

SUMMER INTERNSHIP PROGRAM
At
Mankind Pharmaceutical Limited

From 12th May 2025 to 21st July 2025
A REPORT BY

Avinash Yadav
Master of Business Administration
Pharmaceutical Management
Roll No. – 0617
Batch (2024-2026)

Under the mentorship of
Dr. Himadri Sinha
Professor, Provost, Dean-SDS



31-July -2025

To Whomsoever It May Concern

This is to certify that **Mr. Avinash Yadav** 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 25^h 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

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Avinash Yadav**, of academic year 2024-26, of the **Institute of Health Management Research**, has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 25/08/2025.



Name: Dr. Himadri Sinha

Designation: Professor, Provost, Dean-SDS

About Mankind Pharma

Mankind Pharma is a prominent name among India's pharmaceutical companies, dedicated to making quality healthcare affordable for everyone. Founded in 1995, the company has established itself strongly across both urban and rural regions by providing reliable medicines. Mankind is well-known for its expertise in therapeutic domains such as antibiotics, gastrointestinal drugs, heart care, and gynecology, and is also a leader in healthcare consumer products. The organization values trust, innovation, and ethical practices, reaching millions worldwide.

Practical Exposure

Conducted a comprehensive surveys involving 157 physicians.
 Developed expertise in gathering and interpreting real-world clinical data.
 Gained insight into how doctors understand the diet, diagnosis, and management of NAFLD.

Academic Insights

Gained knowledge on disorders like NAFLD and MAFLD.
 Enhanced understanding of nutrition and pharmaceutical treatments including UDCA.
 Learned survey methodologies and ethical research standards.
 Connected theory to practice around liver diseases, fibrosis, and cirrhosis.

Usefulness

Developed real-world survey and research skills.
 Gained insights into doctor perspectives on NAFLD/MAFLD.
 Improved communication and professional interaction with clinicians

- ### Internship Takeaways
- Clinical Understanding of NAFLD/MAFLD**
Gained an insider's view into medical opinion on dietary and drug-related contributors to liver illness.
 - Skill in Survey Development**
Acquired hands-on ability to design, distribute, and analyze structured surveys in a healthcare setting.
 - Effective Doctor Engagement**
Sharpened communication, presentation, and interpersonal skills by interacting with medical professionals.
 - Data Management Competencies**
Learned best practices for collecting, clarifying, and analyzing large blocks of primary healthcare data.
 - Time and Project Management**
Built efficiency in managing several tasks within tight schedules.
 - Professionalism and Ethics**
Understood the value of respect and integrity when conducting field research.
 - Applying Public Health Theory**
Bridged academic study of liver disease with what doctors actually do in real practice.

Vision

To become a globally respected pharmaceutical organization recognized for its affordability, customer-first mindset, and steadfast dedication to the welfare of society.

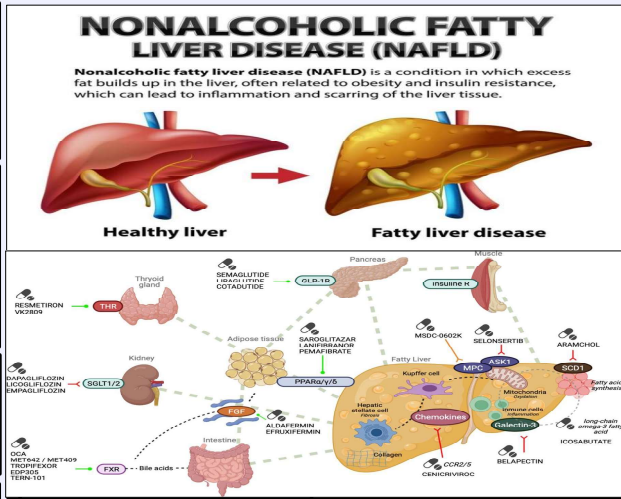
Mission

Mankind Pharma strives to ensure quality medicines are within reach for all by emphasizing affordable manufacturing and widespread distribution. Our aim is to enhance lives through ethical approaches, innovation, and ongoing excellence in the healthcare sector.

