Awareness Campaigns about Breast Cancer and Breast Self-Examination were conducted, along with demonstration of Mamofeel glove to potential customers at 3 levels i.e.

- High School/Girls School /College (Standards VII to Final year girls),
- Local Communities, NGO,
- Corporate offices

These outreach programs sensitised the public about importance of breast self-examination and much needed awareness about BSE was created, facilitating the marketing strategy ‘Promotion through awareness’.

Hence, promoting Mamofeel at 2 tiers – Community women and corporate/ working women. It was observed that majority of women were enthusiastic to know more about early screening of breast cancer, breast cancer symptoms, BSE and use of Mamofeel glove. However, most women from rural household were unable to understand Mamofeel and breast self-examination was alien concept for them.

This was followed by –

- In **Stage 2** which involved preparing questionnaire and meeting with the gynaecologists in various government and private Hospitals and conduct the survey along with performing in-clinic Mamofeel demonstration for patients.

The survey data was analysed to get conclusion. Following findings were observed after meeting with gynaecologists: Doctors were hesitant to endorse a new product like Mamofeel due to its newness and lack of clinical success.

The in-clinic demonstration of Mamofeel in patient waiting area was conducted in 6 Hospitals of Jaipur, with Gyneac permission to promote Mamofeel.

- In **Stage 3** was about Social Media Marketing of Mamofeel focusing to increase product exposure on social networking sites, mainly 'Facebook'. The Facebook promotion of Mamofeel was done by making Facebook Page for Mamofeel, which resultants in monthly Insights, Likes, Number of viewers, Number of out reaches per day, Number of people who rated Mamofeel can be seen.

COMPANY PROFILE

Bharat Serums and vaccines (BSV) is one of the leading and established Pharmaceutical companies in India and has ranked amongst the other Pharmaceutical companies in India.

The company was founded in 1971 and the headquarter is in Mumbai.

Mission –

“The main mission of BSV is to give life to life”.

To be innovative, caring and trustworthy partner in bringing life to life

- To enhance the quality of life is our life purpose.
- To bring path breaking in Pharma, Bio and biotechnology products.
- Research driven manufacturing, people driven marketing.
- Seeking life as it should be.

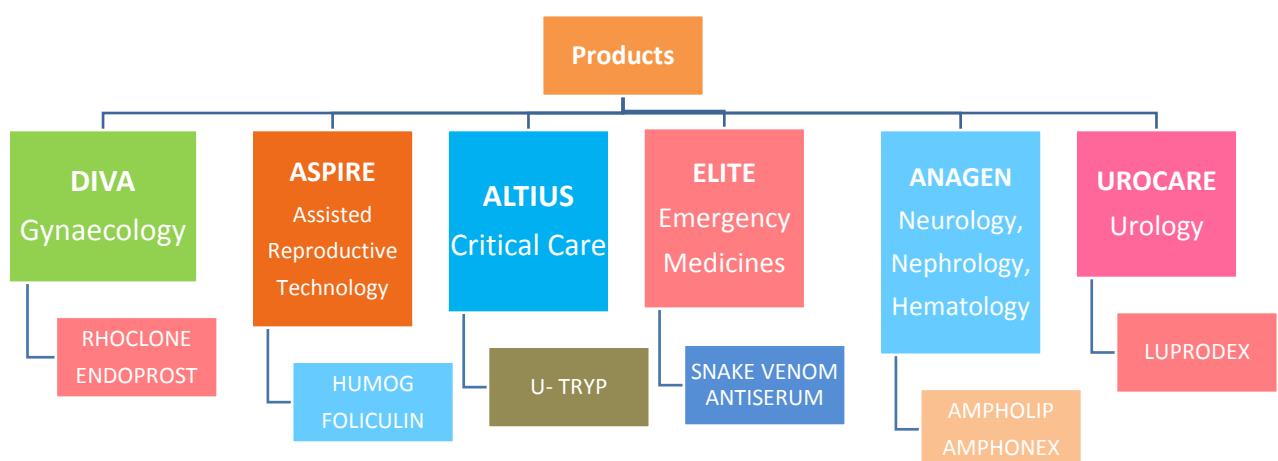
BSV currently has two private equity investors, **Kotak Private Equity** and **Orbimed**.

