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Batch MBA PM-14

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Name of the Industry Mentor : Dr. Pooja Gund

Organization Name : Basic Paradigm



About Basic Paradigm

Basic Paradigm is a social enterprise that undertakes projects, ventures, and activities to benefit groups of people beyond those directly involved in doing the business. Basic Paradigm focuses on attaining good health and well-being as the last mile and works towards attainment of Sustainable Development Goal 3. While Basic Paradigm operates as a social enterprise; it is also the for-profit and supporting arm of the not-for-profit organization SCHOOL (Society of Community Health Oriented Operational Links) and is governed by same set of boards of directors. It brings in diverse expertise, and lessons learned that guide varied projects in planning, designing, implementing, monitoring and measuring results.

Vision & Mission



Vision -

To bring about inclusive development to achieve sustainable development goals (SDGs)



Mission -

To work with vulnerable populations in ensuring good health and wellbeing as the last mile by addressing every single social determinant.

THEORETICAL EDUCATION	PRACTICAL EDUCATION
It is classroom-based knowledge, it focuses on concepts and knowledge.	It involves hands-on experience, and it emphasizes applications and skills.
It provides a foundation for further learnings, and it may lack immediate real-world relevance.	It bridges the gap between theory and practice and practical education directly addresses practical challenges.

Strengths

- Experienced team of professionals
- Strong focus on sustainability and impact measurement.
- Wide range of services offered, including research, capacity building, and knowledge management.

Weakness

- Relatively small organization, with limited resources.
- Lack of brand awareness in some markets.
- Reliance on a few key donors.

Threats

- Competition from larger social impact consulting firms.
- Changes in government policies that could impact the social sector.
- Economic downturns that could reduce funding for social impact initiatives.

Opportunities

- Growing demand for social impact consulting services.
- Increasing focus on sustainability and impact measurement by donors and governments.
- Expansion into new markets

Learning's during internship

1. How to perform primary and secondary research
2. Development of Request For Proposal (RFP)
3. Designing of research Questions
4. Data analysis using SPSS software
5. Data visualization using Google data studio

Challenges faced during internship

- I initially struggled to understand the notion because it was my first corporate experience.
- I wanted to learn more about the research field, but I was limited by time and resources.
- It was really difficult to focus on work because the organisation hired a lot of interns.

