

IQVIA

IQVIA, [which stands for I (IMS Health), Q (Quintiles), and VIA (by way of)] originally Quintiles and IMS Health, Inc., is a worldwide corporation specialising in the health information technology and clinical research industries. IQVIA is a biopharmaceutical development and commercial outsourcing company that specialises in Phase I-IV clinical trials, as well as associated laboratory and analytical services, as well as consultancy. IMS Health was most well-known for its healthcare data collection, which included sales, de-identified prescription data, medical claims, electronic medical records, and social media. Quintiles was the largest biopharmaceutical development and commercial outsourcing company in the world. Companies in the biotechnology, pharmaceutical, and healthcare sectors could benefit from clinical data management, clinical trial execution services, medicines, drug development, financial partnering, and commercialization skills provided by the organisation.

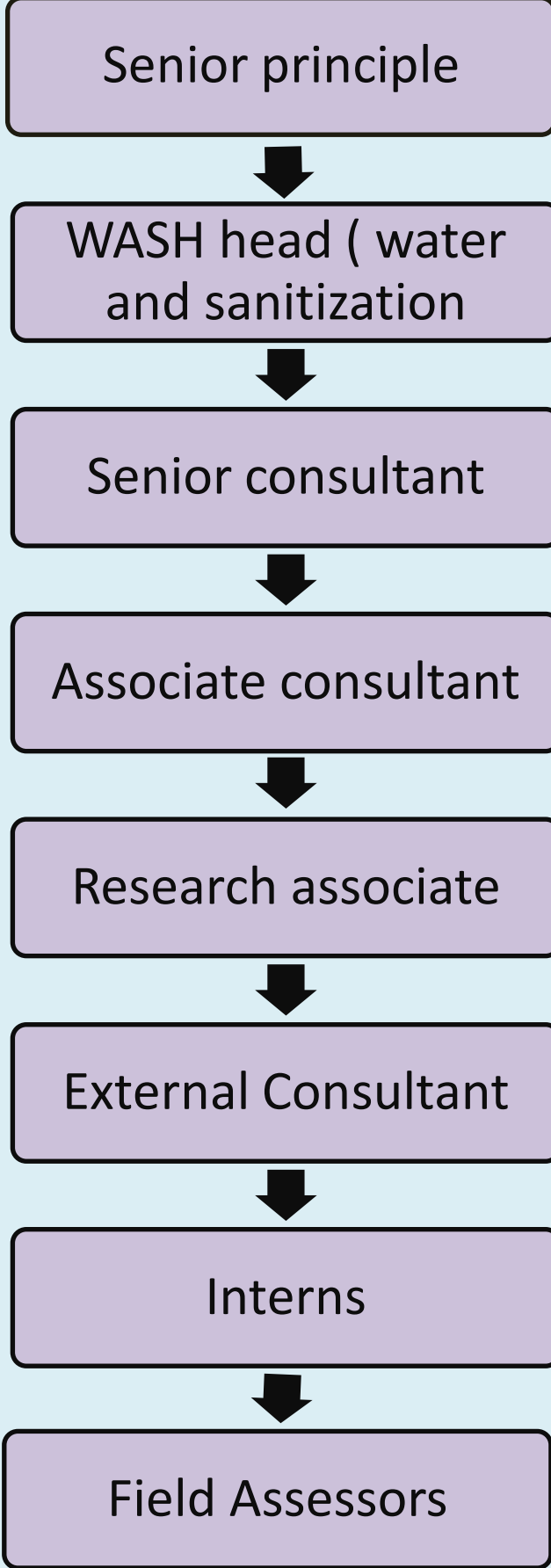
VISION

IQVIA brings together advances in data science, technology, and healthcare expertise to help customers make better decisions and ultimately improve patient outcomes. Our mission is to help create a healthier world.

