

SUMMER INTERNSHIP PROGRAM

At

MANKIND PHARMA

From 12 May 2025 to 21 July 2025

A REPORT BY

Bhatt Vansh Hiteshkumar

Master of Business Administration

Pharmaceutical Management

0630

2024-2026

Under the mentorship of

Dr. Saurabh kumar Banerjee

Dean, School of Pharmaceutical Management

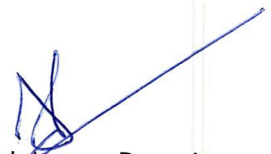


IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Mr Bhatt Vansh Hiteshkumar of academic year 2024-26 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.

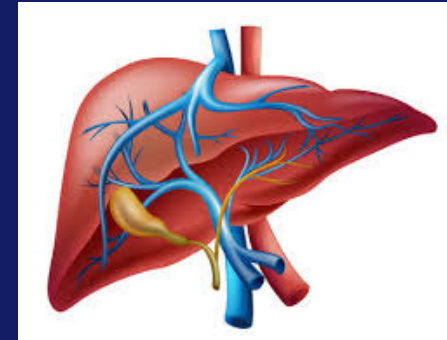
Date: 28/7/25

A handwritten signature in blue ink, consisting of a stylized 'S' and 'B' followed by a long horizontal stroke.

Dr. Saurabh Kumar Banerjee

Dean, School of pharmaceutical management

IIHMR university



Brief history

Mankind pharma founded i 1995, grew rapidly in rural and semi urban markets. today it is one of india's leading pharmaceutical companies with a strong domestic and growing global presence

Vision

To become the top pharmaceutical company in india by providing world class, affordable healthcare products and improving the quality of life

Mission

To provide cost effective, innovative, and superior quality pharmaceutical products that improve the lives of patients

Learning from SIP

- Understood the screening, diagnosis & treatment of NAFLD by conducting survey from 300 gastroenterologist
- Screening of patients done on oppurtunistic basis or if symptoms are seen
- Diagnosis is mainly done by fibroscan and ultrasound
- Early stage can be treatedd by diet and reducing refined flour intake
- However advance stage needs pharm- acological treatment using pioglitazone, saroglitazone

THEORETICAL CONCEPTS

Market research, survey design, analysis, comm- unication.

