

SUMMER INTERNSHIP AT BASIC PARADIGM



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Roll No. - 0429

Batch: MBA PM-14

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Organization Name: Basic Paradigm

Basic Paradigm

It is a social enterprise that undertakes projects, implements ventures and activities that benefit groups of people beyond those directly involved in doing the work of the organization.

Established by a group of professionals associated with the social development sector, Basic Paradigm focuses on attaining good health and well-being as the last mile and works towards the 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 the same set of boards of directors.



Vision: Healthy Ageing: Optimizing opportunities for older people to enjoy a good quality of life.



Mission: Reduced Inequalities, Quality Education & Improved Environment for Good Health & Well Being

There is no shortage of organizations that desire to improve the state of the world. Thousands of non-profits and social enterprises aim to improve education, health, economic and environmental outcomes. However, most organizations have not reached their full potential. Many are constrained. Many have limited resources, limited time, limited staff, and limited funds. Thus, Basic Paradigm delves into:

How can we improve the effectiveness of worthwhile organizations around the world?

How can we help non-profits and social enterprises to overcome the challenges they are facing and have the greatest possible social impact?

SWOT ANALYSIS

Strength

- ❖ Team of consultants has extensive experience and a strong history of achieving success.
- ❖ Offer a wide range of services, including healthcare consulting, training, and research.

Weakness

- ❖ Lack of name recognition in some markets
- ❖ High prices for some services

SWOT

Opportunity

- ❖ Growing demand for consulting services
- ❖ Expansion into new markets
- ❖ Increased use of technology in consulting

Threats

- ❖ Competition from larger consulting firms
- ❖ Political instability

Suggestion

- ❖ Expanding into new markets would help the company reach more clients and grow its business.
- ❖ Investing in marketing and advertising can increase awareness of its services and attract new clients.

Challenges

- ❖ I faced difficulties writing technical and financial proposals for the RFP.
- ❖ Understanding various study designs was challenging.
- ❖ Initially, analyzing data with SPSS software was difficult.