Organization Structure

Managing Director



Director



Senior Program Manager



Technical Expert



Program Associate

ABOUT PROJECT

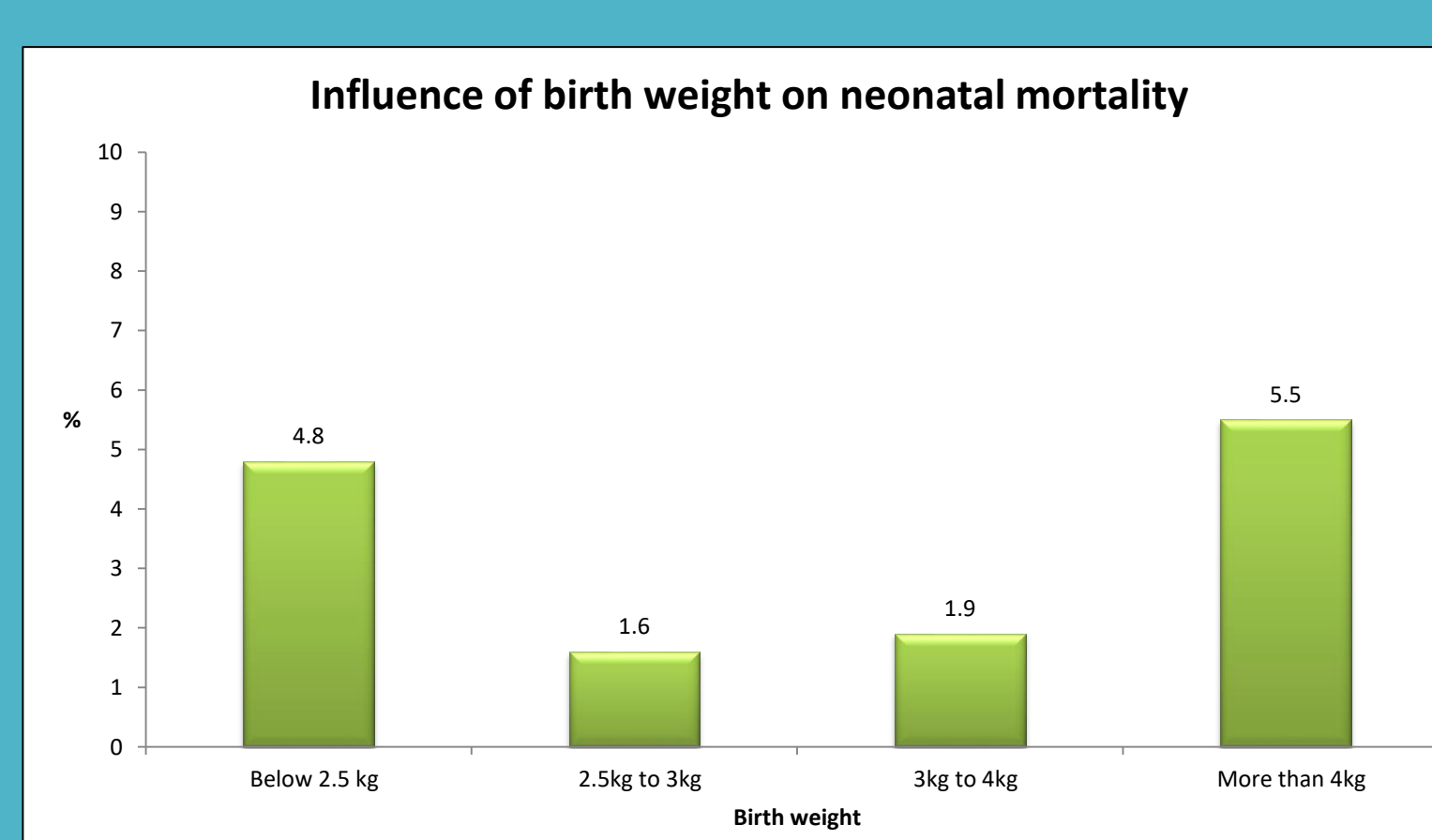
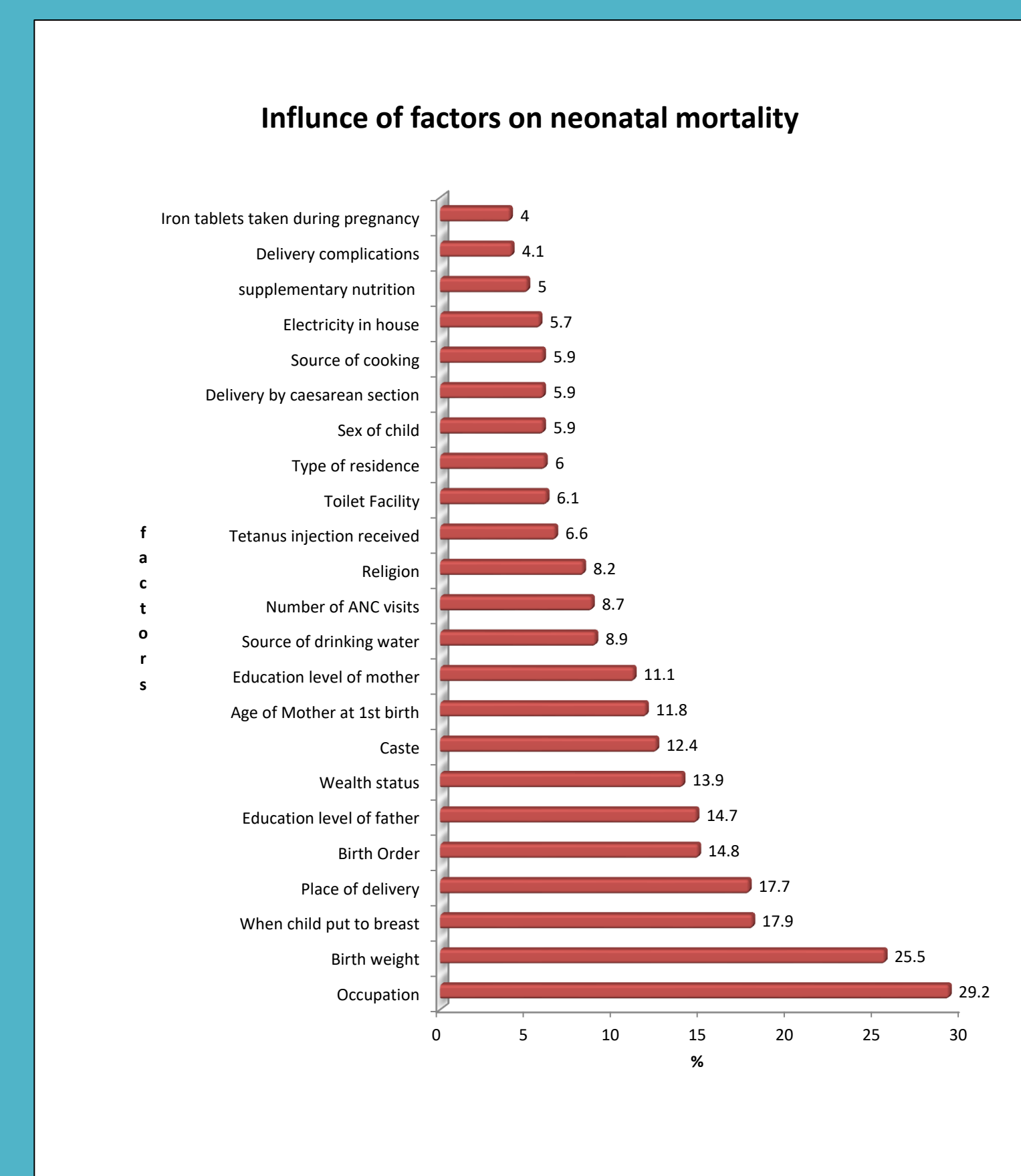
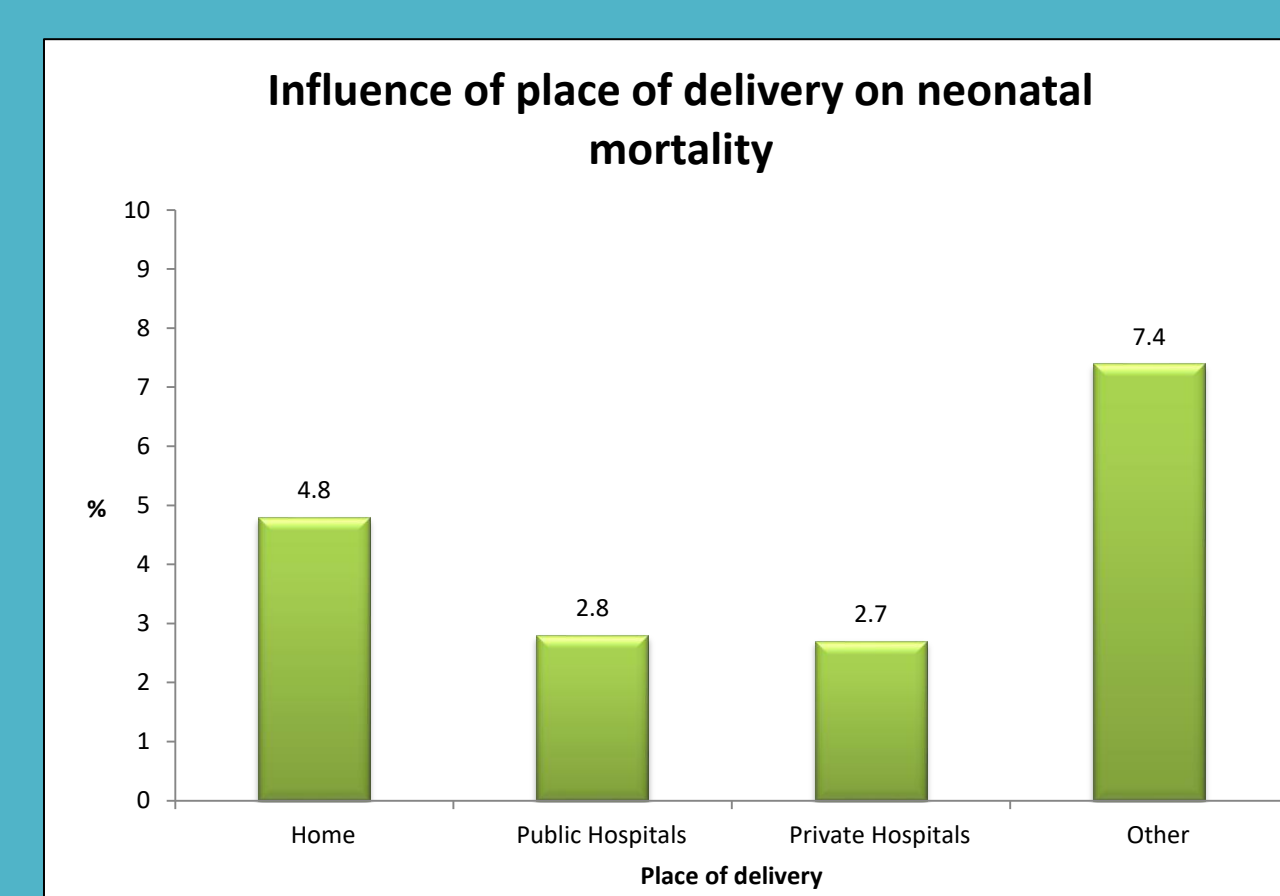
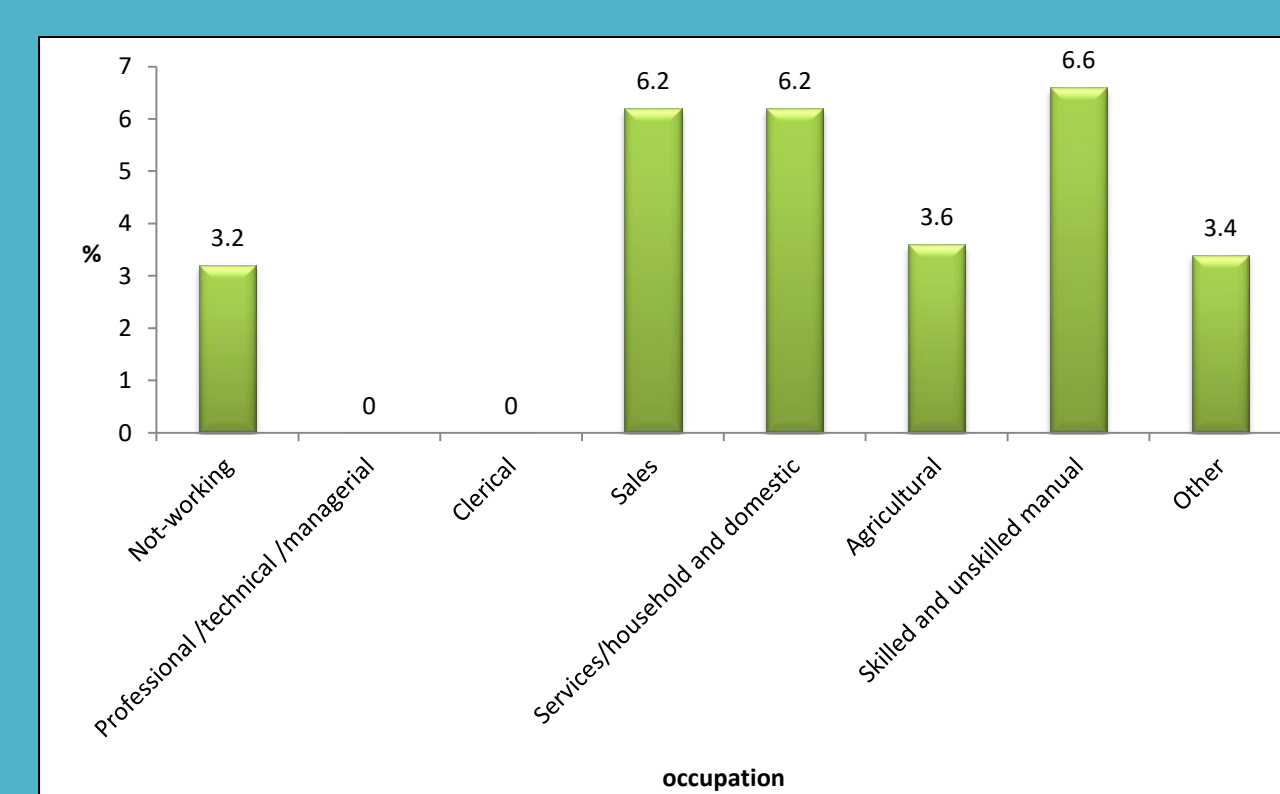
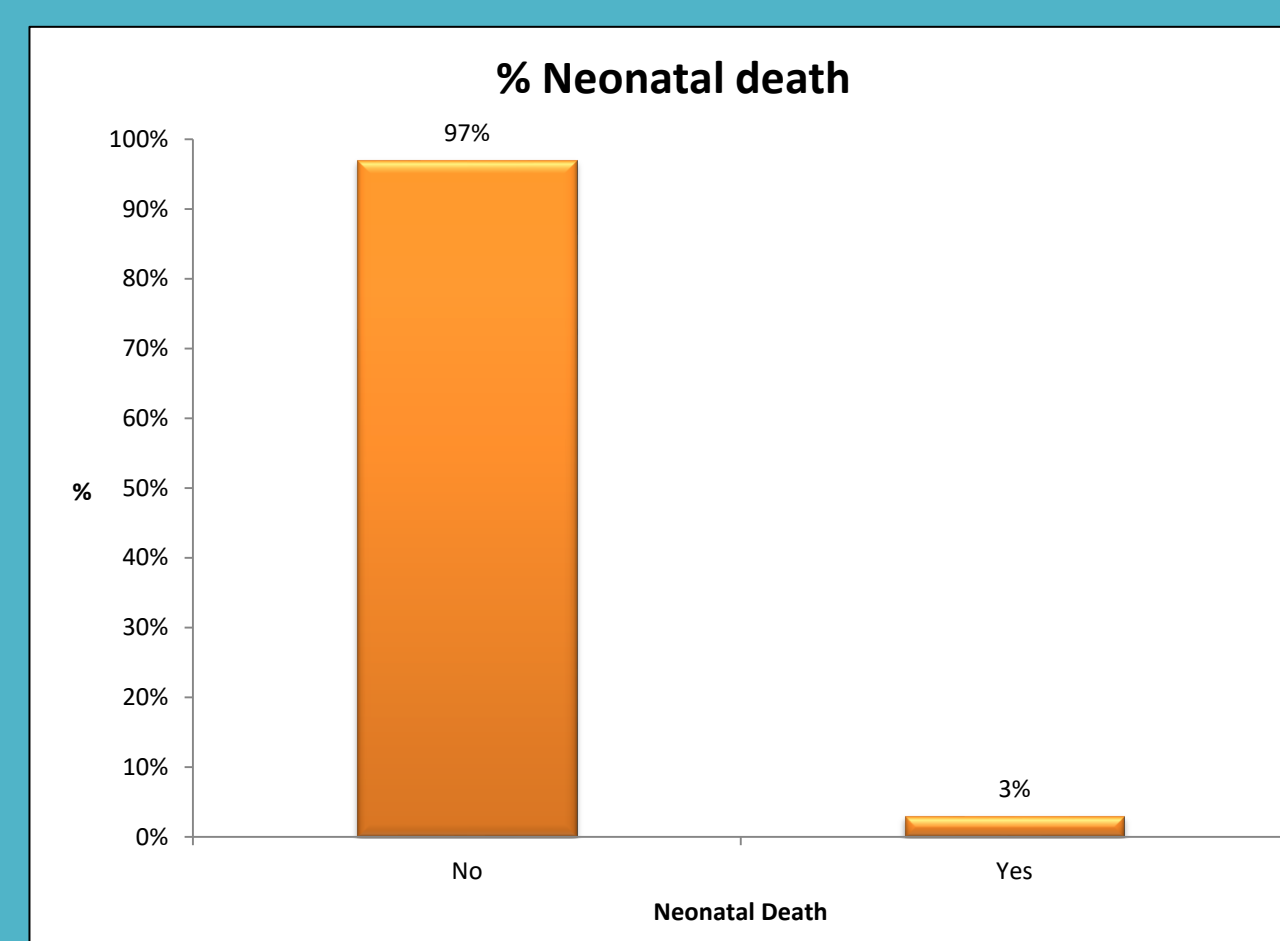
Title - "Prevalence of Neonatal Mortality and its associated factors in Madhya Pradesh"

Methodology

Data Source- The National Family Health Survey (NFHS) fifth-round data have been used in this study (2019–2021).

Result – Factors that influence the status of neonatal deaths were the occupation of mother, age of mother at the time of first birth, place of delivery, breastfeeding of child, antenatal visits, wealth status of family and birth weight of child.

Deliveries taken at home contribute more in neonatal death as compared to institutional delivery, home base delivery accounts for 4.8% of total neonatal death and institutional delivery accounts for 2.7% deaths. Neonatal mortality was about 58/1000 live births in the women whose age was more than 30 years at the time of first birth, which is 28 deaths more than the women of age between 18 to 29 years. Mothers who work in sales, domestic services and Labour work shows high neonatal mortality rate which is around 65/1000 live births. underweight and overweight child has more chances of death in their neonatal period, this contributes 5.5% and 4.8% of total neonatal deaths.



Conclusion-

The finding of this study shows that occupation of mother, birth weight of child, initiation of breast feeding, place of delivery, education level of mother & father and ANC visits are major factors that are contributing to higher neonatal mortality in Madhya Pradesh.