About The Clinician Survey

This survey was designed to gather medical professionals' viewpoints regarding how dietary elements—such as processed flour, high carbohydrates, saturated fats, sodium, and selected herbal products—impact NAFLD/MAFLD. It also examines current pharmaceutical interventions, including UDCA use. The findings are intended to improve understanding of disease screening, dietary risk factors, and contemporary treatment strategies for liver health.

- ### Challenges Faced During Internship
- Doctor Availability**
Tight schedules made it hard to obtain comprehensive feedback from doctors.
 - Scheduling Difficulties**
Arranging follow-up discussions or repeated surveys required significant coordination.
 - Data Gaps**
Some survey responses were incomplete, necessitating additional clarification.
 - Time Pressure**
Juggling fieldwork, data entry, and reporting under deadlines was tough
 - Building Trust**
Gaining the confidence of busy clinicians took patience and effective communication.



- ### SWOT Analysis
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|---|--|
| <h4>Strengths</h4> <ul style="list-style-type: none"> Engaged directly with 157 doctors from various medical specialties. Gathered real-world data from clinical environments. Addressed an increasingly significant health issue (the rising incidence of NAFLD/MAFLD). | <h4>Threats</h4> <ul style="list-style-type: none"> Limited face time with doctors sometimes affected data quality. Some clinicians might not be familiar with current NAFLD/MAFLD guidelines. Confusion over diet or herbal remedies could influence responses. |
| <h4>Opportunities</h4> <ul style="list-style-type: none"> The study deepened knowledge about NAFLD/MAFLD, diet and therapies (UDCA). This hands-on experience will be beneficial for future roles in pharma or healthcare. Direct discussions with professionals boosted confidence and presentation skills. | <h4>Weaknesses</h4> <ul style="list-style-type: none"> Using paper-based surveys led to missing or partial data. Some aspects (like follow-up care or long-term results) couldn't be explored. Awareness of dietary links to NAFLD among doctors was sometimes limited. |

- ### Suggestions for the Organization
- Digitalize Surveys**
Shift to mobile or app-based formats for easier data collection and improved accuracy.
 - Create Educational Content**
Provide brochures or electronic resources to help patients understand NAFLD/MAFLD.
 - Set Up Follow-up Systems**
Develop a process for post-survey follow-up to gather deeper clinical feedback.
 - Pre-Fieldwork Training**
Give interns training on professional communication before starting medical outreach.
 - Recognize Doctors**
Thank and acknowledge participating doctors with certificates or letters to encourage engagement.
 - Issue Official ID Cards to Interns**
Equip interns with identification to foster trust and professionalism during visits.

Compiled Reporting Format

Name of the Organisation: Mankind Pharmaceutical

Area of Summer Internship Program: Research Analyst

Name of the Student: Avinash Yadav

Roll no: 0617

Stream: MBA Pharmaceutical Management

Activity Done	• Conducted market research and field surveys with 157 doctors (clinics/hospitals) in Lucknow, Meerut, Etawah, and nearby areas, focusing on NAFLD/MAFLD and awareness of Food Induced Liver Injury (FILI). • Designed, distributed, and followed up on survey questionnaires; mapped areas for efficient coverage; classified survey responses by specialty, awareness, and key themes. • Engaged with doctors directly, gathered their opinions on liver diseases and Mankind products, and prepared visual and written summaries of key findings. • Maintained and updated doctor databases; completed formal end-of-internship presentations and document submissions.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom concepts in research methods, public health systems, data management, pharma marketing, and reporting to real-world fieldwork and survey design. • Utilized epidemiology, communication, and data interpretation skills to collect, organize, and analyze physician responses. • Gained hands-on experience in translating theoretical principles into doctor outreach, data segmentation, and pharmaceutical product positioning.
Gaps identified on the working area.	• Challenges in doctor engagement: delays due to scheduling, reluctance to respond, and variability in awareness of MAFLD/related products. • Technical issues: lack of centralized digital tools for efficient data collection, real-time reporting, and structured data validation. • Organizational gaps: insufficient structured mechanisms for ongoing feedback, low exposure to backend data analytics, and limited formal review meetings during the internship.

