

SUMMER INTERNSHIP PROGRAM

at

MANKIND PHARMA PVT. LTD.



From 13th May to 21st July 2025

A Report By

Utkarsh Kumar Singh

Master of Business Administration

Pharmaceutical Management - 16

(0722)

2024-2026

Under the mentorship of

Dr. Saurabh Kumar Banerjee

Dean & Associate Professor



IIHMR UNIVERSITY, JAIPUR

31-July -2025

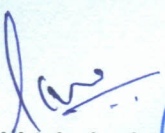
To Whomsoever It May Concern

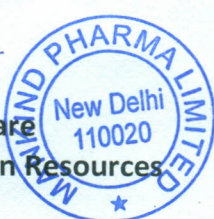
This is to certify that **Mr. Utkarsh Kumar Singh** student of MBA Pharmaceutical Management from **IIHMR University Jaipur** has successfully completed his training program with **Mankind Pharma Ltd.** in PMT Department from **13th May 2025 to 25th July 2025**.

He was found to be diligent, sincere & dedicated during his training period.

We wish him all the best for future endeavors.

For Mankind Pharma Ltd.


Abhishek Khare
DGM - Human Resources



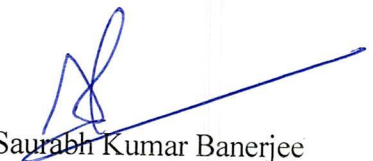
MANKIND PHARMA LIMITED
New Delhi
110020

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Utkarsh Kumar Singh** academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 29/07/25

A blue ink signature of Dr. Saurabh Kumar Banerjee, consisting of a stylized 'S' and 'B' followed by a long horizontal line.

Dr. Saurabh Kumar Banerjee
Dean & Associate Professor

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

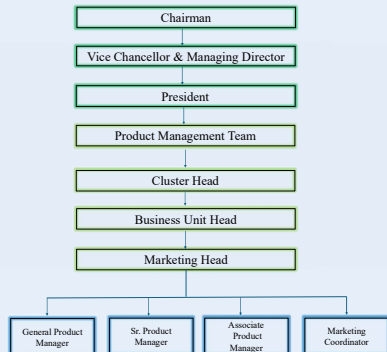
Mankind Pharma founded in 1995 by brothers **Ramesh C. Juneja** (Chairman) and **Rajeev Juneja** (Vice Chairman), Mankind Pharma is among India's top five pharmaceutical companies. Mankind aspires to become customer-centric company and strive to provide accessible and affordable healthcare to all sections 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 be better.

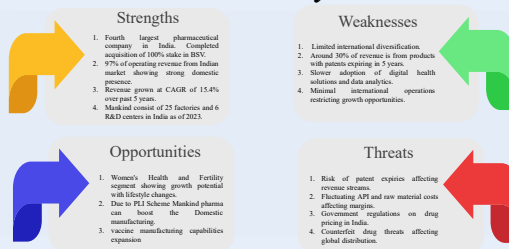
Internship Project

- 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

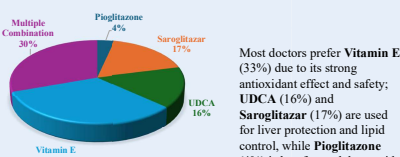
Practical Exposure vs Theoretical Learning

- 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.
- 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.

SWOT Analysis



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.

Visits



- 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.

Challenges During Internship

1st Week Report

Name of the Organisation: Mankind Pharma Limited

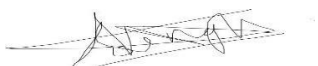
Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 01 **From:** 13/05/2025 to 17/05/2025

Activity Done	Visited different hospitals and clinics in my city as well as in different city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes.
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support for conducting the survey should be given as it involves a lot of traveling to reach out to the doctors. An identity card from the company's side should be given as it helps to build the trust among the doctors which will further facilitates the survey.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 02 **From:** 19/05/2025 to 24/05/2025

Activity Done	Visited different hospitals and clinics in my city as well as in different city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Learning Ethical Research Practices.
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support for conducting the survey should be given as it involves a lot of traveling to reach out to the doctors. An identity card from the company's side should be given as it helps to build the trust among the doctors which will further facilitates the survey.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



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3rd Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 03 **From:** 26/05/2025 to 31/05/2025