MISSION

A world where data science advances and human innovation collide to create innovative ways to improve human health. Every challenge is viewed as a chance to make a significant difference in the lives of customers, patients, and people. A career that matters and contribute to a healthier world. This makes our Vision Impactful and Meaningful

ORGANISATION/PROJECT STRUCTURE



SWACHH BHARAT MISSION

Swachh Bharat Mission (SBM), is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management

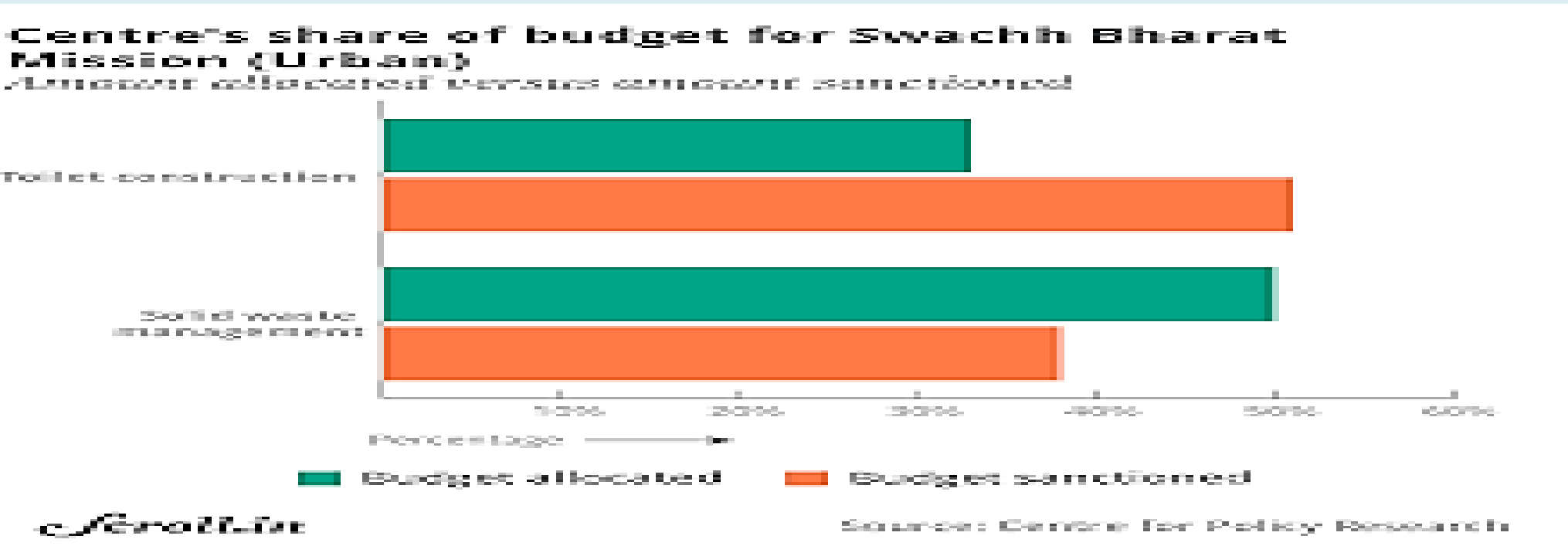
Phase 1 of the Swachh Bharat Mission lasted till October 2019.

Phase 2 is being implemented between 2020–21 and 2024–25 to help cement the work of Phase 1

The Government of India (GOI) launched the Swachh Bharat Mission (Urban) [SBM (U)], with the vision of ensuring hygiene, waste management and sanitation across the nation, as a tribute to Mahatma Gandhi on his 150th birth anniversary