Market understanding from case studies

Strategy analysis & im- plementation done by framework & discussion

Market segmentation

PRACTICAL EXPOSURE

cordinated with 300 gastros across various regions, diverse response

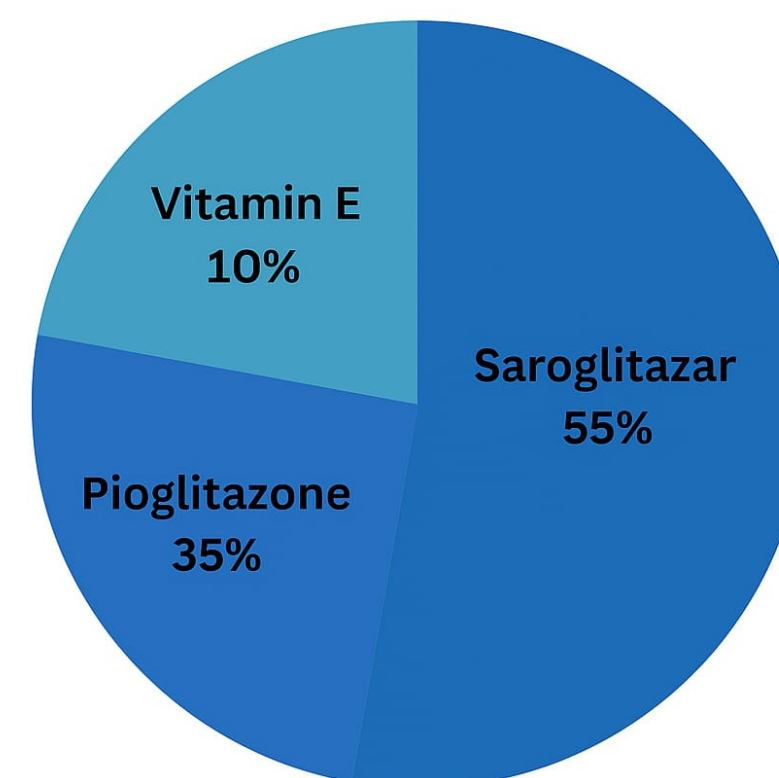
Direct & realtime expopsure to market

Make & Adjust strategy based on different market needs

Understanding target market by rcpa and doctor visit

Challenges faced

1. Difficulty in reaching doctors due to OPD overload, busy schedule
2. Misunderstanding of survey questions due to time constraints
3. finding gastro physicians among 3 city was very difficult
4. data management of 300 doctors is lengthy
5. Doctors used to disengage as survey had many questions
6. Responses had multiple answers



Affordable pricing and high brand value

Strong domestic presence in india

S

Limited international presence

Low investment in R&d for innovative drug development

W

Expanding into chronic disease segments

Growth in otc & wellness market

O

Intense competition from both domestic and

Patent challenges & compe

T

Weekly all.pdf

by Vansh Bhatt

Submission date: 28-Jul-2025 08:59AM (UTC+0530)

Submission ID: 2721632357

File name: Weekly_all.pdf (518.13K)

Word count: 3039

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Reporting Format (Weekly)

Name of the Organisation: Mankind

Area/ Department/ Project of Summer Internship Program: FiLi survey

Name of the Student: Vansh bhatt

Roll no: 0630 **Stream:** pm

Week no: 1 **From:** 12/5/25. **to** 17/5/25

Activity Done	On the first day attended zoom meeting with swati mam and understood work related to internship Swati mam assigned respective ASM to help us with intership Got connected with poonam Bannerjee sir (gujarat head) he then got me connected with respective ASM Met with jayendra Prajapati (ASM) :Attended an initial orientation session to understand the objective and methodology of the NAFLD survey. Explored market for the first time and learned how to do the survey, market research and rcpa Familiarized with the questionnaire designed for collecting insights from healthcare professionals. Received and understood the excel sheet of doctors from asm Understood the importance of real-world data collection for NAFLD in shaping awareness and strategy.
Linking theory (Classroom learning) with practice at your organisation	Understood the concepts related to nafld with the help of pharmacology studied in 1 sem

Gaps identified on the working area.	Learning new environment, meeting with doctors,
Suggestions for improvement	Maintaining target and self motivation
Plan for the next week	Explore more hospitals and doctors to complete survey

Signature of the Student

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Mankind

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm

Week no: 2 **From:** 19/5/25 **to** 24/5/25

Activity Done	1. Continuation of Survey Visits Continued field visits to new sets of gastroenterologists and consultant physicians. Approached both private clinics and hospital settings to expand the data pool. Improved questioning technique based on previous week's experience to ensure smoother and more efficient interviews. 2. Data Collection & Quality Improvement Ensured completeness of survey responses by re-confirming unclear answers during the interviews. Cross-verified previously collected data for consistency and accuracy. Maintained detailed records of each visit including location, doctor feedback, and time taken. 3. Observation of Practice Trends Noted common patterns in NAFLD diagnosis such as the reliance on ultrasound and liver function tests. Observed varying treatment protocols including lifestyle modification counseling, use of vitamin E, and off-label use of insulin sensitizers.
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	Identified gaps in patient awareness as noted by physicians.
Linking theory (Classroom learning) with practice at your organisation	This week provided a clear opportunity to apply classroom concepts such as pharmacology, clinical research methods, and healthcare communication in a real-world setting. This alignment between academic learning and field experience enhanced my ability to contextualize theory and appreciate its practical relevance in healthcare settings.
Gaps identified on the working area.	Scheduling appointments remained a challenge due to physicians' unpredictable OPD hours. In a few cases, doctors were unavailable despite prior appointments, requiring re-planning of visits.
Suggestions for improvement	The second week deepened my understanding of field-based research and real-world physician interaction. By linking theoretical concepts with practical fieldwork, this internship continues to strengthen my preparedness for a career in healthcare and pharmaceutical research.
Plan for the next week	Continue the survey in different areas

