

Name: Utkarsh Kumar Singh
Roll No: 0722
Batch No: 16

Faculty Mentor: Dr. Saurabh Kumar Banerjee
(Dean of Pharmaceutical Management)
Organization Mentor: Ms. Swati Singh
(Group Product Manager)

Mankind Pharma

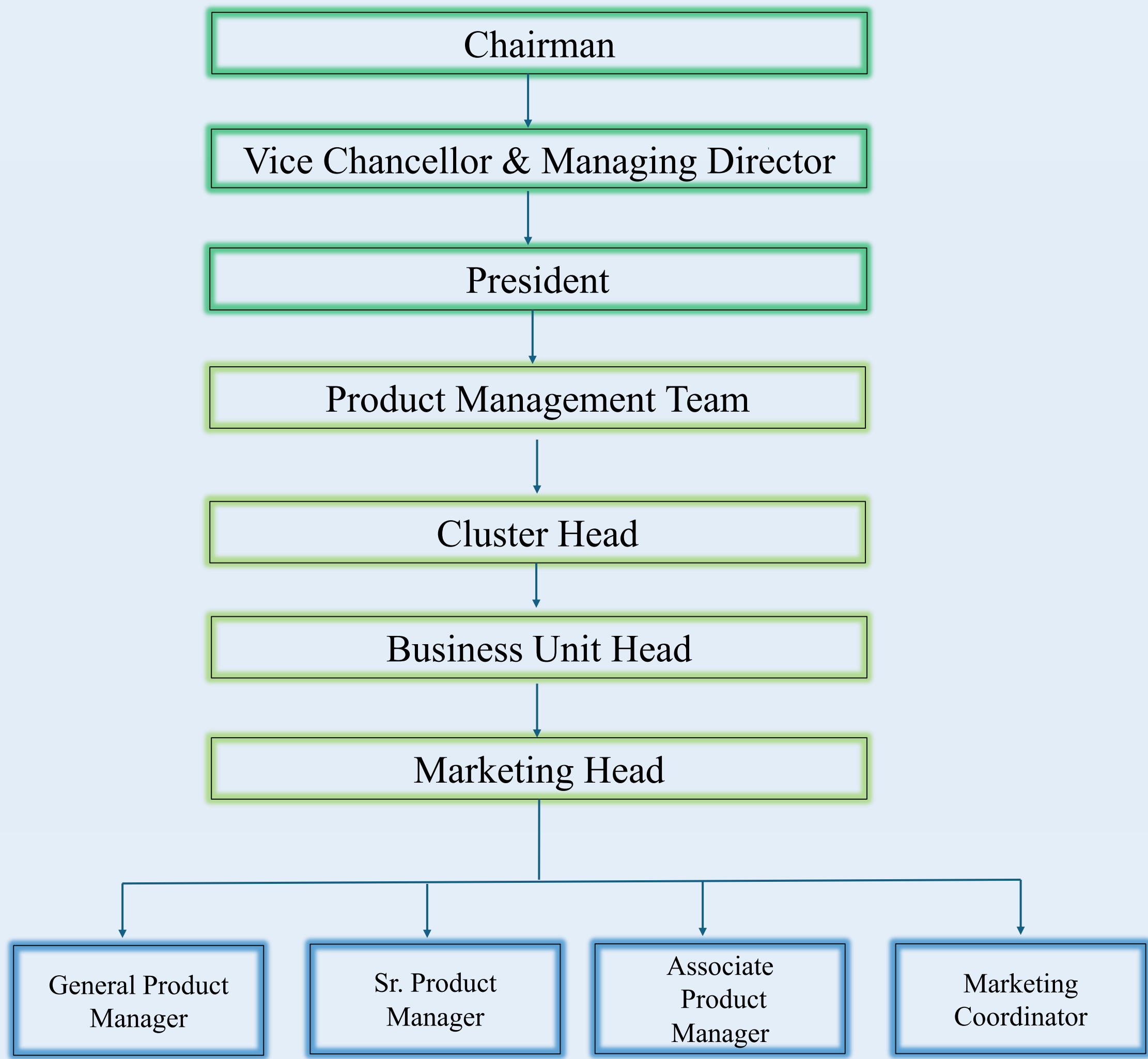


Mankind pharma founded in 1995 by brothers **Ramesh C. Juneja** (Chairman) and Rajeev Juneja (Vice Chairman), Mankind Pharma is among India’s top five pharmaceutical companies. Mankind aspires to become customer-centric company and strive to provide accessible and affordable healthcare to all sections of the society. Today, Mankind operates in 34+ countries across 6 continents.

