

Internship
at
iCare Learning Pvt. Ltd., Mumbai

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INTRODUCTION

iCare Learning Private Limited is a Private organisation incorporated on 10 April 2012.

iCare Life is dedicated to transforming the vast pool of poorly trained workforce that provides essential support services to millions of homes. It is committed to enhancing social capital by improving productivity, through defined service standards.

Directors of iCare Learning Private Limited are Sudhamoy Khasnobis (founder), Suresh Ramaswamy Shastry (MD and CEO) and acting directors like Anand Harish Gokani, Samarath Parekh and Surendra Munshi

Goals of internship

- To understand the profile of the organization and the functioning of the organisation
- To observe various protocols followed in the organization and try to acquire skills to accomplish them.
- To familiarize with different departments, staffing and equipment used in them.
- To observe mannerism of the existing employees and learn the culture of the organization.
- To learn the business model of the organization
- To understand the existing clientele and ways in which they can be increased
- To identify potential clients and generate leads
- To strengthen the existing services and develop quality checks at every step
- To extend the service mix and design the services in various packages

❖ ORGANIZATIONAL PROFILE

ABOUT iCare Learning Private Limited

They are focused on training people (minimum 5th pass) to become Nursing Assistants and post Training & Certification; they deploy them either in Hospitals or at Homes for caring for the elderly.

The training curriculum, formulated in Singapore, is well researched and draw reference from benchmarks across the globe. The training content is delivered through PCs, tablets and mobile phones to enable 'anytime, anywhere' learning. All the trained personnel go through stringent assessment protocols to earn iCare Life certification.

Training and certification program ensure that employers can access competent and reliable service providers.

Transformational goal is twofold –

one, to provide access to meaningful careers to service providers trained and certified by us, and the

other to provide millions of service seekers access to efficient and reliable Home Support Services.

❖ **SERVICES PROVIDED**

The following are the services rendered by the organisation-

1. Provide training and certification for nursing care assistants (General Duty Assistant and Home Health Aide)

The following are the courses provided-

Daily Care for the Babies and Children

Daily care of Babies and Children is integral to caregiving. This Course covers daily chores, safety issues, hygiene and handling emergencies. It also includes understanding wellness, medication, helping the Child walk, and preparation required while travelling with Babies and Children.

Age-related Medical Conditions of an Elder

Elders may suffer from medical conditions, and as caregivers, you should recognise and support the same. This Course provides an understanding of some chronic disorders, pains, ailments such as diabetes, heart diseases, dementia and how to manage them and get introduced to disorders affecting mobility

iCare Life training curriculum, formulated in Singapore, is well researched and draws reference from benchmarks across the globe. Our certification courses are delivered using a mix of digitised content in the form of audio-visuals, as well as classroom and hands-on training.

The training contents delivered through personal computers, tablets and mobile phones enable anytime, anywhere learning, while all trained personnel go through stringent assessment protocols to earn iCare Life Certificate.

Training is also provided for free in collaboration with government, i.e. NULM Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) under which BMC (Brihan Mumbai Municipal Corporation) pays the exam fee of the ration card holders to the training partners in public interest. Training is provided on baby care for three months and patient care for two months. After that, they are sent to collaborated hospitals for one month for getting hands-on training.

After completion of the training, they are required to give exams and are later certified by the government after clearing exams conducted by them. This is a great initiative as the poor and needy who had to leave education due to

unavoidable circumstances get an opportunity to earn livelihood and serve their families.

Certification is also done privately after providing training for five days after paying minimal fees.



STANDARDS

With iCare Life defined standards, service taking and service giving come to reside on a common platform. Based on the principle “I know the scope of service that I will get” & “I know exactly what service I will provide”.



TRAINING CURRICULUM

iCare Life training curriculum is built using advanced blended learning methodologies with minimum facilitator intervention. The training contents delivered through personal computers, tablets and mobile phones are in many local languages, to facilitate better understanding and reach.



CERTIFICATION

Sophisticated assessment techniques are used to measure the depth of knowledge, understanding of issues and retention capacity, particularly suitable for trainees who come from a limited educational background. The practical assessment is done using advanced tools, gadgets, and systems, besides feedback from employers. The students go through stringent assessment protocols to earn the iCare Life Certificate.

2. Placing these trained nursing care assistants (General Duty Assistant) in hospitals for providing patient care and housekeeping.

The trained staff after certification is placed in various hospitals across Mumbai. The staff is placed in government as well as private hospitals as well as NABH Accredited hospitals.

3. Delivering home care services (elder care, baby care) for four hours, eight hours, twelve hours or 24 hours depending on the requirement of the clientele.

iCare Life is working towards creating a pool of trained and certified Caregivers. Trained caregivers who are competent and reliable in taking care of older adults. iCare Life is leveraging its proprietary content, a robust delivery platform, alliances with numerous hospitals and NGOs, to skill and assess caregivers and make them available to care seekers. They served around 100 households in the last year (2017-18)

PARTNERS

Govt of India

(Ministry of Skill Development and Entrepreneurship)

NSDC (National Skill Development Corporation)

MSSDS (Maharashtra State Skill Development Society)

Healthcare Sector Skill Council (HSSC)

Skill India

MOBILIZATION/PROMOTIONAL WORK

Mobilisation is done in collaboration with BMC and NULM. Mobilizers approach the CDO (Community Development Officer) and CO (Community Organizer) in each ward and aware them about the courses through presentation and distribute pamphlets.