Activity Done	I went to hospitals and clinics in my city and in other city and did the survey, given out by the company. When I was in the survey, doctors were asking a lot of questions about it.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Learning Ethical Research Practices
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some financial encouragement should be provided to do the survey the travel to get to doctors is extensive. An identity card from the company side will help establish the trust from the doctors and will encouragingly move the survey along.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

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4th Week Report

Name of the Organisation: Mankind Pharma Limited

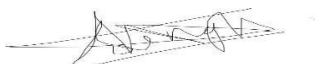
Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 04 **From:** 02/06/2025 to 07/06/2025

Activity Done	Visited different hospitals and clinics in my city as well as in different city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes.
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support for conducting the survey should be given as it involves a lot of traveling to reach out to the doctors. An identity card from the company's side should be given as it helps to build the trust among the doctors which will further facilitates the survey.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 05 **From:** 09/06/2025 to 14/06/2025

Activity Done	Visited different hospitals and clinics in Bhilai city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it. Today I have completed 149 Doctors.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support for conducting the survey should be given as it involves a lot of traveling to reach out to the doctors. An identity card from the company's side should be given as it helps to build the trust among the doctors which will further facilitates the survey.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 06 **From:** 16/06/2025 to 21/06/2025

Activity Done	Visited different hospitals and clinics in Raipur city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it. Today I have completed 182 Doctors.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 07 **From:** 23/06/2025 to 28/06/2025

Activity Done	Visited different hospitals and clinics in Raipur city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it. Today I have completed 220 Doctors.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 08 **From:** 30/06/2025 to 05/07/2025

Activity Done	Visited different hospitals and clinics in Raipur city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

9th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 09 **From:** 07/07/2025 to 12/07/2025

Activity Done	Visited different hospitals and clinics in Raipur city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it. Have Completed 257 Doctors Survey. Company has said to send them final report by 21 th July.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

10th Week Report

Name of the Organisation: Mankind Pharma Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722 **Stream:** Pharmaceutical Management

Week no: 10 **From:** 14/07/2025 to 19/07/2025

Activity Done	Visited different hospitals and clinics in Raipur city and did the survey, which was given by the company. During survey, doctors asked several questions regarding it. Have Completed 257 Doctors Survey. Company has said to send them final report by 21 th July.
Linking theory (Classroom learning) with practice at your organisation	Professionalism and the communication skill which I have learned and inculcated during my classes. Negotiation, Market Research Techniques, Healthcare Pharmaceutical Knowledge.
Gaps identified on the working area.	Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.
Plan for the next week	To approach the doctors for the survey diligently and enthusiastically as I had approached them this week.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organization: Mankind Pharma Limited

Department of Summer Internship Program: Market Research

Name of the Student: Utkarsh Kumar Singh

Roll no: 0722

Stream: Pharmaceutical Management

Week no:1-10

From: 13/05/2025 to 21/07/2025

Activity Done	• Field Survey Execution in Multiple Cities. As part of my project assignment, I actively conducted a field survey across many cities—Raipur, Ambikapur Baikunthpur, Bhilai etc. I visited a wide range of healthcare facilities including hospitals, private clinics. The primary objective was to collect data through a structured questionnaire provided by the company. Throughout the process, I interacted with doctors from various specialties such as general medicine, Gastroenterologists, and Consultants. These interactions required professional communication, patience, and the ability to explain the purpose of the survey clearly. The field visits helped me develop practical experience in data collection and real-time engagement. By the end of the project, I had successfully completed surveys with 257 doctors, covering both urban and semi-urban healthcare settings. • Engagement and Doctor Interaction During Survey During the course of the survey, I had the opportunity to interact with doctors from various specializations. Many of them asked in-depth questions regarding the objective of the survey, the organization behind it, and how the collected data would be utilized. Their curiosity reflected their genuine concern for the ethical use and practical relevance of the data. To address their queries effectively, I relied on clear communication and a thorough understanding of the survey's background and purpose. This helped in building credibility and trust, resulting in more honest and comprehensive responses. These conversations also provided valuable insights and suggestions, which further enriched the quality of the data collected and enhanced my interpersonal and professional communication skills.
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- **Learning New Concepts and Contribution to Questionnaire Design.**