MISSION: To provide cost-effective, innovation-based, superior-quality pharmaceutical products across the globe that improve the lives of patients.

VISION: To be a global pharmaceutical company, most admired for its Affordability, Quality and Accessibility of products.

Organization Structure



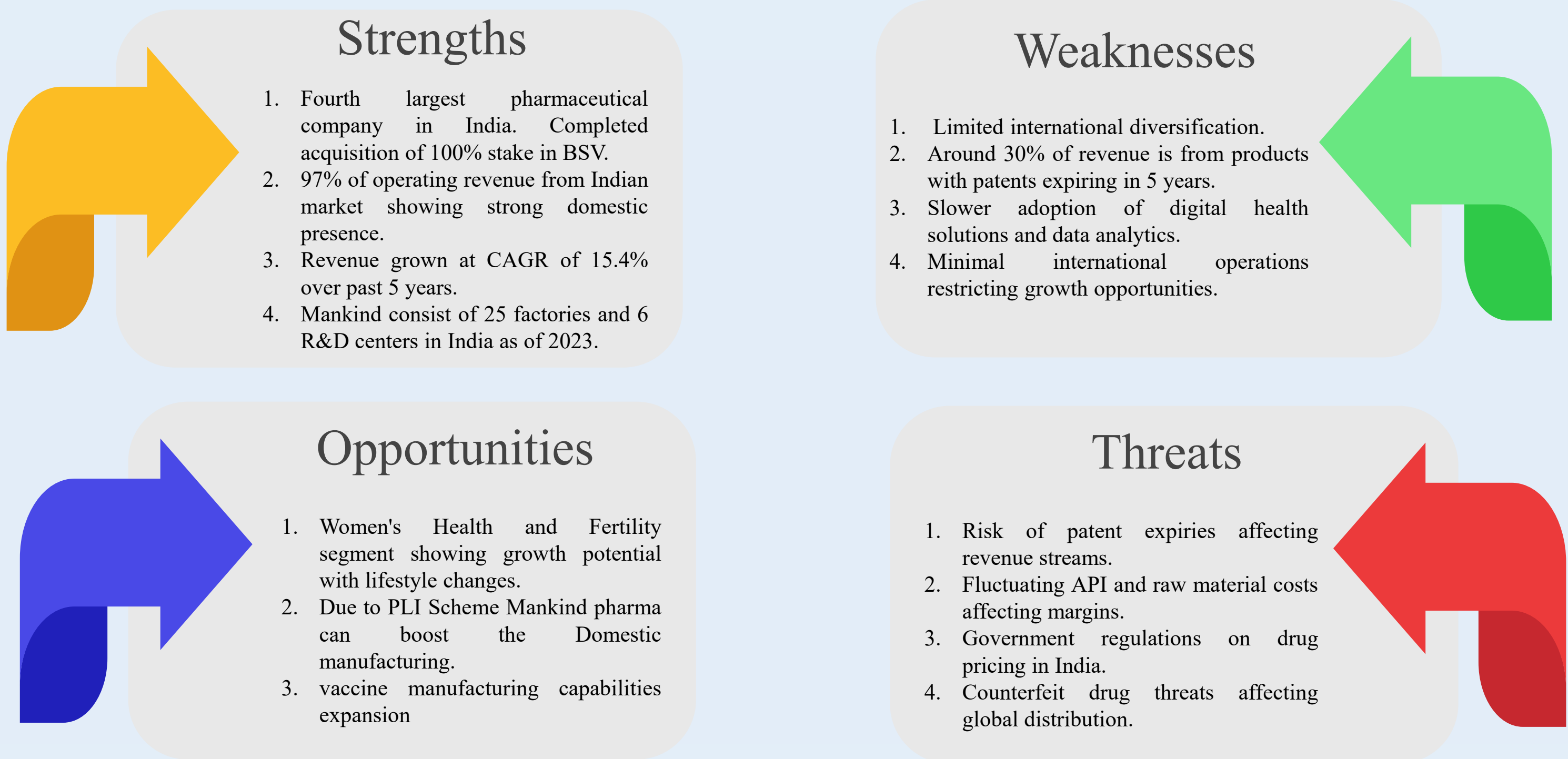
Suggestions

- Share basic information about doctors, specialty, clinic hours, preferred communication time beforehand to save time and increase efficiency.
- An official authorization letter or surveyor ID card would help in gaining doctors' trust more quickly during field visits.
- Provide a central support system to help interns or field workers pre-schedule appointments with doctors through MRs.
- Introduce mobile apps or digital forms for real-time data entry, reducing manual errors and improving speed.
- Including a small leaflet or one-pager with clinical background on the survey topic like NAFLD/MAFLD can boost credibility.
- Offer transport or accommodation allowances for multi-city visits.
- Some doctors felt the survey was lengthy, trimming it down could improve completion rates.
- A short training session on soft skills, handling rejections, and dealing with busy OPDs would better.

Internship Project

- Framed structured and semi-structured questionnaires.
- Identified and mapped key specialists across multiple cities to ensure targeted and efficient survey execution.
- Interacted with Medical Representatives (MRs) to get appointments and access to doctors more easily.
- Collected primary data through face to face doctor interviews.
- Gathered data on how NAFLD/MAFLD is diagnosed and treated in real-world settings
- Faced and resolved field challenges such as scheduling appointments, waiting times, and doctor availability.
- Evaluated how doctors use UDCA and their views on its efficacy.
- Prepared and submitted the final survey report and PowerPoint presentation summarizing findings, challenges, and learnings to organization.
- Maintained regular updates and communication with the reporting manager or company mentor.
