

INTERNSHIP REPORT

E C Agencies (A Unit of Ascent Wellness & Pharma Pvt Ltd)



SUBMITTED TO

DEPARTMENT OF MANAGEMENT STUDIES (MBA-INTEGRATED)

GOA BUSINESS SCHOOL

IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF

**MASTER OF BUSINESS ADMINISTRATION (INTEGRATED: HOSPITALITY, TRAVEL AND
TOURISM)**

BY

JOSECIA K JOSE

ROLL NO:-1913

BATCH 2019



Offer Letter

E. C. AGENCIES

CIN: U74999MH2019PTC325869

(A UNIT OF ASCENT WELLNESS AND PHARMA SOLUTIONS PRIVATE LIMITED)

Address: 14/4600 Shop.12, Bldg A, Dattagiri Apts, Varde Valaulikar Road, Margao Salcete Goa

✉ Email: Id: praveen.mishra@ahwspl.com Contact No.: +91 9860217342

GA-SGD-8886 GA-SGD-8881
GST: 30AAJCA3306L12R

Date: 05-02-2024

Name: Josecia K Jose
Address: H/No.169/A Morailom Near The
Church Curchorem Goa-403706

Sub: Offer of Employment

Dear Josecia,

We refer to your recent discussions with us and are pleased to offer you the position of **Executive Human Resource** in **Human Resource Department** at E. C. AGENCIES at Goa location.

You will be entitled to compensation and benefits as detailed in the Annexure to this letter.

1. As indicated, you will join us on or before **05-02-2024**. A detailed appointment letter will be issued to you after joining having the details of your terms of employment.
2. The company may end employment for just cause without notice and payment in case the employee violates any of the company's terms and conditions.
3. Employee Resignation Should be prior to the one-month notice period.
4. You are requested to bring along with you the following documents on the day of your joining.
 - a. Four recent passport size photographs.
 - b. Copy of educational certificates – SSC/HSC/Graduation/ Diplomas etc.
 - c. Relieving letter/ acceptance to resignation from the previous employer.
 - d. Experience letter from all the previous employers.
 - e. Proof of previous salary earnings (last 3 month's pay slips, recent appraisal letter if any and offer letter copy of previous employer).
 - f. Form 16 for the current and previous financial year.
 - g. Proof of current and permanent residence.
 - h. Copy of Aadhar card and PAN card.

In case you fail to join by the date specified, the offer will be lapsed automatically, and you will not have any lien on the employment.

Further, this offer of employment is subject to the company obtaining satisfactory responses to the background verification & reference checks. You will be liable to conform to the Company's policies and procedures, rules and regulations, discipline and general work practice which are subject to change from time to time.

Please return a copy of this offer letter duly signed by you in token of acceptance of this offer letter.

For E. C. AGENCIES



Authorized Signatory

Experience Letter

E. C. AGENCIES

CIN: U74999MH2019PTC325869

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Email Id: praveen.mishra@ahwspl.com Contact No: +91 9860217342

GA-5GJ-4800 GA-500-8803
GST: 30AAACA3304L1ZB

Date: 18-07-2024

TO WHOMSOEVER IT MAY CONCERNED

This is to certify that **Ms. Josecia K Jose** has been employed with our organization as an **HR Executive** since February 5, 2024, and has now completed six months with us. She continues to be a valued member of our team.

In this period, she has consistently demonstrated sincerity and a strong work ethic throughout her tenure, which has helped in improving the management of the company.

We wish her all success in her future endeavors.

For E C Agencies- AHWSPL

EC Agencies-A Unit of Ascent Wellness
and Pharma Solutions Pvt. Ltd.

Authorized Signatory

Praveen Mishra
Zonal Head

Acknowledgments

I would like to thank Mr. Praveen Mishra, Zonal Head of Goa, and my manager, Mr. Kuldeep, for giving me the opportunity to work in your organization as an HR Executive. I greatly appreciate my PharmEasy B2B HR team for their constant guidance. Special thanks to all other manager and the entire team for their support and guidance throughout my training period.

Last but not least, I would like to express my heartfelt gratitude to Prof. Kevin D'souza, our Program Director, for his invaluable guidance and support throughout my academic journey. I am also grateful to Dr. Albino Thomson, Prof. K.G. Shankaranarayanan, Dr. Poonam Sadekar, Ms. Sujal Naik, Mr. Sadanand Gaonkar, and Dr. Paresh Lingadkar, our dedicated Assistant Professors, for their expertise and mentorship.

Furthermore, I extend my appreciation to the administrative staff, Ms. Shilpa Shirodkar, Mr. Naresh Salgaonkar, and Mr. Sarvesh Vaigankar, for their constant assistance and efficient management.

