

**SUMMER PROJECT REPORT**

**“MARKETING at ISKON LIFE SCIENCE”**

Submitted to:  
**Rashtrasant Tukadoji Maharaj Nagpur University,  
Nagpur**

Submitted by:  
**Mr. Swapnil S. Garade**

Company Guide:  
**Mr. Anup Dhanole**

Faculty Guide:  
**Prof. Geeta Naidu**



**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution  
Academic Year 2020-21**

**G.S. College Of Commerce & Economics, Nagpur**

**CERTIFICATE**

This is to certify that the investigation described in this report titled **"MARKETING at ISKON LIFE SCIENCE"** has been carried out by **Mr. Swapnil S. Garade** during the summer internship project. The study was done in the organisation, **M/S ANUP MEDICOSE AGENCIES**, in partial fulfillment of the requirement for the degree of Master of Business Administration of **R. T. M. Nagpur University, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree.

The assistance and resources used for this work are duly acknowledged.

**Dr. Ashwini Purohit**  
**(Director)**

**G.S. College Of Commerce & Economics, Nagpur**

**ACKNOWLEDGEMENT**

It is a matter of pride and privilege for me to have done a summer internship project in **M/s Anup Medicose Agencies**, and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **“Mr. Anup Dhanole”** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor **“Prof. Geeta Naidu”** for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.



**Swapnil S. Garade**

# M/s ANUP MEDICOSE AGENCIES, AMGAON.

---

Kamtha Road, Amgaon- 441902  
Dist.- Gondia (Maharashtra)

GST.27CWSPD9234RIZI  
D.L.NO.20B-200715 21B-200716

## CERTIFICATE

This Is To Certify That, MR. SWAPNIL SURESHRAO GARADE A Student Of Master Of Business Administration (MBA) Of DMSR G.S. College Of Commerce And Economics, Nagpur Has Satisfactory Completed Summer Internship In The Field Of Marketing From 27/07/2020 To 10/09/2020 Under The Guidance Of MR. ANUP DHANOLE.

During The Period Of His Internship Program With Us He Had Been Exposed To Different Process Was Found Punctual Hard Working And Inquisitive.

We Wish Him Every Success In His Life And Career.

Anup Medicose Agency

  
Proprietor

DATE- 14-09-2020

SIGN & NAME WITH SEAL

PLACE- Amgaon (MH.)

## INDEX

<b>S. NO.</b>	<b>TOPIC</b>	<b>Page No.</b>
1	INTRODUCTION	01
2	COMPANY PROFILE	02
3	OBJECTIVE	04
4	SCOPE	05
5	NEED	06
6	CONTRIBUTION IN SIP	07
7	LIMITATION	08
8	FINDINGS	09
9	CONCLUSIONS	10
10	SUGGESTIONS	11

## **INTRODUCTION**

Today, health treatment is one of the major areas needing constant attention and improvement. Pollution is increasing day by day; communicable diseases are spreading fast across continents; and with the fast-paced life that we live today, we have far left behind our own well being in the process. With such growing concerns, doctors advise that there should be a balance between work and rest otherwise both are adversely affected.

A person should be careful about his health and physical fitness. We are here to help you out in doing so by offering a wide range of laboratory tested pharmaceutical formulations. We, Iscon Life Sciences, are a leading manufacturer, exporter and supplier of proven quality medicines for proper care of your health.

Our product range includes Antibiotics, Antibacterial, Anthelmintics, Antiinflammatories, Antipyretics, Antireflux, Analgesics, Muscle Relaxants, Ayurvedics, etc. in the form of Tablets, Capsules, Soft gels Capsules, Syrups, Suspension, Dry Syrups, Injections and Ointments At every stage, we keep ourselves fully committed to maintain international quality standards for total customer satisfaction.

## COMPANY PROFILE



**Year of Establishment:** 2004

**Director:** Mr. Kamaljeet Jaiswal.

**Email :** [info@isconlifesciences.com](mailto:info@isconlifesciences.com)

**Business Type:** Exporter , Manufacturer,  
Supplier.

**Turnover:** Rs.35 Crore

**Export Percentage:** 25%

**Monthly Production Capacity** As per  
requirement

### **Primary Competitive Advantages**

- Trusted product quality
- In-depth process knowledge
- Reasonable price range
- Wide client base
- Timely product delivery

Iskon Life Sciences is an organisation which is established by **Mr. Kamaljeet Jaiswal.**

Mr. Jaiswal is a postgraduate in commerce and has an overall work experience of more than 18 years. He established **ISCON Life Sciences in 2004** and since then has proved his acumen in the sector by establishing it as one of India's leading pharmaceutical group of companies.

The product range includes in Iskon Life Sciences are Antibiotics, Antibacterial, Anthelmintics, Antiinflammatories, Antipyretics, Antireflux, Analgesics, Muscle Relaxants, Ayurvedics, etc. in the form of Tablets, Capsules, Soft gels Capsules, Syrups, Suspension, Dry Syrups, Injections and Ointments At every stage, we keep ourselves fully committed to maintain international quality standards for total customer satisfaction.



## **OBJECTIVES**

1. To learn the consumer convincing skills
2. To increase the communication skills with different kind of people
3. To keep cool and calm with the prospects
4. To understand consumer demand

## **SCOPE**

1. To make a career in marketing
2. Understand market better and target the right market segment
3. Larger reach

## **NEED**

1. To gain knowledge and experience of real world
2. Understanding the market
3. Usage of new skills And Technique

## **CONTRIBUTION**

1. Helps in organization to take orders
2. Done order entries in the system
3. Delivered orders by maintaining social distancing.

## **LIMITATIONS**

1. Work From Home lacks human touch
2. Lack of practical knowledge
3. Lack of training provided by the company
4. Customer relationship might not be very strong

## **FINDINGS**

1. Knowledge about target market
2. Working of corporates
3. Target based marketing
4. Convincing prospects
5. Not all prospects become customer

## **CONCLUSION**

The 2 month long Internship was a great eye opener and gave me an idea about the functioning of real world.

Got a completely new experience as the internship was Work From Home  
It taught me about how big corporates function and handle it's various processes.

It not only enhanced knowledge related to the industry but also polished learning skills.

## **SUGGESTIONS**

1. It would have been better if the company provided some prospects to approach to.
2. The company should have had given us some training sessions about how to convince the stubborn prospects.