- Survey conducted to get knowledge about penetration about UDCA

SWOT Analysis



Practical Exposure vs Theoretical Learning

- | Practical Exposure | Theoretical Learning |
|---|--|
| <ul style="list-style-type: none">• Applied concepts in real-life doctor interactions and survey.• Spoke with doctors and staff, improved confidence and clarity.• Understood actual market behavior, doctor needs, & feedback.• Managed schedules, field visits, and survey deadlines.• Faced rejection, OPD delays, travel fatigue, entry issues.• Theoretical market segmentation, product positioning. | <ul style="list-style-type: none">• Learned concepts from books, lectures, and assignments.• Practiced presentations and roleplays in controlled settings.• Studied ideal strategies, market analysis, case studies• Worked on fixed class timelines and exam schedules.• Mostly discussed hypothetical and real life challenges.• Ground-level understanding of market realities and physician behavior. |

Key Learnings

- Learned how to initiate, conduct, and close professional conversations with doctors confidently and respectfully.
- Gained hands-on experience in conducting a structured survey, collecting data, and handling queries regarding the purpose and confidentiality.
- Understood the importance of planning doctor visits efficiently across multiple cities to optimize time and resources.
- Built strong rapport with medical representatives and healthcare professionals to ease access to doctors.
- Understood prescription patterns, doctors’ preferences, and current trends in the treatment of NAFLD/MAFLD.
- Improved understanding of liver-related disorders and the pharmacological/non-pharmacological approaches used by doctors.
- Developed patience and problem-solving skills in dealing with appointment delays, doctor unavailability, and administrative issues.
- Learned how to maintain, analyze, and interpret survey data for meaningful insights.
- Learned how to use visual aids or printed materials to explain the purpose of the survey clearly to doctors.
- Learned how to compile a structured report and present findings with clarity using MS Office.