Suggestions for improvement	• Implement digital survey platforms (e.g., Google Forms, mobile apps) and real-time data management tools to streamline data capture and analysis. • Provide brief, clear information brochures to doctors to clarify survey purposes and build trust. • Develop fixed area/appointment scheduling using digital mapping/spreadsheets; consider pre-testing surveys and offering certificates/incentives for participation. • Introduce short orientations for interns on doctor engagement and basic data analysis; establish structured, ongoing doctor feedback channels (e.g., newsletters, WhatsApp groups).
Key Learnings	• Enhanced understanding of liver diseases, especially NAFLD/MAFLD, fibrosis, and cirrhosis, and improved ability to communicate technical subjects with healthcare professionals. • Developed practical skills in field research, professional communication, data handling, presentation, scientific reporting, and time management. • Experienced the role of field inputs in pharma decision-making, doctor education, and the strategic use of survey data to inform product awareness and positioning. • Recognized the importance of planning, adaptability, and a systematic approach in healthcare market research and stakeholder engagement.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Mankind

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

Name of the Student: Avinash Yadav

Roll no:0617

Stream: MBA-PM16

Week no:1

From:13-05-25 to 17-05-25

Activity Done	•Attended online Meeting session and received Project briefing from Mankind. •Understood the company's operations and The Role of Dietary and Pharmacological Interventions in NAFLD/MAFLD. •Received FILI Survey Questionnaires related to research. •Conducted surveys of physicians and Gastroenterologist to gather information regarding NAFLD/MAFLD and opinion about FILI (Food induce liver injury). •completed a research on doctors and compiled a refined list of qualified doctors according to Mankind criteria. •Visited doctor's clinic in Lucknow
Linking theory (Classroom learning) with practice at your organisation	•The internship at Mankind allowed the practical application of concept of research •The research and outreach activities helped apply theoretical knowledge of public health systems, data management, and healthcare marketing. •Applied research methodology, especially survey design and data collection techniques learned during Research Methods classes. Understood practical challenges in primary data collection and communication with medical professionals.
Gaps identified on the working area.	•Some doctors were hesitant to respond due to time constraints or concerns about confidentiality. Also noticed delays due to appointment scheduling. Digital tools for survey collection could be improved.
Suggestions for improvement	•Introduce a digital survey format (e.g., Google Forms or mobile app) to reduce paperwork and data entry time. Offer brief brochures explaining the purpose of the survey to doctors to build trust.
Plan for the next week	Target to cover more doctors in a new geographical area. Start preliminary analysis of collected data. Present key emerging trends in a short briefing to internal mentor at Mankind. Explore adding a Likert scale in the survey for more detailed analysis.

Signature of the Student; Avinash Yadav

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Mankind

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

Name of the Student: Avinash Yadav

Roll no:0617

Stream: MBA-PM16

Week no:2

From:19-05-25 to 24-05-25

Activity Done	• This week, I applied theoretical knowledge from the classroom to practical fieldwork. I planned the survey schedule and mapped different areas of Lucknow city to ensure efficient coverage. And I covered the New area in Lucknow. • I then conducted surveys with 10 doctors. Through these interactions. • I gathered insights on food-induced liver injury, expanding my understanding of this health concern and its practical implications in clinical settings.
Linking theory (Classroom learning) with practice at your organisation	• I Created a excel sheet which is very easy to Collect the information of Doctors like(Name, Contact, year of experience Registration Number)
Gaps identified on the working area.	• Initially, there was a lack of a structured area-wise approach, which could have led to missed coverage or inefficiencies. • There were also some delays in coordinating with the doctors' schedules.
Suggestions for improvement	• Creating a fixed appointment schedule in advance and using mapping tools or spreadsheets for better area division could improve time efficiency. Also, preparing a concise and clear questionnaire might help in smoother interactions.
Plan for the next week	• Continue the survey process with more doctors across new areas of Lucknow. Aim to complete at least 30 surveys. Deepen research into liver injuries. Focus on improving communication and documentation.