Board of Directors-

- **Mr. Bharat V. Daftray** (Managing Director & Chairman).
- **Dr. Gautam Daftray** (Vice Chairman & Managing Director).
- **Mr. Siddharth Daftray** (Whole Time-Director, role in Business development)

Products Segmentation-

The group has specialized in 6 specialized divisions and have over 25 brands.



Timeline

1971	Incorporation of Bharat Serums and Vaccines Limited
1972	Establishes Blood Bank 1972 Exports Polyclonal Sera
1978	Commissioning of the Thane Plant
1980	Launch of Indigenously developed Plasma fractions
1982	Import Substitution Awards from the Indian Government for Anti D Blood Grouping Sera Strips for detection of Diabetes
1982	Receives R&D recognition by Department of Scientific and Industrial Research, Government of India
1983	Launch of Pseudoglob- India's first Pseudomonas globulin
1996	Sets up three independent focused R&D divisions
1998	Launch of Rhoclone – World's First monoclonal Anti D
1999	Filing of the first Product Patent Application
2000	Equity Investment from reputed Indian Institutional Investors
2001	Commissioning of the Animal Farm at Khoni, near Mumbai
2003	Commissioning of the injectable Manufacturing Facility at Ambernath, near Mumbai
2003	Incorporation of BSV Bio Inc. USA
2005	Formation of Zydus BSV Pharma, a 50:50 Joint Venture with Zydus Cadila
2007	Incorporation of BSV Bio GmbH, Germany
2007	Equity Investment from reputed Indian Institutional Investors
2008	Equity Investment from reputed Global Institutional Investors
2008	Launch of Foligraf- India's first recombinant FSH Biosimilar Product
2010	EU approval of the German Subsidiary, BSV Bio
2011	Commissioning of the Biotech facility at Ambernath, near Mumbai
2012	Launch of U-Tryp- India's first Ulinastatin formulation for Sepsis
2012	Frost and Sullivan award for the Fastest Growing Biotech Company

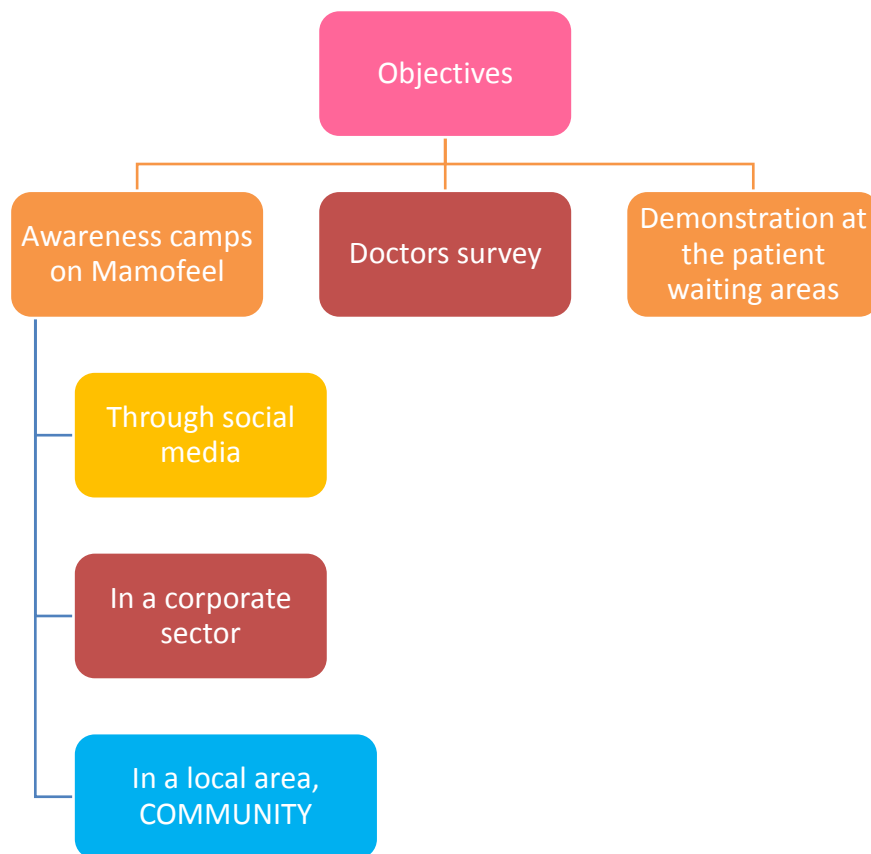
INTRODUCTION

Summary

The topic assigned was **“To create awareness for Breast Self-Examination and use of Mamofeel Breast Care Glove”**.