Thank you all for your unwavering support and commitment to our education.

EXECUTIVE SUMMARY

During my tenure at EC Agencies, A unit of Ascent Wellness & Pharma Pvt Ltd, I had the privilege of working as a Human Resource Executive in the Human Resource Department. This role provided me with invaluable knowledge and experience, for which I am deeply grateful.

I have structured the report into three key sections to provide a clear and comprehensive understanding of my contributions and the company's operations. The first section presents an introduction with an organizational overview, including the company's profile, background, and a brief overview of the Human Resource Department.

The second section delves into the company's principles and purpose, key services and products, and the available facilities.

The final section outlines my job responsibilities and the tasks I undertook while serving as a Human Resource Executive. This structured approach highlights my role and the value I added to the Human Resource Department at EC Agencies.

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INTRODUCTION

1.1 COMPANY PROFILE

Ascent Health is India's best digital healthcare platform that is transforming the pharmaceutical supply chain. Ascent provides a full-stack model across Warehousing, Logistics, Supplies and Credit to connect all the leading pharmaceutical companies with over 25,000 pharmacies. Founded by IIM Ahmedabad alum Siddharth Shah, Carnegie Mellon graduate Hardik Dedhia and Narsee Monjee Institute of Management Studies alum Harsh Parekh, Ascent has an annual GMV in excess of US \$ 300 Million, growing well over 100% YoY through its combination of organic and inorganic measures.

Ascent works with a number of the top pharmaceutical companies such as Zydus Cadila, Cipla, Sun Pharmaceuticals, Abbott, GSK, Pfizer, Torrent amongst a host of others and provides seamless platforms to ensure integrity in supply chain : leading to easier access to affordable medicines. The reach of the company extends across the length and breadth of the country, including retail and institutional pharmacies, and acting as a vendor for the hospital chains.

1.a Vision and Mission:

Ascent's vision is to become the largest PAN India Pharmaceuticals Distribution Company, with the most progressive tech-enabled warehouses and fully digitized supply chain. In essence, becoming the ideal platform for B2B pharma exchange.

1.b Who are we now:

Now, Ascent Wellness & Pharma Pvt Ltd, also known as Ascent Health, has undergone significant structural changes and integration into a larger entity. It has been incorporated into API Holdings, the parent company of PharmEasy, an online pharmacy platform. This strategic move aims to streamline operations and create a more robust supply chain ecosystem within India's healthcare sector. The integration enhances efficiency and broadens the reach of healthcare services across the country.

2.1 API Holding:

API Holdings is India's largest digital healthcare platform (based on GMV of products and services sold for the year ended March 31, 2021) which operates an integrated, end-to-end business solving the healthcare needs of consumers through technology and fulfilment capabilities.

Our custom-built technology platform aims to provide each stakeholder in the healthcare value-chain benefits of an interconnected network.

We work closely with and build services for consumers, pharmaceutical companies, wholesalers, pharmacies, hospitals, doctors and clinics, and diagnostic labs. Our growing nationwide presence, the connected ecosystem approach, and multiple synergistic offerings have enabled us to build relationships with various stakeholders of the healthcare value chain.

2.a Business & Brand

Aknamed:- Tech-enabled Hospital Supplies Procurement.

Docon:- EMR and Practice Management Software for Clinics & Doctors.

PharmEasy:- India's Largest Online Pharmacy Marketplace.

Retailio:- One of India's Largest Pharma Platform connecting Pharmacies with Wholesalers.

Thyrocare:- India's Largest Diagnostics Test Provider by Volumes.

2.b Vision

Build India's Largest Digital Healthcare Platform.

2,cMission

Simplifying Healthcare, Impacting Lives.

3 . EC Agencies A Unit of Ascent Wellness & Pharma Solutions Pvt Ltd.

3.a Introduction to EC Agencies

EC Agencies, a unit of Ascent Wellness & Pharma Solution Pvt Ltd, EC Agencies was taken over by the Ascent group in September 2021. operates two key units in Goa: Margao and Mapusa. As a B2B-oriented company, Margao unit serves as the main hub, handling the supply of medicines to both Mapusa unit and various inter-unit locations across India.

With a dedicated team of 70 employees in Goa, VEC Agencies is deeply involved in the pharmaceutical and healthcare sectors. Partner with 150 medicine companies to deliver a comprehensive range of products to chemists and hospitals. In addition to representing other brands, They also offer its proprietary brands, LiveEasy and TrueCare.