It also works in association with MSSDS (Maharashtra State Skill Development Society).

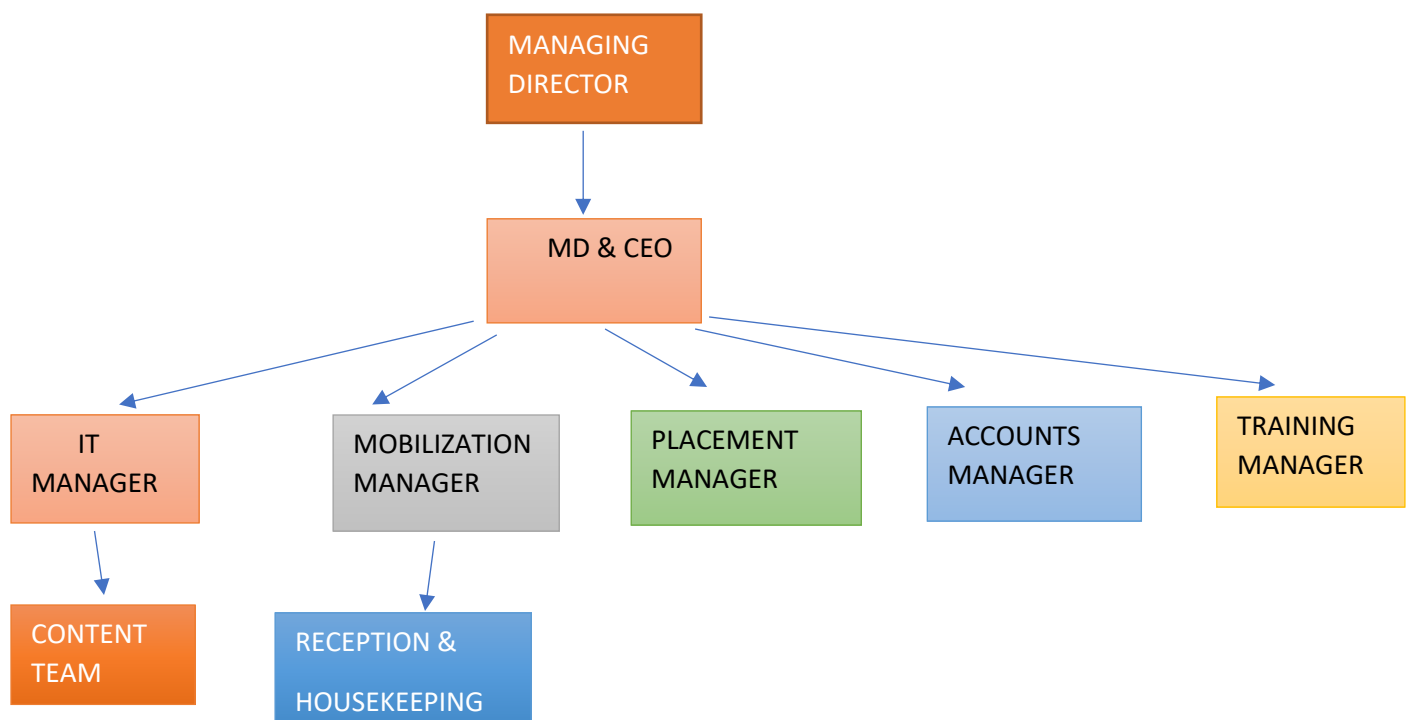
The various self-help groups are approached by conducting meeting with their heads.

ASHA's are approached to target various women groups. Promotion is done in various colleges and schools after taking prior permissions from the education officer.

BUSINESS PARTNERS

Batra
Nightingales
Nanavati Hospital
Breach Candy
Surana Sethia

❖ ORGANOGRAM OF iCare



- **Departments visited**
- The departments are IT, Placement, Training, Mobilization, Accounts and Reception.

- There is also a content team which works on translation of videos in English, Hindi, Spanish, German etc. of all the content used for training and later content selling is done.

- **Any projects undertook other than dissertation**

Apart from the dissertation project the projects undertaken were designing packages for homecare and making a Home Safety and Security checklist and Home Care Tasks checklists. Designing feedback form for services provided by Nursing Assistants.

- **Reporting extra-ordinary good/adverse events without naming hospital/department**

Good events like sharing responsibilities are present in the organization.

The organizational culture is a **clan type** whereby the organization is held together by loyalty and tradition. The working environment is a friendly one.

The leaders are mentors and even as father figures.

The organization emphasizes long-term Human Resource development and bonds colleagues by morals. Here, success is defined within the framework of addressing the needs of the clients and caring for the people. The organization promotes teamwork, participation, and consensus

Management by walking around is practiced in the organization which is more likely to facilitate improvements to the morale, sense of organizational purpose, productivity and total quality management of the organization, as compared to remaining in a specific office area and waiting for employees.

Impediments

There were no impediments as complete freedom was given to work on the projects with no barriers and excellent flexibility to improvise. Liberty to raise questions and confront for anything was promoted throughout the process.

References

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