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IReporting Format (Weekly)

Name of the Organisation: mankind

Area/ Department/ Project of Summer Internship Program: market research

Name of the Student: Vansh bhatt

Roll no 0630 **Stream:** pm 16

Week no: 3

From: 26/5/25 **To:** 31/5/25

Activity Done	1. Completion of Remaining Survey Interviews Focused on completing pending interviews with gastroenterologists and consultant physicians. Conducted follow-up visits to doctors who were unavailable in previous weeks. Successfully achieved the weekly target of completed survey forms. 2. Compilation and Organization of Survey Data Began the process of consolidating all responses into a centralized format (Excel/Google Sheet). Checked for missing fields, incomplete responses, and inconsistencies. Prepared preliminary summaries of frequently observed patterns across physician responses. 3. Preliminary Analysis and Insight Extraction
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	Identified common physician perspectives on NAFLD risk factors (obesity, diabetes, sedentary lifestyle). Noted variation in diagnostic practices between government and private setups. Compiled suggestions from doctors regarding the need for better patient education and earlier screening. 4. Internal Discussions and Knowledge Sharing Participated in internal review meetings to present field findings. Shared real-time challenges encountered in data collection and received guidance on data interpretation from swati mam
Linking theory (Classroom learning) with practice at your organisation	Biostatistics and Data Interpretation: Classroom training on organizing, validating, and interpreting survey responses helped in managing real-time data and spotting trends in clinical practice. Epidemiology & Public Health: Understanding risk factor prevalence and variation in diagnostic approaches mirrored theoretical case studies discussed in class.
Gaps identified on the working area.	Some data required re-confirmation due to doctors' incomplete or inconsistent responses. Balancing field visits and report compilation became time-intensive but manageable with proper planning.

Suggestions for improvement	Improving skills in compiling and validating data sets. Strengthening ability to extract meaningful insights from raw field data. Gaining confidence in presenting findings to a professional audience.
Plan for the next week	Continue the survey and analysis

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Reporting Format (Weekly)

Name of the Organisation: mankind

Area/ Department/ Project of Summer Internship Program: market survey fili

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm16

Week no: 4 **From:** 2/6/25 **to :** 7/6/25

Activity Done	1. Uploading of Survey Data Reviewed all previously collected data for completeness and consistency. Rectified minor discrepancies by revisiting or calling a few doctors for clarification. Finalized the dataset for submission to the internal analysis team. 2. Preparation of Summary Report Created a summary presentation highlighting: Number of doctors surveyed Key trends in diagnosis and treatment of NAFLD Common recommendations by doctors Regional observations and variations
Linking theory (Classroom learning) with practice at your organisation	Market Research and Analysis: Techniques taught in class regarding data visualization, segmentation, and interpretation were applied directly while preparing the final report and presentation. Professional Conduct: The importance of integrity in reporting, maintaining confidentiality, and stakeholder respect matched principles covered in healthcare ethics and compliance lectures.

Gaps identified on the working area.	Tight timelines for report submission required effective time management.
Suggestions for improvement	Enhancing Verbal communication and public speaking in a corporate setting Critical thinking and problem-solving
Plan for the next week	Continue the survey

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Reporting Format (Weekly)

Name of the Organisation: mankind

Area/ Department/ Project of Summer Internship Program: market research fili survey

