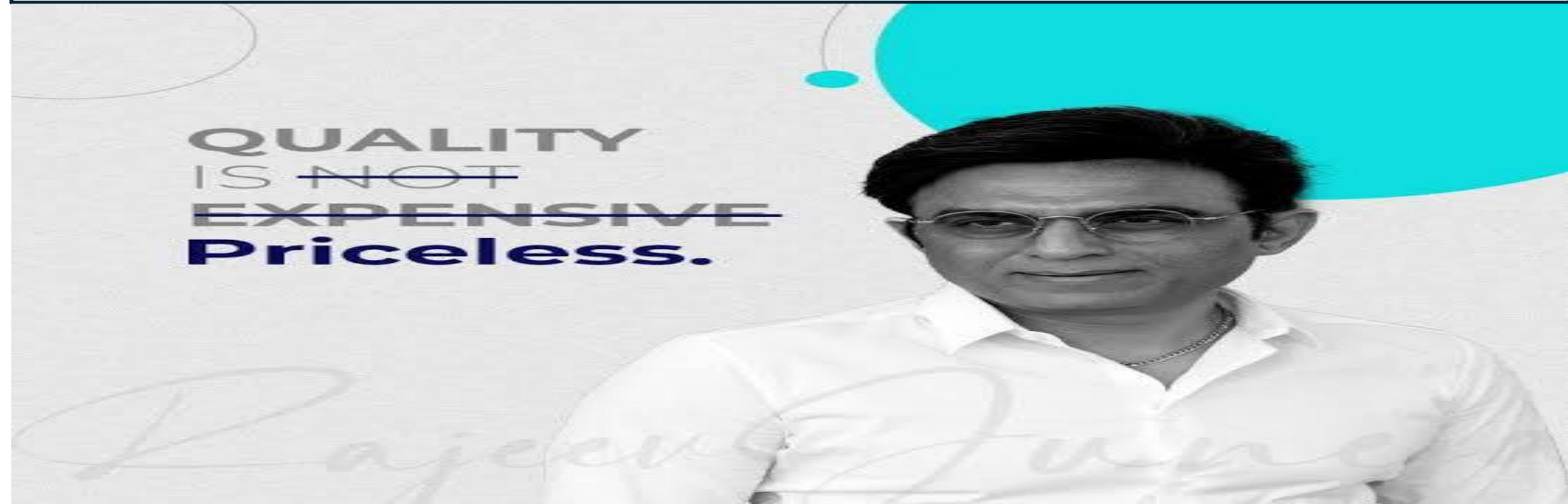
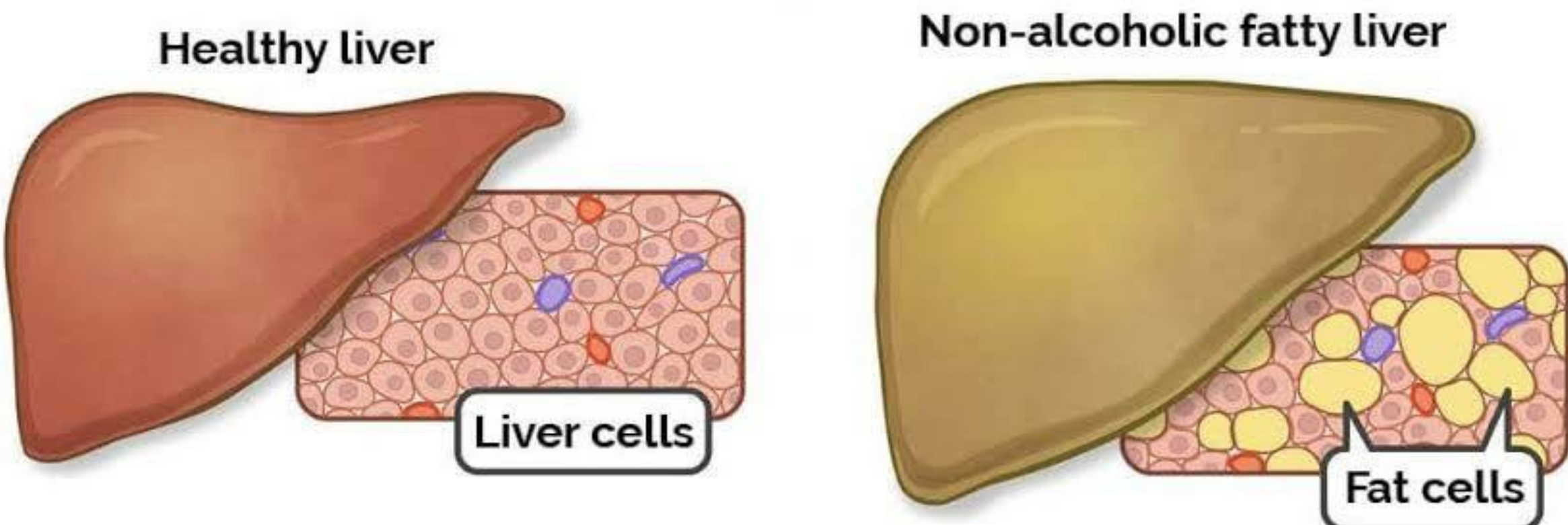