Signature of the Student; Avinash Yadav

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)
 Name of the Organisation: Mankind Pharma
 Area/ Department/ Project of Summer Internship Program: Market Research
 Name of the Student: Avinash Yadav
 Roll no:0617 Stream: MBA-PM16
 Week no:3 From:01/06/2025 to 07/06/2025

Activity Done	• This week, I Gain Knowledge about liver disease specifically fibrosis and Cirrhosis. • I interacted with doctors to collect their views through a survey focused on liver conditions. • I visited 30 doctors and discussed their opinion on liver disease across different clinics and hospitals in Lucknow and Meerut. • My understanding of subjects like Pharmacology and Disease Management improved significantly, particularly in grasping medical terms and communicating effectively with healthcare professionals.
Linking theory (Classroom learning) with practice at your organisation	• The fieldwork enabled me to bridge academic knowledge with real-world applications, especially in areas such as disease epidemiology, patient communication, and pharmaceutical management strategies.
Gaps identified on the working area.	• Some doctors expressed that they were not well informed about the latest Mankind products related to liver health. • There was also a lack of structured feedback collection mechanisms on how doctors perceive and use Mankind's liver-care offerings.
Suggestions for improvement	• There should be regular initiatives like this survey to maintain strong doctor engagement. • A structured channel for ongoing feedback and knowledge sharing (e.g., through WhatsApp groups, newsletters, or webinars) can help build stronger relationships with HCPs.
Plan for the next week	• I plan to expand the reach by engaging with 35–40 doctors in a new geographical area. • I will begin analyzing the key takeaways from the survey to identify meaningful patterns. • Additionally, I intend to shadow a medical representative to observe how they convey the benefits of liver-care products to doctors.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)

Name of the Organisation: Mankind Pharma

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

Name of the Student: Avinash Yadav

Roll no:0617

Stream: MBA-PM16

Week no:3 From:01/06/2025 to 07/06/2025

Activity Done	• This week, I Gain Knowledge about liver disease specifically fibrosis and Cirrhosis. • I interacted with doctors to collect their views through a survey focused on liver conditions. • I visited 30 doctors and discussed their opinion on liver disease across different clinics and hospitals in Lucknow and Meerut. • My understanding of subjects like Pharmacology and Disease Management improved significantly, particularly in grasping medical terms and communicating effectively with healthcare professionals.
Linking theory (Classroom learning) with practice at your organisation	• The fieldwork enabled me to bridge academic knowledge with real-world applications, especially in areas such as disease epidemiology, patient communication, and pharmaceutical management strategies.
Gaps identified on the working area.	• Some doctors expressed that they were not well informed about the latest Mankind products related to liver health. • There was also a lack of structured feedback collection mechanisms on how doctors perceive and use Mankind's liver-care offerings.
Suggestions for improvement	• There should be regular initiatives like this survey to maintain strong doctor engagement. • A structured channel for ongoing feedback and knowledge sharing (e.g., through WhatsApp groups, newsletters, or webinars) can help build stronger relationships with HCPs.
Plan for the next week	• I plan to expand the reach by engaging with 35–40 doctors in a new geographical area. • I will begin analyzing the key takeaways from the survey to identify meaningful patterns. • Additionally, I intend to shadow a medical representative to observe how they convey the benefits of liver-care products to doctors.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)
Name of the Organisation: Mankind Pharma
Area/ Department/ Project of Summer Internship Program: Market Research
Name of the Student: Avinash Yadav
Roll no:0657 Stream: MBA-PM16
Week no:5 From: 09-06-25 to 14-06-25