Its product portfolio includes:

- Medical Equipment: Diagnostic tools, mobility aids, and various healthcare devices.
- Pharmaceuticals: Both prescription and over-the-counter medications.
- Health and Wellness Products: Vitamins, supplements, and other wellness-related items.
- Home Health Care Services: Essential support services for individuals requiring care at home, such as nursing care and therapy services.

At EC Agencies, mission is to ensure the seamless delivery of high-quality medical and wellness products while providing exceptional service to our clients across the healthcare industry.

4.1 Product /Service

Ascent Health provides a range of products and services primarily aimed at improving the pharmaceutical supply chain in India. Their offerings include:

1. **Pharmaceutical Distribution:** Streamlining the delivery of medicines from manufacturers to pharmacies.
2. **Warehousing and Logistics:** Efficient storage and transportation solutions for pharmaceutical products.
3. **Digital Solutions:** Leveraging technology to enhance supply chain transparency and efficiency.
4. **Credit and Financial Services:** Providing financial support to pharmacies for better inventory management.
5. **Partnerships with Pharmaceutical Companies:** Collaborating with major pharma companies to ensure the availability of essential medicines.

These services aim to enhance the accessibility, affordability, and efficiency of healthcare products across India.

5.1 Department

Ascent Health encompasses several key departments, each essential to its operations and growth:

1. Human Resources (HR):

The HR department is responsible for managing the recruitment, training, and development of employees. It ensures compliance with labor laws, handles employee relations, benefits administration, and performance management. HR plays a crucial role in fostering a positive work environment and maintaining company culture.

2. Administration:

The Admin department manages the day-to-day operations of the company. This includes overseeing office management, maintaining facilities, handling logistical support, and ensuring that the workplace is equipped and safe. Admin also manages vendor relationships and office supplies.

3. Finance:

The Finance department oversees all financial activities, including budgeting, forecasting, accounting, and financial reporting. It ensures the company's financial health by managing cash flow, analyzing financial performance, and preparing financial statements. Finance is also responsible for regulatory compliance, tax planning, and financial strategy development.

4. Supply Chain Management:

This department is crucial for managing the procurement, storage, and distribution of pharmaceutical products. It ensures that products are delivered efficiently and cost-effectively, maintaining inventory levels and coordinating with suppliers and distributors.

5. Technology and IT:

The Technology department develops and maintains the digital platforms and IT infrastructure. It supports the company's e-commerce operations, ensures data security, and drives technological innovation to improve operational efficiency.

6. Sales and Marketing:

This department focuses on promoting the company's products and services, driving sales, and building customer relationships. It develops marketing strategies, conducts market research, and manages the company's branding and advertising efforts.

7. Customer Support:

Customer Support handles inquiries, complaints, and provides assistance to customers. It aims to ensure customer satisfaction by resolving issues promptly and effectively, thereby building loyalty and trust.

8. Legal and Compliance

The Legal department ensures that the company operates within the legal framework and adheres to all regulatory requirements. It manages contracts, intellectual property, litigation, and advises on legal matters to mitigate risks.

Each of these departments plays a vital role in ensuring the smooth and efficient functioning of Ascent Health, contributing to its mission of improving healthcare accessibility and affordability.

5. a B2B HR

The B2B HR department in Ascent Health focuses on managing human resources functions tailored for business-to-business interactions. This includes overseeing the recruitment, training, and development of employees who work directly with other businesses, such as pharmaceutical companies and healthcare providers

1. Recruitment and Staffing:

- Hiring skilled professionals for roles in sales, supply chain management, technology, and customer support that cater to B2B clients.
- Conducting interviews, onboarding, and orientation programs specifically for teams that interact with business partners.

2. Training and Development:

- Developing training programs to enhance employees' skills in managing B2B relationships, including negotiation, communication, and product knowledge.
- Organizing workshops and seminars to keep the team updated on industry trends and best practices.

3. Performance Management:

- Implementing performance evaluation systems to assess and improve the effectiveness of employees working with B2B clients.
- Setting clear performance goals aligned with the company's B2B objectives and monitoring progress.

4. Employee Relations:

- Ensuring a positive work environment for teams interacting with business clients.
- Addressing grievances and resolving conflicts that may arise within B2B-focused teams.

5. Compliance and Policies:

- Ensuring adherence to labor laws and industry regulations relevant to B2B operations.
- Developing and enforcing HR policies that support the company's B2B strategies and goals.

6. Compensation and Benefits:

- Designing competitive compensation packages and benefits tailored to attract and retain talent in the B2B sector.

- Managing payroll, bonuses, and incentives to motivate employees working with business clients.

7. Employee Engagement:

- Creating programs to engage and retain employees by recognizing their contributions to the company's B2B success.

- Fostering a culture of collaboration and innovation within teams handling business clients.