Research Paper

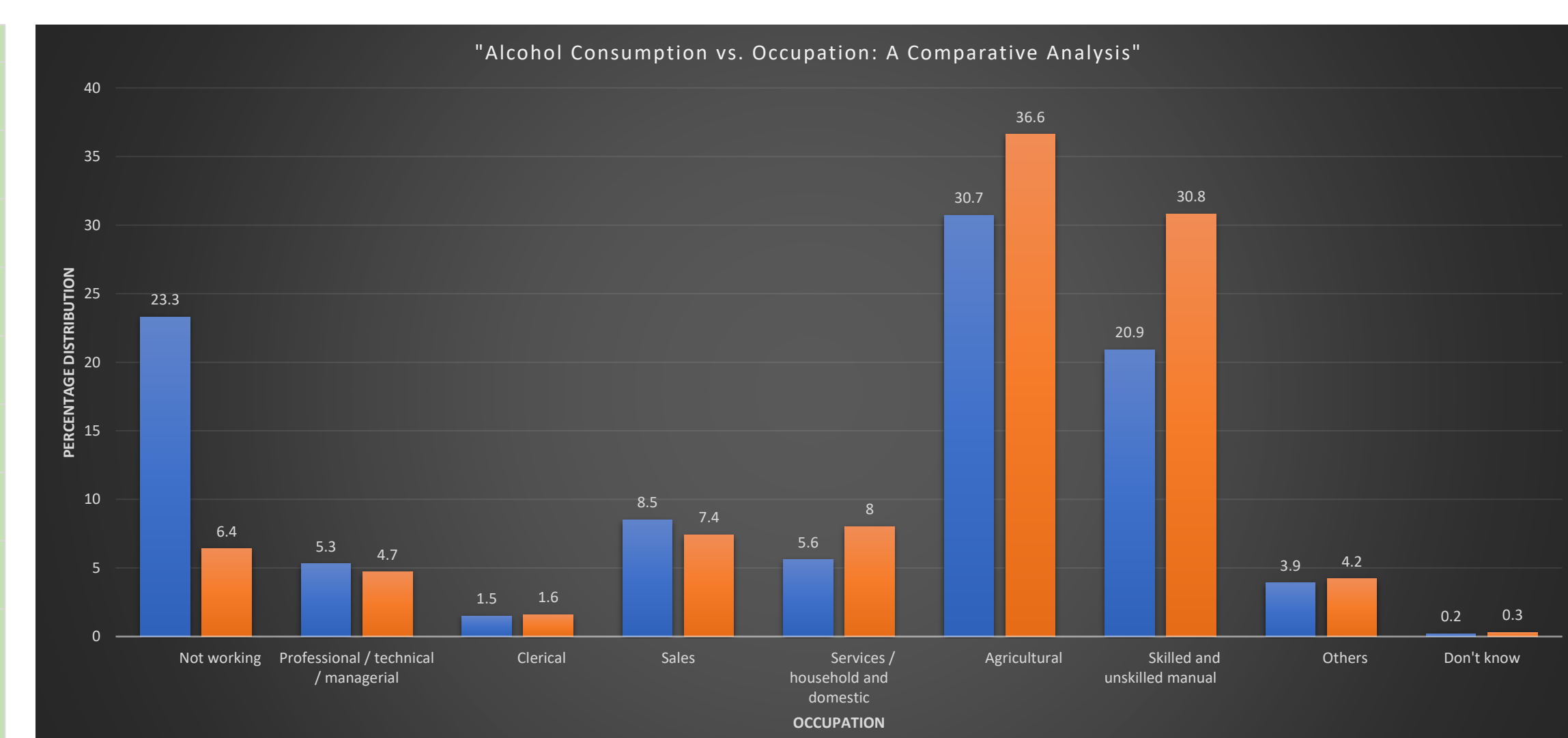
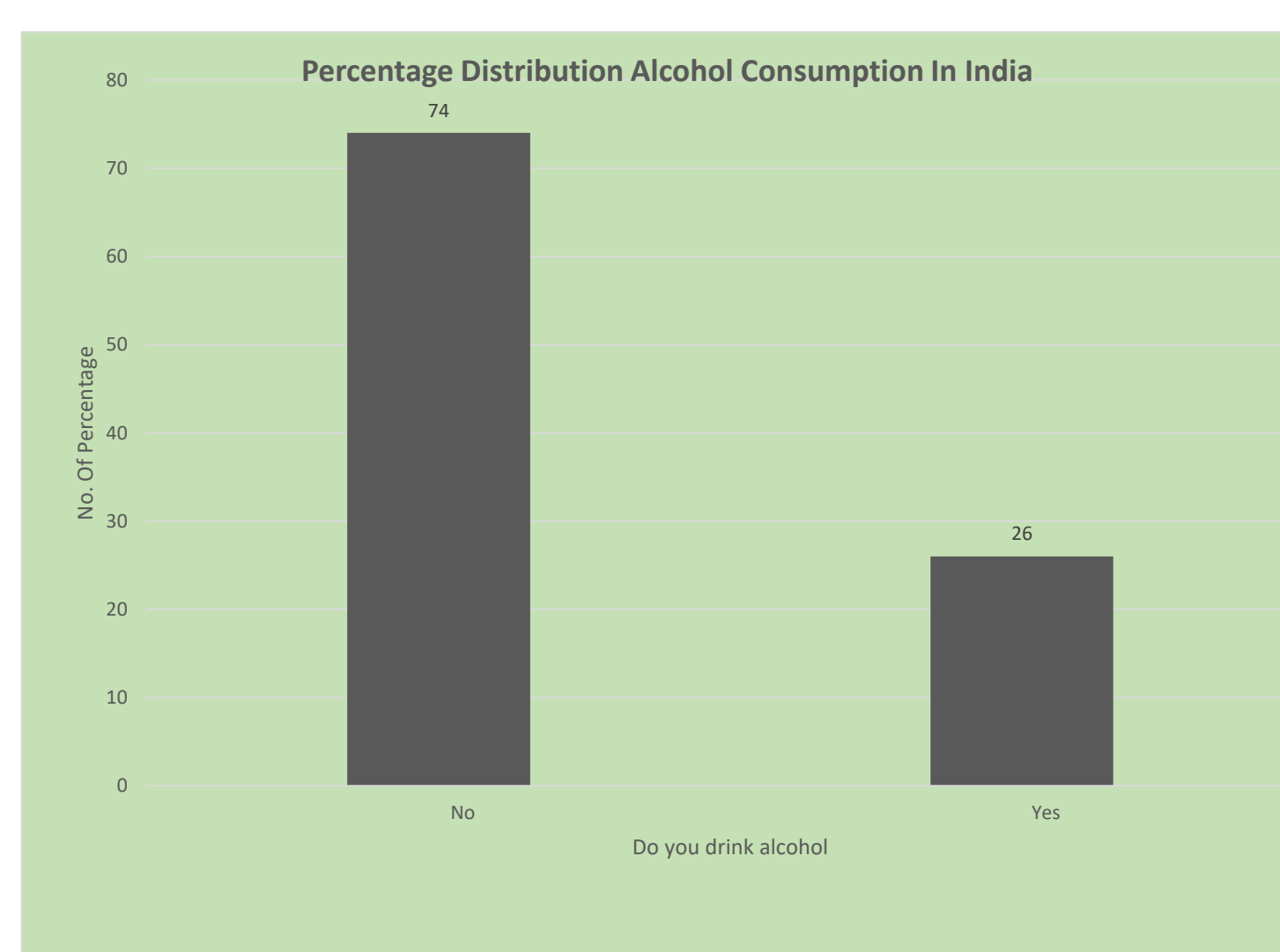
Title : Exploring the Health Implications of Habitual Alcohol Consumption in Men of India

Objective:

- To investigate the prevalence and patterns of habitual alcohol consumption and difference types of alcohol consumption among men in India.
- To examine propose recommendations for public health interventions and policies to address the health implications of habitual alcohol consumption among men in India.

Conclusion:

- In India, it has been observed that 26% of men, totaling 26,448 respondents, engage in habitual alcohol consumption. Among individuals aged 30 to 39, there is a higher prevalence of alcohol consumption.
- The agricultural sector, with a rate of 36.6%.
- The data shows that individuals from the poorest and poorer segments of the wealth index are more likely to consume alcohol, accounting for approximately 26% of the sample size.



Learning During Internship

- ❖ Developing an RFP: Creating a document specifying project requirements and criteria for proposals.
- ❖ Conducting research: Gathering information through primary and secondary sources.
- ❖ Writing a research paper: Presenting findings, analysis, and conclusions in a written document.
- ❖ Analyzing data with SPSS: Examining and interpreting data using SPSS software.
- ❖ Creating a questionnaire with Kobo: Designing a survey instrument using Kobo tool for data collection.
- ❖ Visualizing data with Google Data Studio: Presenting data in a visual format using Google Data Studio for charts, graphs, and dashboards.