Activity Done	- Reconnected with doctors previously engaged doctors to ensure completion of outstanding surveys. - Engaged new doctors in additional clinics/hospitals to broaden data collection. - Designed and directed questions around MAFLD awareness, diagnostic approaches, and distinctions. - Identified trends and patterns in doctor responses for future analysis. - Enhance skills in professional communication, data handling, and time management.
Linking theory (Classroom learning) with practice at your organisation	- Applied academic knowledge of NAFLD/MAFLD, liver metabolism, and diagnostic approaches in real-world interactions. - Used public health and pharma survey knowledge to frame questions and interpret responses effectively. - Experienced how pharmaceutical companies use field data to support awareness and strategy.
Gaps identified on the working area.	- Some doctors still unfamiliar with MAFLD terminology and its revised criteria. - Time constraints limit depth of responses in many cases. - Variation in awareness levels and patient education strategies observed among doctors.
Suggestions for improvement	- Providing a simple brochure or awareness leaflet about MAFLD could encourage doctors to engage better. - Introducing digital survey tools may streamline response collection and reduce time. - Creating zone-wise doctor lists may help in scheduling and coverage planning.
Plan for the next week	- Begin categorizing and analysing survey responses for key findings. - Continue survey collection with remaining doctors in nearby localities. - Prepare a preliminary summary of patterns observed across different specialties.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)

Name of the Organisation: Mankind Pharma
Area/ Department/ Project of Summer Internship Program: Market Research
Name of the Student: Avinash Yadav
Roll no:0617 Stream: MBA-PM16
Week no:6 From: 1-06-25 to 21-06-25

Activity Done	- Followed up with doctors previously contacted to complete pending surveys. - Approached new doctors in additional clinics/hospitals to broaden data collection. - Focused questions on MAFLD awareness, diagnosis, and differences from NAFLD. - Applied classroom concepts of liver health and metabolic dysfunction during survey conversations. - Identified trends and patterns in doctor responses for future analysis. - Improved professional communication, data handling, and time management skills.
Linking theory (Classroom learning) with practice at your organisation	- Applied theoretical understanding of NAFLD/MAFLD, liver metabolism, and diagnostic approaches in real-world interactions. - Used public health and pharma survey knowledge to frame questions and interpret responses effectively. - Experienced how pharmaceutical companies use field data to support awareness and strategy.
Gaps identified on the working area.	- Some doctors still unfamiliar with MAFLD terminology and its revised criteria. - Time constraints limit depth of responses in many cases. - Variation in awareness levels and patient education strategies observed among doctors.
Suggestions for improvement	- Providing a simple brochure or awareness leaflet about MAFLD could encourage doctors to engage better. - Introducing digital survey tools may streamline response collection and reduce time. - Creating zone-wise doctor lists may help in scheduling and coverage planning.
Plan for the next week	- Begin categorizing and analysing survey responses for key findings. - Continue survey collection with remaining doctors in nearby localities.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)

Name of the Organisation: Mankind Pharma
Area/ Department/ Project of Summer Internship Program: Market Research
Name of the Student: Avinash Yadav
Roll no:0617 Stream: MBA-PM16
Week no:07 From: 23-06-25 to 28-06-25

