

Subject: PMBJP Internship Scheme

This scheme seeks to engage student pursuing Post Graduate degree or are research scholar enrolled in recognized University / Institution within India or abroad as “Intern”.

Post Graduate students with intent to serve the society may take up short term summer or winter projects guided by eminent experts.

2. **Methodology:**

- a) Only students with knowledge in subject matter area and having good reading, writing, and speaking communication in English should apply.
- b) Students will prepare a pre project paper explaining how they will do project under the guidance of the faculty
- c) The JanAushadhi SME (subject matter expert) will discuss with faculty/ students on the project through google hangout/ skype/ whatsapp video calls
- d) Our Experts can reach the students at your campus and brief the projects where required
- e) If the students wish, they can operate from their campus / any place convenient between their faculty & students. Where market research is required or facility visits are required, the student will be required to undertake the same. Upon prior approval, TA/DA as necessary will be paid by PMBJP to the student/ faculty as need be.
- f) A token stipend will be paid for students whose project works are certified by faculty and are completed to satisfaction of PMBJP. Certificate of appreciation for participating in Pradhan Mantri Jan Aushadhi Pariyojna project will be provided, signed by the CEO of PMBJP and the SME. Students and Faculty guiding will receive the acknowledgment and appreciation.

3. Procedure for Application:

Interested students may apply to

Dr RK Aggarwal, Director , BPPI

Rka.bppi@gmail.com mentioning the project code no, their cv, and a one page paper on how they will go about doing the project

Upon the acceptance, a formal letter will be issued by Dr RK Aggarwal and the project commencement date and mentor allocation etc will be organized

4. Domains/Area available for Internship is enclosed as Annexure - `A`.

5. **Project Mentors & Area of specialization:**

Dr. Aggarwal RK, Director BPPI : Procurement Systems

Dr. Krishna Prasad , Director Pfizer Quality : Quality systems / Pharmaceutical Analysis/
Regulatory Affairs issues

Dr. Appaji, Director General Emeritus Pharmexcil. Portfolio suggestions or product
expansion. Pharmaceutics/ Pharmaceutical Analysis / Regulatory Affairs issues

Dr. Chakravorthy, Zonal Chairman, Indian Packaging Association: Packaging systems

Mr. Biplab Chatterjee: Marketing Systems

Colonel George: Supply Chain Systems

And many industry eminent experts will guide the students in each area

Annexure `A`

PPB: Pharmaceuticals, Pharmaceutical Analysis and Bioequivalence projects

1. Identifying right polymorphs/forms that should be used for various drug molecules. A comparative analysis of products where polymorphs can have significant impact on bioequivalence and arriving at the right polymorphs. Classification of drugs in bcs 1 2 3 4 types. Objective is to use right polymorphs/ forms etc for Jan Aushadhi products in CVS, CNS, Anti infectives, GIT, Anti Diabetics, Pain/Anti inflammatory drugs, and other key drugs. Need 3 PG students
2. Identifying key impurities that should be avoided where necessary that are not in IP. Comparative analysis of IP with USP/EP/JP and identifying key impurities that need to be analysed to pass drug quality which are not listed by IP. Objective is to ensure that Jan Aushadhi products do not carry any unknown single impurities beyond the USP definition. Need 3 PG students
3. Identification of right packaging for oral solids, liquids, ointments/ Ophthalmologicals/otologicals, injectables to enhance drug stability / shelf life/ patient's good feel. A comparative analysis of best packaging used by brand leaders and MNC companies. Objective is to improve the product packaging of Jan Aushadhi products. Need 3 PG students

RA: Regulatory Affairs Projects

1. Completion of guidelines for inspection of nabl labs. developing inspection guidelines for labs
2. Guidelines for inspection of manufacturing facilities . Developing inspection guidelines for manufacturing facilities
3. Completion of guidelines for inspection of dossiers. developing inspection guidelines for formulation dossiers
4. Training material for marketing officers. Training material for pharmacists at Jan Aushadhi stores.
Need 4 PG students