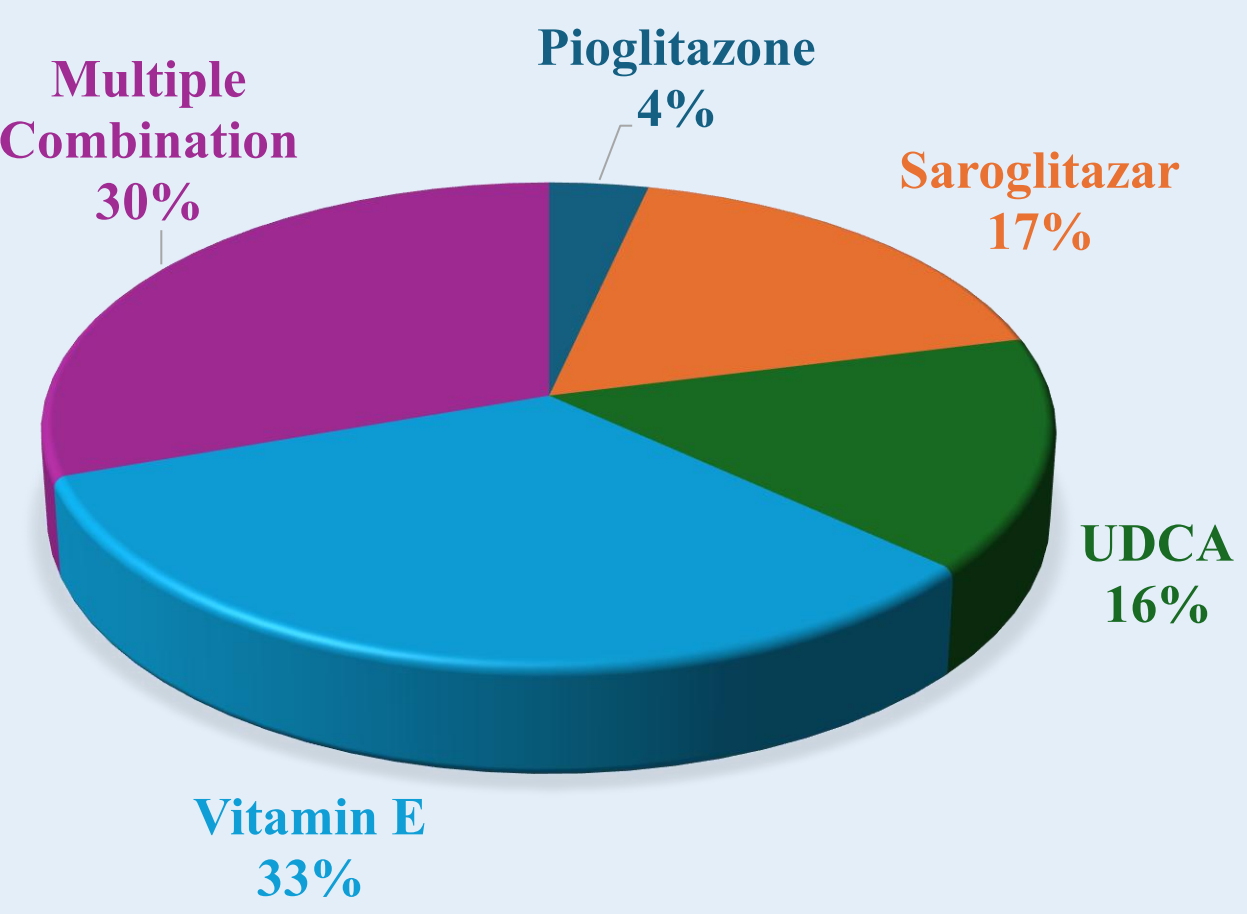
Challenges During Internship

- It was difficult to get appointments with doctors due to their busy schedules.
- Doctors often had very limited time due to patient load, which restricted in-depth conversations
- I didn’t have full information about the doctors before visiting, which caused delays.
- Visiting multiple clinics/hospitals in a day, especially in new cities, led to physical exhaustion and logistical issues.
- Some planned visits had to be rescheduled due to sudden doctor unavailability or emergencies.
- Manually entering survey responses at the end of the day increased chances of errors and consumed extra time.
- Some MRs and doctors were unaware of the survey, which created confusion during introductions.
- Without an official ID card, it was difficult to prove my identity and purpose to doctors

Visits



Prescribing Pattern in NAFLD/ MAFLD



Most doctors prefer **Vitamin E** (33%) due to its strong antioxidant effect and safety; **UDCA** (16%) and **Saroglitazar** (17%) are used for liver protection and lipid control, while **Pioglitazone** (4%) is less favored due to side effects like weight gain and fluid retention.