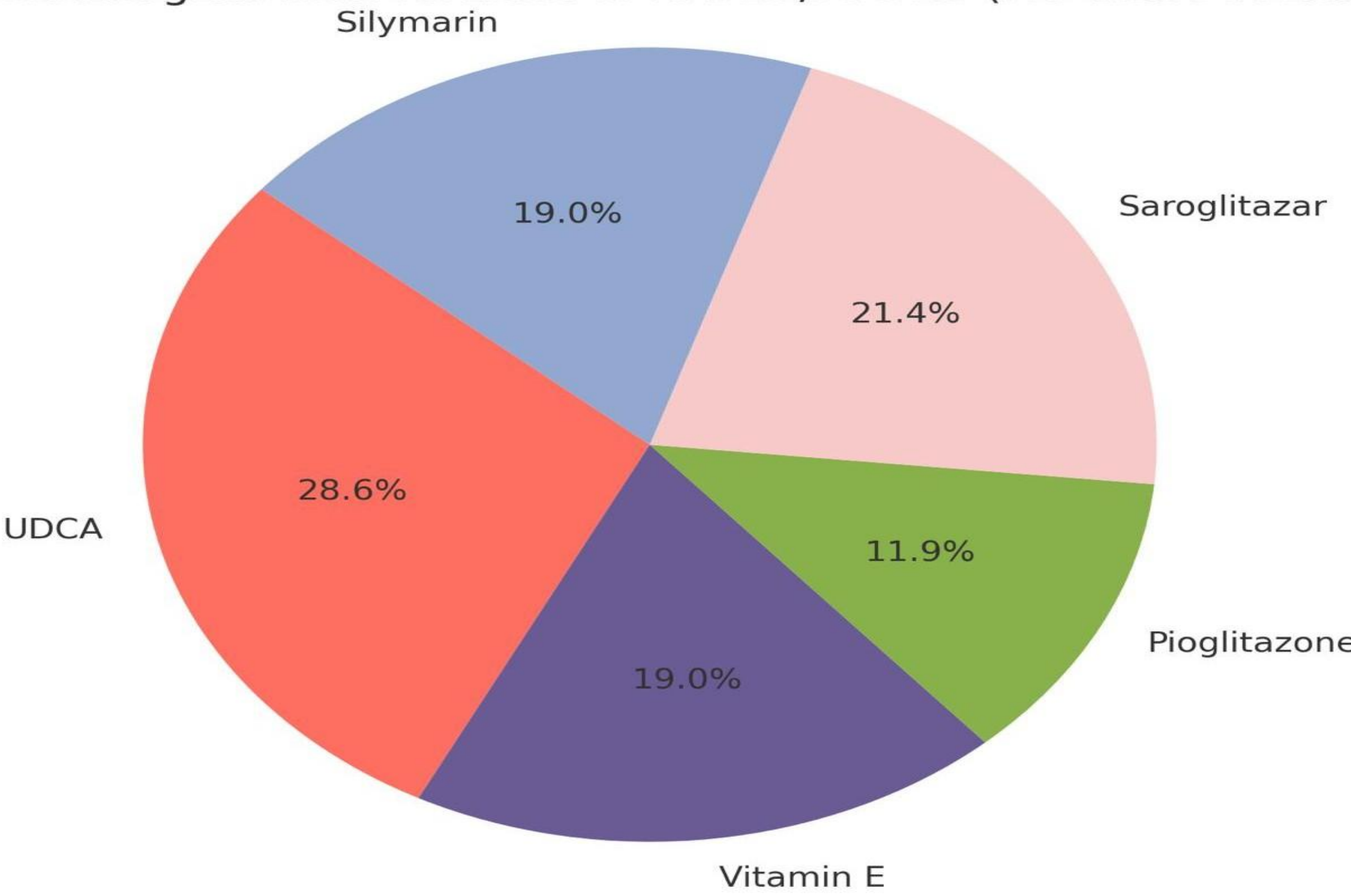


