

**SUMMER INTERNSHIP PROGRAM**  
**at**  
**MEDORAH MEDITEK PVT. LTD.**

**From 13<sup>th</sup> May 2025 to 19<sup>th</sup> July 2025**

**A REPORT BY**  
**YASH VIJAY SAWANT**

IIHMR-U/02/2024-26/0703

Master of Business Administration

Pharmaceutical Management

**2024-26**

under the Mentorship of  
**Dr. Ashok Kumar Peepliwal**  
( Professor)  
School of Pharmaceutical Management

IIHMR University, Jaipur



## Completion Certification from the Organization CERTIFICATE

This is to certify that **Mr. Yash Vijay Sawant** of 2024 – 2026 (batch) of  
MBA (Pharmaceutical Management) has worked with our organization for his summer internship  
from **13th May 2025 to 19th July 2025.**  
The overall performance shown by him/her during the period was excellent. This certificate is being  
issued to meet the requirements of the IIHMR University.

Date: 21 July 2025



(Signature of organization Mentor).

Name: Mr. Utpal Kumar

Designation: Business Development Manager - India

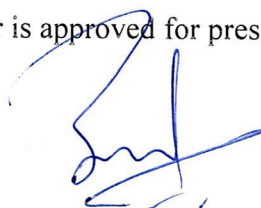


Seal/Stamp of the Organization

## IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Yash Sawant** of 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,

A handwritten signature in blue ink, appearing to read 'Dr. Ashok Kumar Peepliwal', written over a faint circular stamp.

Date: 30/07/2025

**Dr. Ashok Kumar Peepliwal**  
Professor at IIHMR University

## INDUSTRY PROFILE

### HISTORY

Medorah Meditek Pvt. Ltd., founded in **2016**, is an Indian medical device company specializing in minimally invasive products for **gastroenterology, urology, and pulmonary care**. It is known for its endoscopic consumables such as **biopsy forceps, polypectomy snares, hemostatic clips, and dilators**.

### VISION

Empower healthcare by providing innovative, affordable, and high-quality medical devices, thereby improving patient care and accessibility across India and emerging markets.

### MISSION

To develop and deliver reliable, high-quality, and affordable medical devices through innovation, enhancing accessibility and patient outcomes in minimally invasive care.

## ORGANOGRAM



## LEARNING & VALUE ADDITION

### DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORETICAL UNDERSTANDING

| Practical Exposure  | Theoretical understanding |
|---------------------|---------------------------|
| Market Research     | Marketing theory          |
| Survey design       | Research methodologies    |
| Data analysis       | Statistical techniques    |
| Presentation skills | Communication skills      |

### SWOT ANALYSIS

#### STRENGTH

- Strong brand loyalty (Olympus) and trusted performance.
- Valued features: torque control, angle adjustment, imaging quality.
- Quick learning curve (2–12 weeks).
- Openness to AI integration.

#### WEAKNESS

- High cost (₹25 - 45 lakhs) limits accessibility.
- Low awareness of leasing/rental models.
- Limited patient education tools.
- Technician-driven procedures and outdated equipment in use

#### OPPORTUNITIES

- Rising demand for AI-enabled and disposable scopes.
- Flexible pricing (EMI/leasing) can boost adoption.
- Custom video-based counseling can aid patient conversion.
- Expansion in Tier-2 cities and tech upgrades in private hospitals.

#### THREATS

- Cost sensitivity and tight public hospital budgets.
- Resistance to change and lack of structured training.
- Low awareness of advanced features among technicians.
- Increasing competition from global brands.

### CHALLENGES FACED DURING INTERNSHIP

- Improving Data Interpretation:** I realized the importance of strengthening my ability to analyze data effectively and extract meaningful insights.
- Boosting Confidence in Communication:** I'm working on becoming more confident and clear while presenting my findings to others.
- Time Management:** Managing interviews and research activities within a tight schedule was a challenge I aim to improve on.
- Reducing Manual Errors:** I faced a few setbacks due to manual data entry mistakes, highlighting the need for more efficient data handling methods.

### LEARNINGS DURING THE INTERNSHIP

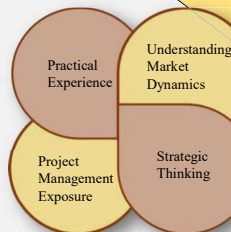
Market Research Techniques

Data Analysis Proficiency

Survey Design Skills

Feedback Utilization

### USEFULNESS OF THE INTERNSHIP



## SUGGESTIONS

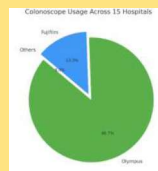
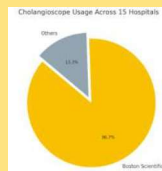
Providing transportation assistance