Name of the Student: Bhatt vansh

Roll no: 0630 **Stream:** pm16

Week no: 5 **From:** 9-6-25 **to:** 14-6-25

Activity Done	Gained exposure to how data from fieldwork is used by cross-functional teams such as medical affairs, marketing, and strategy. Engaged in group discussions with fellow interns to share individual experiences, learning, and challenges. Compared different approaches to fieldwork, time management, and doctor engagement
Linking theory (Classroom learning) with practice at your organisation	Strategic Application of Field Insights: Discussions on how data influences brand strategy, physician engagement, and patient education matched marketing and healthcare management subjects. Professional Development & Ethics: Reflection activities helped reinforce the importance of ethical behavior, punctuality, accountability, and professional conduct taught throughout academic sessions
Gaps identified on the working area.	Finalizing and organizing all documentation within tight deadlines Reflecting critically and honestly during self-evaluation required introspection and clarity

Suggestions for improvement	Improving knowledge and communication skills so to explain the survey in very short time
Plan for the next week	Continuing the fili survey

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Reporting Format (Weekly)

Name of the Organisation: MANKIND

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm16

Week no: 6 **From:** 16/6/25 **to** 21/6/25

Activity Done	Contacted asm for doctor list for another city Also took the help of online platforms like practo to find doctors Continued the survey with doctors to obtain feedback
Linking theory (Classroom learning) with practice at your organisation	Market Segmentation: The profiling of doctors reflects lessons from marketing and CRM lectures on segmentation and target prioritization. Patient Awareness: My inputs for content development aligned with classroom modules on public health communication and patient education strategies. Medical Research Strategy: Understanding how doctor types are categorized for engagement strategies helped connect theoretical stakeholder analysis with pharma marketing execution.
Gaps identified on the working area.	Continuing the survey in different weather condition
Suggestions for improvement	Improve the skills and knowledge

Plan for the next week	Continue the feedback survey

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Reporting Format (Weekly)

Name of the Organisation: Mankind

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm 16

Week no:7. From: 23/6/25 to 28/6/25

Activity Done	Continued the survey in different areas in ahmedabad to target gastroenterologists
Linking theory (Classroom learning) with practice at your organisation	Market Segmentation & Targeting: Doctor profiling and regional analysis reflect concepts taught in marketing and customer segmentation courses.
Gaps identified on the working area.	Hard to find specialization of doctors and meet them
Suggestions for improvement	Move to another city for more gastroenterologists
Plan for the next week	Continue the survey

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Reporting Format (Weekly)

Name of the Organisation: Mankind

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: Bhatt vansh

Roll no 0630 **Stream:** pm 16

Week no: 8 **From:** 30/6/25 **to:** 5/7/25

Activity Done	Prepared a region-wise summary sheet showing how clinical practices vary across locations.
Linking theory (Classroom learning) with practice at your organisation	The internship experience closely reflected subjects like strategic brand planning, public health communication
Gaps identified on the working area.	Interpreting subtle physician feedback into meaningful campaign direction
Suggestions for improvement	Data-driven campaign alignment
Plan for the next week	Continuing the survey

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Reporting Format (Weekly)

Name of the Organisation: mankind

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm16

Week no: 9 **From:** 7/7/25 **to** 12/7/25

Activity Done	Conducted data checks to ensure completeness, accuracy, and standard formatting. Cross-verified entries for duplicate responses, missing values, and misclassification of physician types. Created a clean, error-free master database ready for submission to the analytical and strategy teams.
Linking theory (Classroom learning) with practice at your organisation	Biostatistics & Epidemiology: Used data-cleaning and statistical thinking in preparing accurate summaries and spotting patterns in responses.
Gaps identified on the working area.	Preparation of documents
Suggestions for improvement	Correction of error in database
Plan for the next week	Continue the survey

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Reporting Format (Weekly)

Name of the Organisation: Mankind

Area/ Department/ Project of Summer Internship Program: fili survey

Name of the Student: bhatt vansh

Roll no: 0630 **Stream:** pm16

Week no: From 14/7/25. To: 19/7/25

Activity Done	Prepared and Delivered a comprehensive presentation summarizing the entire NAFLD FILI survey process.
Linking theory (Classroom learning) with practice at your organisation	Project Management: Presentation of the complete project cycle—from planning to analysis and impact—mirrored project-based coursework
Gaps identified on the working area.	Summarizing 10 weeks of diverse work into a concise and engaging presentation Balancing strategic insights with operational reporting in a final deliverable
Suggestions for improvement	Improved and learnt myself from this internship
Plan for the next week	N/a