Activity Done	- Completed 100 doctors surveys with a few pending doctors. - I also covered near by area of Lucknow and Etawah. - Some Data is pending and that will be upload in this upcoming week. - Finalized classification of responses based on specialty, awareness level, and key themes. - Prepared visual summaries of key findings from the survey.
Linking theory (Classroom learning) with practice at your organisation	- Used research report writing concepts learned in class while preparing the final report. - Applied data interpretation techniques such as pattern analysis and segmentation. - Understood how pharma companies use such research to shape campaigns, product positioning, and doctor education.
Gaps identified on the working area.	- Some responses were still vague and lacked detailed clinical input. - Difficulty in converting qualitative responses into structured data. - Lack of technical support tools for real-time data validation or reporting.
Suggestions for improvement	- Pre-testing the survey with a few doctors can help refine questions before full rollout. - Providing small incentives or certificates of participation could increase doctor cooperation. - Involving a data analyst during survey execution may improve the quality of insights.
Plan for the next week	- Finalize the report layout and complete writing all sections (analysis, conclusion, etc.). - In next upcoming weeks I will cover the area of Indore specialty for the gastro.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)
 Name of the Organisation: Mankind Pharma
 Area/ Department/ Project of Summer Internship Program: Market Research
 Name of the Student: Mansi Gaikwad
 Roll no:0617 Stream: MBA-PM16
 Week no:8 From: 30-06-25 to 05-06-25

Activity Done	- I'm trying to achieve the target given by the company. - Some Data is pending and that will be upload in this week.
Linking theory (Classroom learning) with practice at your organisation	- Used research report writing concepts learned in class while preparing the final report. - Applied data interpretation techniques such as pattern analysis and segmentation. - Understood how pharma companies use such research to shape campaigns, product positioning, and doctor education.
Gaps identified on the working area.	- Lack of a centralized digital platform made it difficult to manage and analyze real-time data. - Some survey responses were too generic to derive actionable insights. - Time constraints limited deeper exploration of related liver conditions.
Suggestions for improvement	- Introducing digital data collection and instant reporting tools could make the process more efficient. - Training field interns on basic data analysis would improve output quality. - Conducting a short orientation on doctor engagement strategies before fieldwork can be helpful.
Plan for the next week	Going to upload more data in this week.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)
Name of the Organisation: Mankind Pharma
Area/ Department/ Project of Summer Internship Program: Market Research
Name of the Student: Avinash Yadav
Roll no:0617 Stream: MBA-PM16
Week no:09 From: 07-07-25 to 11-07-25

Activity Done	- Completed 120 doctors surveys with a few pending doctors. - In this Week I collected Data from several places so I can complete the target given by the company.
Linking theory (Classroom learning) with practice at your organisation	- Applied research communication, pharma insights, and health analytics in the final presentation. - Gained deeper understanding of real-world challenges in field research and doctor engagement.
Gaps identified on the working area.	Challenges in managing multi-location coordination without field planning tools.
Suggestions for improvement	- No specific plan, as internship formally concludes. - Focus on academic submission and preparation for internship viva/presentation.
Plan for the next week	Going to Cover more information this week.

Signature of the Student; Avinash Yadav

Reporting Format (Weekly)
 Name of the Organisation: Mankind Pharma
 Area/ Department/ Project of Summer Internship Program: Market Research
 Name of the Student: Avinash Yadav
 Roll no: 0617 Stream: MBA-PM16
 Week no:10 From: 14-07-25 to 18-07-25

Activity Done	- Completed 157 doctors survey. - Completed all final formalities related to the internship conclusion. - Submitted updated report and presentation after incorporating final feedback. - Prepared for internship viva or evaluation at the institute.
Linking theory (Classroom learning) with practice at your organisation	- Understood the importance of presentation and reporting in pharma-based field research. - Applied learning from health communication, reporting formats, and strategic insights. - Experienced how pharma companies use structured field inputs for decision-making.
Gaps identified on the working area.	- Limited exposure to backend data analytics during the internship. - Infrequent structured review meetings made it harder to assess ongoing progress. - Final presentation timing and feedback were rushed due to multiple submissions.
Suggestions for improvement	Final report submission is pending of work which I done during my internship to Mankind Mentor.
Plan for the next week	This was last week of internship only report submission in pending and ppt.

Signature of the Student; Avinash Yadav