Before initiating the field survey, I actively engaged in understanding and refining the questionnaire to ensure clarity, relevance, and ease of administration in clinical settings. I carefully reviewed each question to make sure the language was appropriate for medical professionals and aligned with the survey's objectives. I also practiced delivering the questionnaire to ensure smooth interactions and avoided any ambiguity in terminology. During this process, I deepened my knowledge of key clinical concepts such as NAFLD (Non-Alcoholic Fatty Liver Disease), MAFLD (Metabolic Associated Fatty Liver Disease), and the potential therapeutic role of UDCA (Ursodeoxycholic Acid). This preparation helped me conduct more confident, informed, and meaningful discussions with doctors during the data collection process.

- **Skill Enhancement Excel and Data Management in Excel.**

Alongside conducting the field survey, I learned the Excel course to enhance my proficiency in Microsoft Excel. The skills I gained were immediately applied to manage and organize the data collected from 257 doctors. I used Excel tools for data cleaning, removing inconsistencies, and ensuring uniform formatting. Functions like filters, pivot tables, and conditional formatting helped in sorting responses and identifying trends with ease. These techniques allowed me to prepare a clean, well-structured dataset suitable for analysis and final reporting. Learning Excel not only improved the efficiency of my work but also added a professional edge to my report, showcasing my ability to handle large volumes of primary data in a structured and insightful manner.

- **Target Response Mapping-**

During the course of the survey, I closely monitored and mapped the target responses to ensure balanced data collection across different regions and specializations. I maintained a systematic record of the number of doctors approached, their specialties, and their response status. This helped in identifying areas with low participation and allowed me to re-strategize visits to ensure adequate representation. By tracking response rates city-wise and clinic-wise, I ensured that the final dataset was not biased toward any one category. This approach improved the accuracy and relevance of the overall findings. Target response mapping also allowed me to manage my time and

	travel efficiently while meeting the company's expectations for coverage and data diversity. Coordination with Medical Representatives. To ensure smooth and timely interactions with doctors, I collaborated with local Medical Representatives (MRs) who were already familiar with the clinics and hospital systems. Their support played a crucial role in helping me schedule appointments efficiently, especially with senior and busy doctors. By leveraging their network and rapport, I was able to gain easier access and reduce waiting times significantly. This collaboration not only saved time but also helped in building trust, as doctors were more receptive when introduced through known MRs. The coordination with MRs enhanced the overall productivity of the survey process and allowed me to cover a larger number of doctors within a limited timeframe, ultimately contributing to the successful completion of the project Final Report and PPT Submission. As per the company's instructions, I was required to submit the final survey report along with a PowerPoint presentation by 21st July. I systematically organized the data collected from 257 doctors across different cities, ensuring accuracy and clarity. The report highlighted key findings, common trends, and suggestions given by doctors during the survey. I also included city-wise insights and reflected on the challenges faced during data collection. The PowerPoint presentation was designed to provide a concise visual summary of the survey outcomes. This final submission improved my ability to manage data, communicate findings effectively, and apply both my MBA learnings and technical skills in a professional format suitable for organizational review.
Linking theory (Classroom learning) with practice at your organization	- Real-world experience, skill development, and learning via field work, including interactions with chemists and doctors, are the main objectives of this practical exposure to the pharmaceutical industry. - A theoretical understanding of marketing strategies serves as a foundation for practical understanding, which is then enhanced by theoretical understanding. - Professionalism and communication skills which I have learned and inculcated during my classes. Negotiation,

	Market Research Techniques, Healthcare Pharmaceutical Knowledge
Gaps identified on the working area.	• During the RCPA activity, chemists appeared reluctant to share accurate information. • Doctors were unwilling to disclose details regarding their prescription pattern. • Some of the doctors were not giving the response properly as some of them were busy and some are not interested.
Suggestions for improvement	• Provide clear guidelines and regular feedback to ensure intern progress. • Improve technical support to minimize disruptions in remote work. • Develop interactive virtual training modules to simulate hands-on experience • Some monetary support should be provided to conduct an examination, as it involves a lot of journey to reach doctors. • An identity card should be given by the company, as it helps to build trust among doctors who will provide further investigation facilities.



Signature of the Student

Approved by the IIHMR University's Mentor