Scheduling regular team meeting

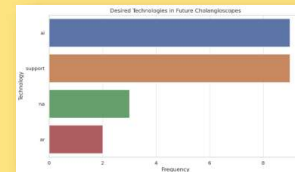
Organize networking events

suggestion channels for feedbacks

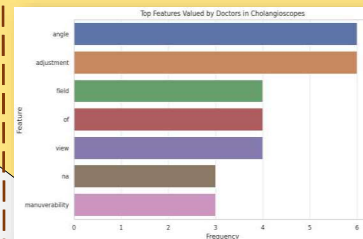
## COMPETITOR ANALYSIS



### Advanced technologies expected in future



### Top Features Valued by Doctors



## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 1

**From:** 13th May 2025 **to:** 17<sup>th</sup> May 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p>Attended a remote briefing session led by Mr. Utpal Kumar Day 2: Received the objectives and expected outcomes of the project based on medical device market.</p> <p>Gained knowledge on Market Research and types of market research i.e Primary Research and Secondary Research.</p> <p>Received assignment of the market analysis project on capital equipments in endoscopy department.</p> <p>Conducted secondary research on overview of medical device industry, how exactly the industry works, what are the segments and how is medical device industry different from the equipment industry.</p>                      |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied market analysis frameworks to assess the demand, usage patterns, and adoption drivers of colonoscopy and cholangioscopy devices across private and government hospitals in Mumbai.</li><li>• Collaborated closely with colleagues and mentors at Medorah Meditek to conduct both primary (hospital visits and interviews) and secondary research, enabling data-driven strategic insights.</li><li>• Integrated clinical findings and stakeholder feedback into strategic planning to support market positioning and product development for advanced endoscopic devices.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | <p>During the first week of my internship at Medorah Meditek Pvt. Ltd., I observed no significant gaps in their working process. Although the company handles a wide range of products, their processes are very streamlined and efficient. Even as I was getting familiar with their operations, it was clear that the team maintained a well-structured and organized workflow, reflecting their strong experience in the industry.</p>                                                                                                                                                                                           |
| <b>Suggestions for improvement</b>                                            | <p>The initial phase of my internship at Medorah Meditek Pvt. Ltd. has been informative and well-structured. I haven't identified any immediate areas needing improvement as the current processes seem very effective and organized.</p>                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Plan for the next week</b>                                                 | <p>Completion of secondary research on medical device industry overview and learning more about endoscopy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 2

**From:** 19<sup>th</sup> May 2025 **to:** 24<sup>th</sup> May 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ol style="list-style-type: none"><li>1. Identified the key groups involved in decision-making: gastroenterologists, technicians, and procurement staff.</li><li>2. Created specific versions of the interview questionnaire for each group based on their role and perspective.</li><li>3. Finalized a list of over 20 hospitals in Mumbai to target for interviews and observations.</li><li>4. Started benchmarking features of top brands like Olympus, Fujifilm, and Pentax.</li></ol>       |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied research methods from coursework to efficiently gather and analyze existing literature on folates, ensuring a strong foundational understanding.</li><li>• Utilized presentation and communication skills developed in class to effectively convey key findings and engage with team members remotely.</li><li>• Applied knowledge from survey design principles to create a detailed questionnaire targeting healthcare professionals.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Some hospitals were cautious about allowing interviews due to internal approval delays.</li><li>• No standard process in place for interns to approach stakeholders effectively</li></ul>                                                                                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | Suggested a formal introduction letter from Medorah to support access to hospitals.                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Begin interviews and data collection in government and trust-run hospitals.</li><li>• Record feedback on scope usability, features, and purchasing experience.</li></ul>                                                                                                                                                                                                                                                                                  |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 3

**From:** 26<sup>th</sup> May 2025 **to:** 31<sup>th</sup> May 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Started hospital visits, focusing initially on public institutions like KEM, Nair, and Sion hospitals in Mumbai.</li><li>Conducted face-to-face interviews with doctors and endoscopy technicians to understand their preferences, needs, and challenges in using scopes.</li><li>Collected insights on usability, brand loyalty, training challenges, and openness to new technologies including AI.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</p> <p>Leveraged data analysis and synthesis skills from statistics to compile and interpret the collected survey data, drawing meaningful inferences to support the research objectives.</p>                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>Many stakeholders were hesitant to share specifics like pricing or vendor-related complaints, making it harder to get complete data.</li><li>Not all hospitals had a formal system in place for technician training or patient education.</li></ul>                                                                                                                                                             |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>Offer optional anonymity in surveys to improve data collection.</li><li>Consider creating patient awareness materials to help hospitals better communicate the procedure to patients.</li></ul>                                                                                                                                                                                                                 |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>Extend field research to private hospitals like Hinduja, Lilavati, and Nanavati Max.</li><li>Organize all collected feedback into a tracker to begin identifying themes.</li></ul>                                                                                                                                                                                                                              |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 4