The B2B HR department plays a crucial role in ensuring that Ascent Health's workforce is equipped and motivated to build and maintain strong business relationships, ultimately contributing to the company's growth and success in the pharmaceutical industry.

5.b Software

Various software tools.

1. HR and Payroll Management: MyHr- Darwinbox for HR processes, employee attendance, performance tracking, and payroll management.
2. Supply Chain Management:- EasySol to manage procurement, inventory, ensuring smooth supply chain operations.
3. Sales & Customer :- Retailio to handle interactions with business clients, manage sales pipelines, and track customer relationships.
4. Financial Management: Tally ERP & EasySol for accounting, financial reporting, and budgeting

TASK HANDLE

Working hours:- 9hr.(9:00am to 18:00pm)

1. Hiring & Recruiting:

- Sourcing and interviewing candidates for various roles, especially those interfacing with business clients.

2. Onboarding:

- Facilitating new hires' integration, ensuring they understand company policies and their specific roles.

3. Legal Work:

- Handling compliance and regulatory requirements, managing contracts, and ensuring adherence to labor laws.

4. Unit Management:

- Overseeing unit operations and performance, acting as the go-to person after the zonal head.

5. Sales Team Oversight:

- Managing the sales team in the zonal head's absence, ensuring targets are met and strategies are implemented effectively.

6. Operations & Logistics:

- Supervising the operations and logistics teams when the department manager is unavailable, ensuring seamless supply chain activities.

7. Monthly Planning:

- Organizing and planning monthly activities, including meetings, training sessions, and employee engagement initiatives.

8. Attendance & Payroll Assistance:

- Preparing attendance records and assisting the payroll team as needed to ensure accurate and timely salary disbursements.

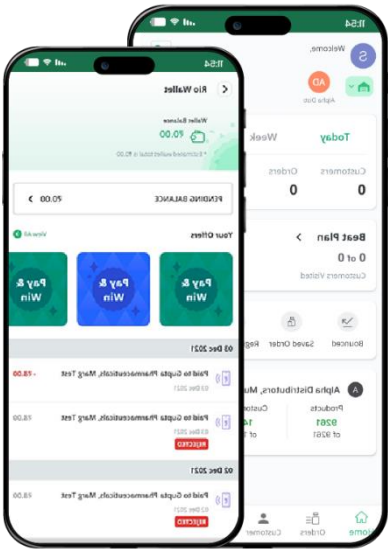
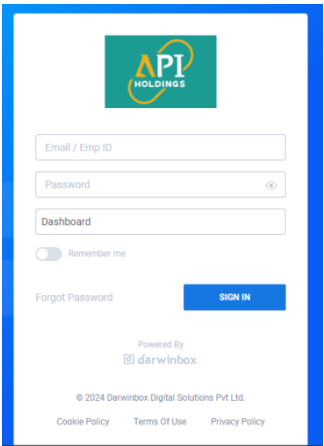
LEARNING

- Multi-tasking and Prioritization- Juggling hiring, onboarding, legal work, and operational oversight requires effective prioritization and time management.
- Leadership and Team Management- Acting in the absence of the zonal head or department managers helps develop leadership skills and the ability to manage diverse teams.
- Compliance and Legal Knowledge: - Handling legal work and ensuring compliance deepens understanding of labor laws and regulatory requirements.
- Strategic Planning- Planning monthly activities and supporting the payroll team fosters strategic thinking and attention to detail.
- Operational Efficiency: - Overseeing operations and logistics enhances problem-solving skills and understanding of the supply chain processes.
- Communication and Coordination: - Effective communication with various departments ensures smooth operations and collaboration across the organization.

Challenges

- **Balancing Multiple Responsibilities:** - Handling diverse tasks such as hiring, onboarding, and legal compliance simultaneously can be overwhelming.
- **Resource Constraints:-** Ensuring efficient operations and support across departments with limited resources and time.
- **Compliance Complexity:** - Staying updated with and adhering to changing labor laws and regulations can be challenging.
- **Conflict Resolution:-** Managing conflicts within teams and between departments requires strong interpersonal skills.
- **Maintaining Engagement:-** Keeping employees motivated and engaged, especially in the absence of key leaders, is crucial.
- **Data Accuracy:** - Ensuring precise attendance records and payroll assistance requires attention to detail.
- **Operational Hiccups:** - Overseeing logistics and operations can involve unexpected issues that need quick problem-solving.
- **Solving Employee Problem:** Addressing and resolving employee issues promptly to maintain a positive work environment.
- **Finding the Best Candidate:** Identifying and attracting top talent in a competitive job market.

APPENDIX .



Due to company policy, I'm unable to include work-related images in the report.