This is a new product launched by the company for the breast care self-screening examination. As the product is new in market, it was a difficult task to promote and inform about the product to the targeted gynaecologists of Jaipur.

The objectives were-



METHODOLOGY

Sample design	Descriptive study
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Sampling method	Non- probability
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Sample population	Gynaecologists of Jaipur
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Sample size	50 Sample Size
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Sampling area	Jaipur
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Tool used	Questionnaire for the primary data collection with the help of Microsoft Excel, TABLEAU for the analysis of the data.
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Data collection	Time taken- 45 days
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FINDINGS AND INTERPRETATION

Objective 1

To study about the awareness of Breast Cancer through the camps in three tiers.

Tier 1- Through social media
Tier 2- In a corporate society
Tier 3- In a community

Offline Awareness Analysis-

The table shows the number of people engaged while creating the awareness offline, and covered the schools, colleges, community and malls, where we found the increment in the number of female involving and taking part in the camps, but less female said that they know about breast cancer. The analysis said that 42% are only known about breast cancer and 58% counts said that they don't know about breast cancer.

Place of Event	No. of Audience	Type	Known	Not Known
Mahatma Gandhi (College of Pharmacy)	32	Institution	17	15
S. S. Jain Subodh College	92	Institution	30	62
Indian Oil Corporation Society	36	Community	23	13
World Trade Park Mall	26	Corporate	09	17
Total	186	-	79	107

Source: Offline data collected during the event

Online Awareness Analysis-

The table shows the insights and likes, involvements, the people who shared the post has increases day by day within 2 months. The people who rated for Mamofeel has also increased in number has mentioned in a graph and diagram.

Table. 1

The data collected from Facebook-

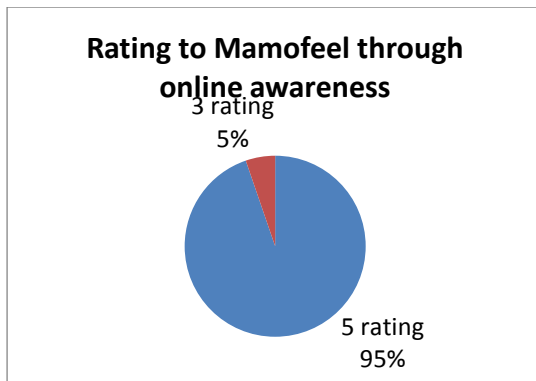
Venue	Number of out reaches	Likes	Number of shares
Indian Oil Corporation Society	1370	26	+6
S.S. Jain Subodh College	2139	65	+3
Mahatma Gandhi College	950	40	+2
Total	4,459	131	+11

Source: <https://www.facebook.com/mamofeel/>

Table.2

People reviews rates for Mamofeel





Interpretation-

The number of responses for the rating for Mamofeel is-

Out of 19 people, Rating 5* has given by 18 people for Mamofeel i.e 95% said the product is good , whereas 1 person rated 3* i.e 5% said the product is satisfactory for Mamofeel and overall rating given to Mamofeel is 4.9 out of 5.

OBJECTIVE 2

To study the acceptance about the product “Mamofeel” brand among the Gynaecologist of Jaipur.

Objective 2(1)

To know about the awareness rate of “Mamofeel” breast care self-examination glove among doctors of Jaipur through a survey.

The data has analysed by an offline survey on Gynaecologists of Jaipur. Here, survey is done on 50 doctors and the result found is 100% doctors are aware of the product “Mamofeel” and they are known to the product but 10 doctors said that they are not aware of the product well.

This concludes that only 80% doctors are known to the product “Mamofeel”, and 20% doctors are still not known about the product properly.