**From:** 2<sup>nd</sup> June 2025 **to:** 7<sup>th</sup> June 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Continued hospital visits, focusing on private and trust-run hospitals such as Lilavati, Jaslok, and Raheja.</li><li>Collected feedback on scope usability, training experiences, and scope maintenance routines.</li><li>Paid particular attention to understanding differences in preferences between reusable and disposable scopes.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Used qualitative research techniques from the Research Methods course to handle different stakeholder types.<br><br>Utilized presentation and data interpretation skills to effectively present the secondary research findings.                                                                                                                                                        |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>Some hospitals lacked standardized reprocessing SOPs.</li><li>The high cost of disposables was seen as a major hurdle, especially in budget-sensitive centers.</li></ul>                                                                                                                                                                          |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>Proposed structured training modules for reprocessing staff.</li><li>Suggested Medorah explore introducing bundled packages that include device training and maintenance.</li></ul>                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>Begin organizing interview insights into major themes.</li><li>Continue data collection and initiate feature-based analysis.</li></ul>                                                                                                                                                                                                            |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 5

**From:** 9<sup>th</sup> June 2025 **to:** 14<sup>th</sup> June 2025

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|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Compiled and structured data collected so far into a comparative analysis chart.</li><li>• Highlighted feature preferences and operational challenges shared by stakeholders.</li><li>• Started mapping patterns across different hospital types (government vs private).</li></ul>                                                                                                                                                               |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from technicians and gastroenterologists.</li><li>• Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</li><li>• Leveraged data analysis and synthesis skills from statistics to compile.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Found that certain hospital segments struggled with after-sales service and training for older equipment.                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Recommended annual maintenance contracts and follow-up support programs.</li><li>• Proposed Medorah introduce a troubleshooting hotline for frequent technical issues.</li></ul>                                                                                                                                                                                                                                                                  |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Finalize SWOT analysis and continue deep dive into competitive benchmarking.</li><li>• Begin drafting a draft version of strategic recommendations.</li></ul>                                                                                                                                                                                                                                                                                     |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 6

**From:** 16<sup>th</sup> June 2025 **to:** 21<sup>st</sup> June 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Conducted primary research of gastroenterologists and technicians</li><li>• Conducted SWOT analysis for both cholangioscopy and colonoscopy segments.</li><li>• Mapped competitive strengths and weaknesses of major brands including Olympus, Boston Scientific, and Fujifilm.</li><li>• Identified potential Tier 2 cities as new market opportunities.</li></ul>                                                                               |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from technicians and gastroenterologists.</li><li>• Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</li><li>• Leveraged data analysis and synthesis skills from statistics to compile.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Realized that cost barriers restrict access to newer technologies in smaller cities.                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Proposed modular leasing options or pay-per-use models.</li><li>• Recommended exploring tie-ups with diagnostic chains for broader distribution.</li></ul>                                                                                                                                                                                                                                                                                        |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Translate findings into a strategic roadmap divided into short- and long-term goals.</li><li>• Suggest positioning strategies for Medorah in the endoscopy device market.</li></ul>                                                                                                                                                                                                                                                               |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 7

**From:** 23<sup>rd</sup> June 2025 **to:** 28<sup>th</sup> June 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Conducted primary research of gastroenterologists</li><li>• Created a strategic plan covering entry points, market priorities, and device preferences by institution type.</li><li>• Identified relevant medical associations for future collaborations.</li></ul>                                                                                                                                                                                |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from technicians and gastroenterologists.</li><li>• Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</li><li>• Leveraged data analysis and synthesis skills from statistics to compile.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Found that many hospitals lack structured onboarding programs for new device adoption.                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Recommend creation of training simulation modules.</li><li>• Introduce pilot programs with feedback loops for physicians.</li></ul>                                                                                                                                                                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | Work on the branding strategy and key messaging for reusable cholangioscopes.                                                                                                                                                                                                                                                                                                                                                                                                             |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 8

**From:** 30<sup>th</sup> June 2025 **to:** 5<sup>th</sup> July 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Conducted primary research of gastroenterologists.</li><li>• Created a strategic plan covering entry points, market priorities, and device preferences by institution type.</li><li>• Identified relevant medical associations for future collaborations.</li><li>• Presented the PPT to Mr. Utpal Kumar in a remote meeting and got the feedback.</li></ul>                                                                                      |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from technicians and gastroenterologists.</li><li>• Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</li><li>• Leveraged data analysis and synthesis skills from statistics to compile.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Identified the need to enhance public speaking skills for delivering more confident and engaging presentations to senior management. Developing these skills will improve my ability to clearly communicate research findings, capture the audience's attention, and respond to questions effectively.                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | While my data collection process is efficient, enhancing my analytical abilities will enable me to draw more meaningful conclusions and provide more valuable insights for strategic decision-making.                                                                                                                                                                                                                                                                                     |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Begin final compilation of the report.</li><li>• Organize annexures such as hospital lists, pricing insights, and brand comparison tables.</li></ul>                                                                                                                                                                                                                                                                                              |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 9