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Compiled Reporting Format

Name of the Organisation: Mankind pharma

Area/ Department/ Project of Summer Internship Program: nafld

Name of the Student: Bhatt Vansh Hiteshkumar

Roll no: 0630 **Stream:** pm 16

Activity Done	The project given in sip was NAFLD survey in which I had to visit 300 gastroenterologist and complete the survey about screening, diagnosis and treatment of nafld. We were directed by mentor swati singh mam to cover 3-5 cities in order to complete survey. In the first week I started to cover physicians in gandhinagar city where I got basic understanding about nafld survey. I also got understood about screening process of nafld where physicians would screen patients with symptoms or are like to have nafld like obesity, diabetes, genetic disorder which are like to be caused nafld. The major factor was more or daily intake of refined flour (maida) could significantly affect nafld. For the diagnosis of nafld ultrasound and fibroscan are used where ultrasound is used to only detect nafld where fibroscan is used to detect the stage of nafld so it is widely used MRI is also used but is much costly than other two methods. From the survey it is found that patients whose daily calories contain >20% from fast food do encounter nafld. So, physicians mostly advice patients to stop or reduce refined wheat flour which can be part of dietary changes. For the initial diagnosis of nafld only dietary and lifestyle modification are recommended but for higher stages pharmacotherapy is also approached.
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	The main drugs used in treating nafld are saroglitazar and Pioglitazone. Also vit e is used but physicians believe udca an inefficient treatment for nafld.
Linking theory (Classroom learning) with practice at your organisation	This internship provided a clear opportunity to apply classroom concepts such as pharmacology, clinical research methods, and healthcare communication in a real world . Biostatistics and data interpretation: Classroom training on organizing, validating and interpreting survey responses helped in managing real time data and spotting trends in clinical practice. Market research and analysis: teaching taught in class regarding data visualization, segmentation and interpretation were applied directly while preparing the final report and presentation. Professional conduct: the importance of integrity in reporting, maintaining confidentiality and respect matched principles covered in ethics lectures Strategic application of field insights: Discussions on how data influences brand strategy, physician engagement and patient education matched marketing subjects Market segmentation: the profiling of doctors reflects lessons from marketing and crm lecturees Medical research strategy: Understanding how doctor types are categorized for engagement strategies helped connect theoretical analywoth pharma marketing

Gaps identified on the working area.	As an first time intern I faced few difficulties from myside and also from organisation. Scheduling appointments remained a challenge due to physicians unpredictable opd hours In a few cases doctors were unavailable despite prior appointments, requiring re-planning of visits. Some data required re-confirmation due to doctors incomplete or inconsistent responses
	Balancing field visit and report compilation became time intensive but manageable with proper planning.
Suggestions for improvement	Finalizing and organizing all documentation within tight deadlines. Improving skills in compiling and validating data sets. Strengthening ability to extract meaningful insights from raw data . Enhancing verbal communication and public speaking in corporate Prebooking or online booking for time effectively Provide more support from organisation and provide id card for better engagement with hospitals. Provide list of doctors areawise for better time management.

Key learnings	Nafld screening, diagnosis and treatment from survey of 300 gastroenterologist. Screening: Opportunistic screening during consultations. Patients suffering from obesity, type 2 diabetes, metabolic disorder are preferred more Diagnostic: fibroscan, ultrasound are used mostly. Dietary Risk factor: patients consuming daily fast food, more refined wheat flour. Treatment: Reduction in overall calories intake and refined wheat flour which could be an dietary modification to control nafld. It can include pharmacotherapy along with lifestyle modification. Drugs such as Pioglitazone and saroglitazar are used mostly along with vit e
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Signature of the Student

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Weekly all.pdf

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