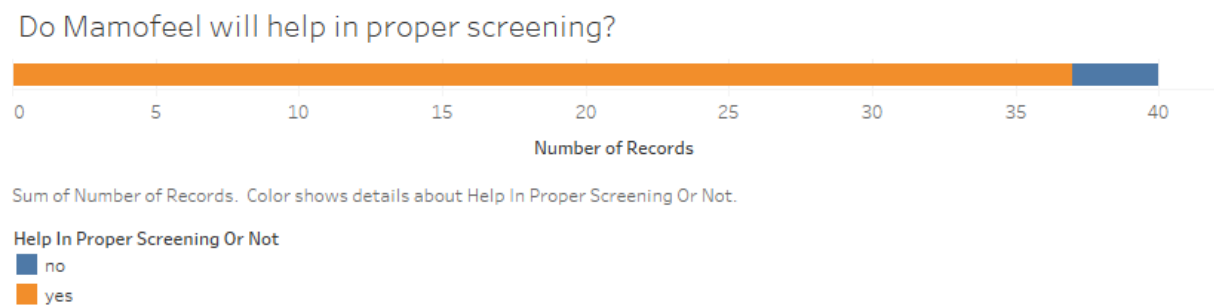
Objective 2(2)

To know the view about Do Mamofeel will help in proper screening of lumps?

Survey done on 40 doctors –

Number of doctors said Yes- 37

Number of doctors said No - 03



Source: from offline survey through questionnaire.

The data has analysed on 40 doctors of Jaipur, and concluded that Out of 40, 37 doctors said that Mamofeel will help in proper screening, and the remaining 3 doctors said no for Mamofeel because of the following reasons-

- Bare hands are more effective to screen lumps or change in size, or any other reason for breast cancer symptoms.
- Price is also the reason, that no patient will buy this product in that particular area.

The data has analysed and found that 92% doctors said Mamofeel will help in proper screening and 8% doctors said it will not, the reasons are mentioned above.

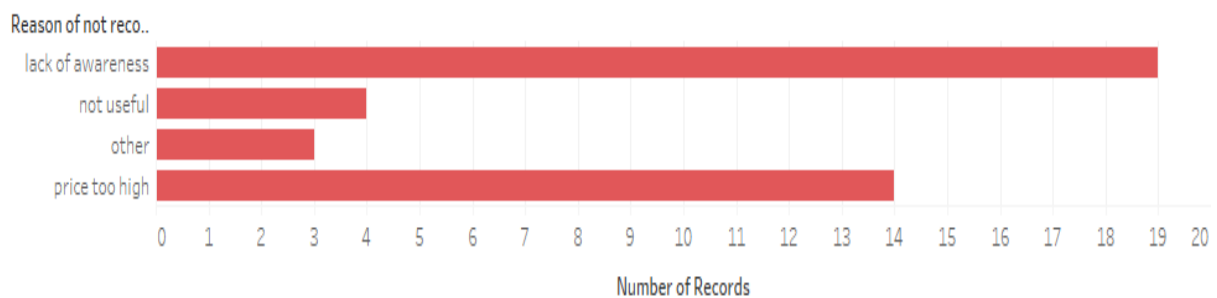
Objective 2(3)

To know about the major problems coming while recommending Mamofeel Breast Care Glove to patients.

Survey done on 40 doctors of Jaipur-

LACK OF AWARENESS	19
OTHERS	3
PRICE TOO HIGH	14
NOT USEFUL	4

Problems while recommending Mamofeel



Sum of Number of Records for each Reason of not recommending mamofeel.

Source: from offline survey through questionnaire.

The data has analysed and surveyed on 50 doctors, where the problems were arising while recommending and prescribing Mamofeel, where out of 50, 10 doctors didn't respond for Mamofeel.

The major issue found was Lack of Awareness found 47% among doctors and the second biggest reason was Price issue found to be 35% among doctors.

Whereas, 10% doctors said it is not useful, Mammography is better than monthly Breast Screening.

Another reason found was other than all the above reasons, which is 8% from the total. The reason for this were as the doctor said that believeness is low in patients for such products. sometime the doctor is unable to screen properly.

OTHER FINDINGS AND LIMITATIONS TO THE STUDY-

Some other findings for Mamofeel found while the offline survey through questionnaire are-

Most of the patient said that the sweating occurs on wearing this Breast Care Glove.