MKT: Marketing projects

1. Product identification of non medicines that could be marketed in Jan Aushadhi Kendras, both as a help to Kendras to increase viability and also to help patients get at affordable price. 1 student
2. Portfolio expansion in Prescription Medicines. Study of product opportunities in Indian pharma market and suggesting new product portfolio for Jan Aushadhi. 1 student
3. Portfolio expansion in OTC medicines. Study of OTC product opportunities in Indian pharma market and suggesting product portfolio for Jan Aushadhi. 1 student
4. Promotional materials: 3 students
 - a. Consumer Footfall enhancing promotional material: Advertising / Copywriting material to position Jan Aushadhi as Destination Centre for Authentic and Affordable Medicine.
 - b. Jan Aushadhi Credibility enhancing promotional materials: Advertising /copywriting/ visualisation of quality leaflets, quality posters to enhance confidence when a customer visits stores
 - c. Visual aids/ promotional material to convince philanthropists, Seva missions etc to open Jan Aushadhi Kendra and serve society. Advertising/ copy writing/ visualisation of such material necessary
 - d. Social Media project: Develop texts / materials etc as necessary and use social media to achieve 3 key objectives: a. to open stores b. to increase footfall of consumers c. to explain that it is the most authentic place for authentic, affordable and accessible medicine
 - e. Suggestion of right packaging designs to improve patient acceptance

SCM: Supply chain projects

- 1 Strategy : 2 students
 - a. Study of distribution of Jan Aushadhi and a strategy to enhance the access across country. Suggest distribution strategy.
 - b. Study of JAK Centres and suggest right retailing and promotion strategy.
 - c. Target Locations Identification: Study the country and identify locations where Jan Aushadhi should operate to achieve the objectives.

- 2 Reorder levels/ Indenting Strategies: 1 student
 - a. Development of reorder level macros for Distributors, JAK and CWH
 - b. Development of product ordering level for PMBJP indenting, based on trends, market sizes and current sales pattern

- 3 Cost Controls: 1 student
 - a. Study of costs of logistics/ operations and suggest cost reduction strategies.
 - b. Study of tax incidence from manufacturing to selling and suggest best tax minimization strategy esp due to GST

- 4 Channel partner cost optimization: 1 student
 - a. Study of the cost structure of trade partners and suggest suitable commission structure that should be used
 - b. Study of various trade agreements and suggest revisions to enhance the accountability of trade partners in achieving the goal. Credit terms, inventory obligations, consumer foot fall increase efforts, jak new opening obligations etc

- 5 Training material to distributors, JAK owners on strategies to increase the viability. 1 student

FIN: Finance projects

1. Study of costs under various heads and suggest cost reduction strategies to ensure that tax payer money is efficiently utilized. 1 student
2. Study of business processes in Supply Chain, Procurement, Payment, Marketing, HR and Finance and suggest corrections in the processes that are more scientific and safe. Business process reengineering project. 2 students.

3. Study of audit processes in Supply Chain, Procurement, Payment, Marketing, HR and Finance and suggest corrections in the processes that are more scientific and safe. Business process reengineering project. 2 students

HR: HR projects

1. Role, Responsibility and Authority definitions: design of job description, reporting relationships, MIS required by role, KPIs of the role. KRAs of the role. Development of role manuals. Operational goals and development goals with time lines for the role. 2 students
2. Design of organization structure, job evaluation, and structuring of hierarchy. 1 student
3. Talent Management . 2 students
 - a. Performance reviews . Design of necessary formats, review systems. Review mechanism establishment. Talent conversations. Establishing a formal talent management system .
 - b. Talent Search System: Design of necessary application blanks, interviewer assessment forms, written tests, question bank for English, numerical ability, general medicine understanding, ethics & values. For various levels .
 - c. Weeding out non performers/misfits. Methodology , developing structure of evaluation , warnings and final separation programmes.
 - d. Training. Design of Training requirements for various roles. Design of formats for each and every process in HR.

IT projects:

1. MIS. 1 student
 - a. Development of product coding system convenient for Stores, Distributors and CWH and other departments
 - b. Development of macros and conditions to analyze data to arrive at decisions. Development of reports that will enable correct decisions
2. Right software: Study of various software's available in market for managing the distribution/ inventory management/ billing etc from manufacturer to JAKs. And suggest the most suitable software. 1 student

3. Study of the website and remodel it for patient convenience. 2 students

4. Development of mobile app that will increase patient convenience. 2 students