HISTORY OF MANKIND
Mankind Pharma was established in 1995 with a mission to provide affordable and quality medicines across India. Starting with just a few products, the company rapidly expanded, becoming one of India’s top pharmaceutical brands. Today, it operates in over 34 countries, offering a wide range of prescription medicines, OTC products, diagnostics, and consumer healthcare items — all driven by innovation, ethical values, and a patient-first approach.

VISION
"To be a global pharmaceutical company, most admired for its Affordability, Quality and Accessibility of products. "This reflects the company’s aspiration to lead internationally while prioritizing accessible, high-standard healthcare.
MISSION
"To provide cost-effective, innovation-based, superior-quality pharmaceutical products across the globe that improve the lives of patients. "The focus here lies in blending affordability, innovation, and quality to elevate patient outcomes worldwide.
-MANKIND CREDO

ORGANIZATION STRUCTURE

SWOT ANALYSIS


INTERNSHIP ACTIVITIES
- Designed and developed both structured and semi-structured questionnaires tailored to the research objectives. - Strategically identified and mapped key specialists relevant to the study domain. - Conducted in-person visits to doctors across various clinics and hospitals for primary data collection. - Carried out comprehensive face-to-face interviews utilizing the prepared questionnaires to gather actionable insights. - Collecting information and data from various Gastroenterologist & Consultants.
OBJECTIVE
The Role of Dietary and Pharmacological Interventions in NAFLD/MALD.
ABOUT THE DISEASE
NAFLD (Non alcoholic fatty liver disease) Accumulation of fat in the liver in people who drink little or no alcohol. - Strongly linked to obesity, type 2 diabetes ,dyslipidaemia Management: Lifestyle changes (weight loss, diet, exercise), Vitamin E, Pioglitazone in selected cases. MAFLD (Metabolic Associated fatty liver disease)* Diagnosis is based on evidence of fatty liver + one of the following : Overweigh / obesity Type 2 diabetes. Metabolic dysfunction. - Management: Same as NAFLD but with focus on metabolic risk control (lipids, insulin resistance, weight)

KEY LEARNINGS
- Understood NAFLD/MALD causes and treatment basics - Learned professional doctor communication and survey skills - Gained confidence in explaining medical terms simply. - Sai real challenges in liver disease and dietary counseling. - Improved Tele visit handling and time management - Learned to deal with rejection calmly and professionally
USEFULNESS OF INTERNSHIP
- Practical Experience. - Industry Exposure. - Skill Development. - Self-Discovery and Career Exploration. - Confidence Building.

CHALLENGES FACED DURING INTERNSHIP
- Difficulty in meeting the doctors, they didn’t use to give time to us. - Since it was a new place, it was difficult to find the hospitals and clinics. - In the hospitals, it was difficult to find out where exactly the department and doctors are. - Sometimes doctors used to doubt that we are visiting on behalf of a company.
THEORITICAL V/S PRACTICAL
- Practical knowledge produces concrete data on doctors' perception and their impact on patient outcomes. - Theoretical knowledge is derived from scientific literature and educational resources.
GAPS IDENTIFIED
- GPs unaware of MAFLD - Need for affordable combos - Preference for known brands
ANALYSIS OF THE SURVEY

SUGGESTIONS
- Give doctors simple tools charts, leaflets! to explain diet to patients. - Share more into about UDC's benefits during doctor meetings. - Include tips on patient counseling in awareness campaigns. - Add questions in future surveys about herbal remedies and follow-up care. - Offer starter kits with UDCA samples and patient leaflets, - Provide clinic standees/posters on tasty liver awareness. - Highlight differences in prescribing habits or disease awareness geographically
OUTCOMES OF INTERNSHIP
- Feedback on key molecules like UDCA, Improved professional communication during doctor visits Saroglitazar , Vitamin E. - Identified awareness gaps among doctors. - Understood doctors’ real-world treatment practices for NAFLD & MAFLD, including diet and drug usage.