Some of them were unable to feel when they wore this breast care glove.

RECOMMENDATIONS-

As the product is new launched for the first time, there are less competitors for Mamofeel. So, A strong market strategy should be there to cover the doctors baseline and also the targeted female.

To accelerate the market promotion for “Mamofeel”, the promotion should be done in different cities, localities.

There is a good opportunity for the company to work for the product like Mamofeel, which targets mostly female, working with NGO’s and camps will increase the growth of Mamofeel promotion.

MAMOFEEL

Mamofeel is a breast care self-examination glove to find any differences in breast.

“Early Screening Saves Life”.

The product has newly launched by Bharat Serums and Vaccines, which is based on Japanese Technology, by ICST Corporation, Japan.

Mamofeel is a Breast Care Glove that aids breast cancer self-examination by heightening finger sensitivity, it increases more sensitivity than the bare hands sensitivity.



Key Features of the Breast Care Glove-

- a) It is made of Ethyl Vinyl Acetate (EVA) which adheres closely to the skin, which helps in heightening the double sensitivity of the palm.
- b) It is free of allergens and proteins that can dirty or irritate the skin and hands.
- c) It is also dioxins, it can be used and discarded carefully.
- d) It increases 10x more sensitivity than a bare-hands.

Shelf life of glove

The shelf life of this Breast Care Hand Glove is 6 months.

How to use-

There are instructions given below how to use this Mamofeel, it's three-layered sheets, where pink sheet is on the back of the hand and the lower double layer sheets is on the palm.



Conduct a visual check –

1. Lift up both arms and check for any changes in the shape, size, etc. of the left and right breast, areolas and nipples.

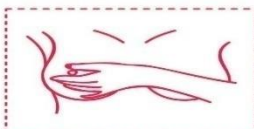
2. Place your hands on your waist and move your arms back and forth, stretching and shifting your breasts this way and that to detect any changes in the breast



Check by hand



Put on the Breast Care Glove, and check the entire mammary gland, starting from the armpit, with your three fingers drawing a circle. Verify that the feeling is the same as at the last self-palpation and that no hard spots are found.



Squeeze the breasts and nipples to check that no secretion comes out.

It has given the guidelines as per the company, which has given in picture, clearly shows the visual check conduction of Mamofeel.

How to check by hand, which areas to be covered has mentioned in the given picture.

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 _____

5. Apart from clinical examination, what preventive or self-care measures do you suggest to patients for breast cancer?

- a. Regular breast self-examination without any breast care glove
- b. Regular breast self-examination with breast care glove
- c. Counselling patients to have healthy lifestyle habits
- d. Other

Name of Doctor:

Hospital/nursing home /clinic name:

GOVT./CORPORATE/PRIVATE:

Place:

DATE:

LIST OF HOSPITALS COVERED-

Sanjeevni Hospital, Banipark
R P memorial Hospital, Jawahar Nagar
Deep Hospital, Khatipura
MarudharHospital, Khatipura
MarudharHospital, Khatipura
SDMH, RambaghCircle
SDMH, Rambaghcircle
SDMH, Rambaghcircle
Swastik Hospital, Jawahar Nagar
Anshu Hospital, Bapu Nagar
Aditya Hospital, Lal Kothi
Anupama Hospital, Lal Kothi
Vinayak Hospital, Jawahar Nagar
Durga Devi Hospital, ShastriNagar
Durga Devi Hospital, ShastriNagar
Krishna Hospital, Shastri Nagar
Mittal Hospital, Vidhyadhar Nagar
ShekhawatiHospital, VidhyadharNagar
ShekhawatiHospital, VidhyadharNagar
Agrawal Hospital
Navkar Hospital
Jeevan Jyoti Hospital
Pooja Hospital
Om mother and child care
Navjeevan Hospital
Mdd Hospital
Malpani Hospital, poll city
Uphar clinic
Mahesh Hospital
Sagar Hospital, wall city
Bharat Hospital
Shraddha Hospital
Red cross, wall city
Red cross
Meenakshi clinic
Sardar Hospital

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Reference book- Philip Kotler for Marketing