**From:** 7<sup>th</sup> July 2025 to: 12<sup>th</sup> July 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Finalized the structure of the internship report.</li><li>• Added visual elements like brand comparison graphs and stakeholder response.</li><li>• Compiled annexures with cost details, respondent profiles, and competitor benchmarking.</li><li>• Also made the Powerpoint presentation.</li></ul>                                                                                                                                             |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Applied principles of survey design from research methodology courses to create a focused and effective questionnaire for gathering insights from technicians and gastroenterologists.</li><li>• Applied interview and data collection strategies to engage with gastroenterologists and technicians and gather valuable primary data for the study.</li><li>• Leveraged data analysis and synthesis skills from statistics to compile.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | During my ninth week at Medorah Meditek I made progress in making structured internship report and also figured out graphs and pie charts that needed to be uploaded in the report.                                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b>                                            | Although I successfully gathered a significant amount of data, I realized that with better time management, I could have conducted more interviews within the given timeframe. Enhancing these skills will enable me to maximize productivity, ensure timely completion of tasks, and further enrich the quality and depth of my research                                                                                                                                                 |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• To compile and conclude the research findings and make a powerpoint presentation of the entire project.</li></ul>                                                                                                                                                                                                                                                                                                                                 |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Annexure-E

### Report (Weekly)

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

**Week no:** 10

**From:** 14<sup>th</sup> July 2025 **to:** 19<sup>th</sup> July 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Submitted the final report and shared it with the company.</li><li>Delivered a summary presentation highlighting key findings and strategic recommendations.</li><li>Received feedback on the clarity of insights and practical value of proposed strategies.</li></ul>                                                                              |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>Applied data organization skills to carefully compile research findings, ensuring all collected data was accurately recorded and easy to analyze.</li><li>Used presentation and data synthesis skills to create a comprehensive PowerPoint presentation, effectively summarizing the project's objectives, research methods, and findings.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Identified the need to enhance public speaking skills for delivering more confident and engaging presentations to senior management. Developing these skills will improve my ability to clearly communicate research findings, capture the audience's attention, and respond to questions effectively.                                                                                     |
| <b>Suggestions for improvement</b>                                            | Although I successfully gathered a significant amount of data, I realized that with better time management, I could have conducted more interviews within the given timeframe. Enhancing these skills will enable me to maximize productivity, ensure timely completion of tasks, and further enrich the quality and depth of my research                                                  |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Compiled Reporting Format

**Name of the Organisation:** Medorah Meditek Pvt Ltd.

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

**Name of the Student:** Yash Vijay Sawant

**Roll no:** 0703

**Stream:** MBA Pharmaceutical Management

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p>Over the 10-week internship, I engaged in a comprehensive study of the market for cholangioscopy and colonoscopy devices in Mumbai. The work began with detailed secondary research on endoscopy trends, regulatory frameworks, and competitive benchmarking across leading brands such as Olympus, Fujifilm, Pentax, and Boston Scientific. Following this, stakeholder segmentation was carried out to identify key decision-makers including gastroenterologists, endoscopy technicians, and hospital purchase departments.</p> <p>A structured primary data collection process was implemented, including field visits to over 20 hospitals—spanning government, private, and trust institutions. The insights covered scope usability, adoption barriers, service expectations, and future readiness for AI-driven endoscopy solutions.</p>                                                              |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>During my internship, I actively applied my classroom knowledge to real-world scenarios:</p> <ul style="list-style-type: none"><li>• I used my pharmacology background to understand more about diseases related to gastroenterology.</li><li>• Market analysis frameworks from class helped me assess folate supplement demand among healthcare professionals.</li><li>• Research methodology skills were crucial in designing effective surveys and conducting interviews.</li><li>• I applied data analysis techniques to interpret survey results and draw meaningful conclusions.</li><li>• My presentation and communication skills were put to use in regularly sharing findings with the team.</li></ul> <p>The use of real hospital data and firsthand interactions brought theoretical models to life, bridging classroom knowledge with practical applications in the medical device industry.</p> |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Lack of structured onboarding programs in hospitals for new device integration.</li><li>• Limited access to training and reprocessing SOPs, especially in public sector hospitals.</li><li>• Underutilization of patient education tools during the endoscopy procedure.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"><li>• Introduce bundled packages that include device trials, training modules, and servicing.</li><li>• Develop interactive content for doctors and patients to support awareness and proper usage.</li><li>• Implement pilot partnerships with GI societies to increase product exposure in key hospitals.</li></ul> |
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**Signature of the Student**

**Approved by the IIHMR University's Mentor**