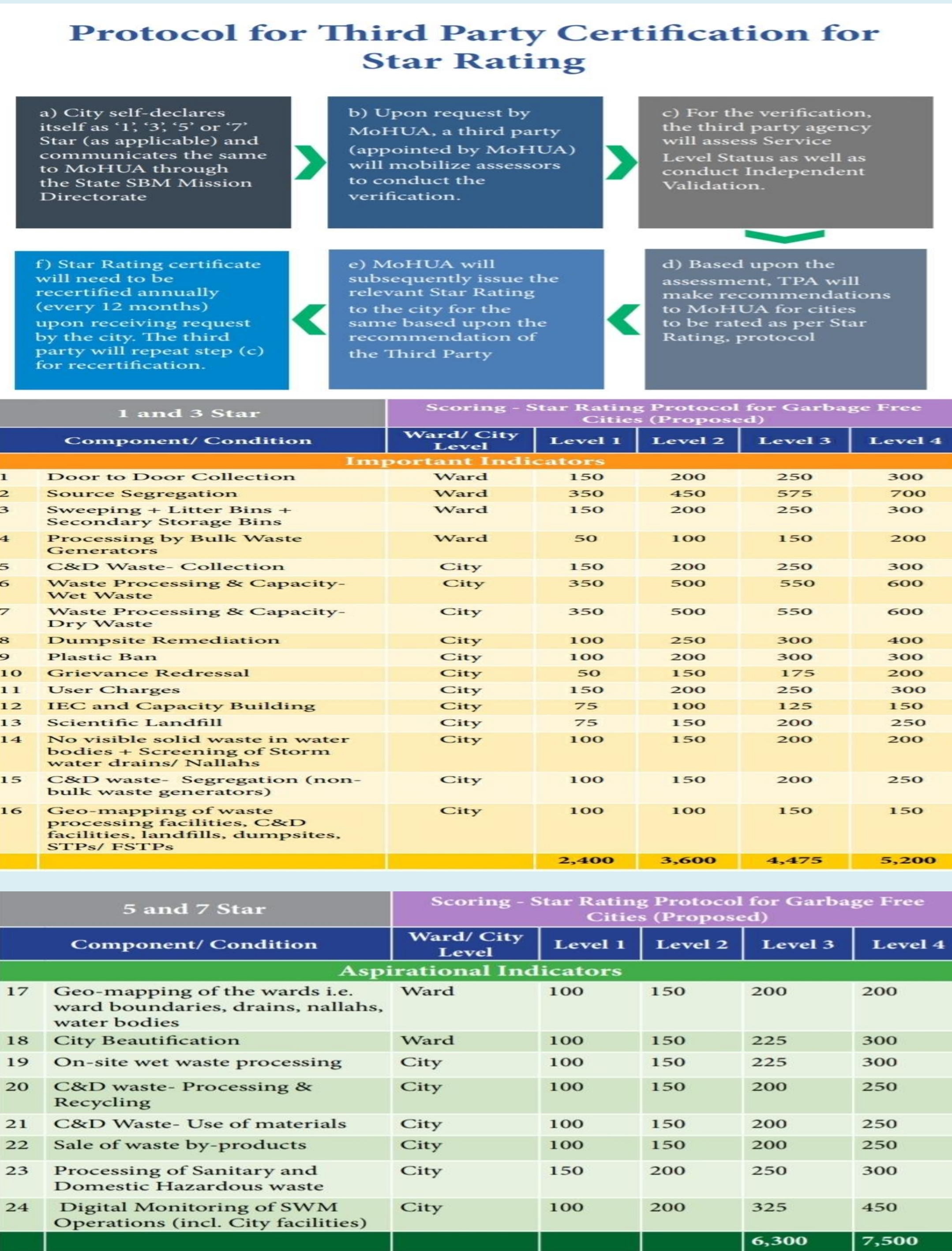
Key thrust areas of the mission include,

- Elimination of open defecation
- Eradication of Manual Scavenging by converting insanitary toilets to sanitary
- Modern and Scientific Municipal Solid Waste Management
- Effecting behavioural change regarding healthy sanitation practices
- Awareness generation about sanitation and its linkage with public health
- Capacity Augmentation for Urban Local Bodies (ULBs) to create an enabling environment for private sector participation



STAR RATINGS

The Star Rating Protocol was launched by the MoHUA in 2018 to institutionalise a mechanism for cities to achieve Garbage Free status, and to motivate cities to achieve higher degrees of sustainable cleanliness. In the recently concluded certification exercise for Garbage Free Cities nearly 50% of ULBs (Urban Local Bodies) (2,238 cities) participated in the certification exercise, of which a total of 299 cities have been certified. 9 cities have been rated as 5-star, 143 cities rated as 3-star and 147 cities as 1-star. In October 2021, Swachh Bharat Mission-Urban 2.0 was launched, to create “Garbage Free Cities” (GFC), thereby placing India on a new trajectory of growth towards an ecosystem of holistic sanitation and waste management. It is one of the various initiatives which intends to make Swachh Bharat Mission-Urban (SBM-U) a successful project. Based On: It is based on 12 parameters which follow a SMART framework – Single metric, Measurable, Achievable, Rigorous verification mechanism and targeted towards outcomes. The star rating conditions have been designed in a way to enable cities to gradually evolve into a model (7-star) city, with progressive improvements in their overall cleanliness. It is a comprehensive framework that assesses cities across 23 different components of Solid Waste Management (SWM) and is graded based on overall marks received.



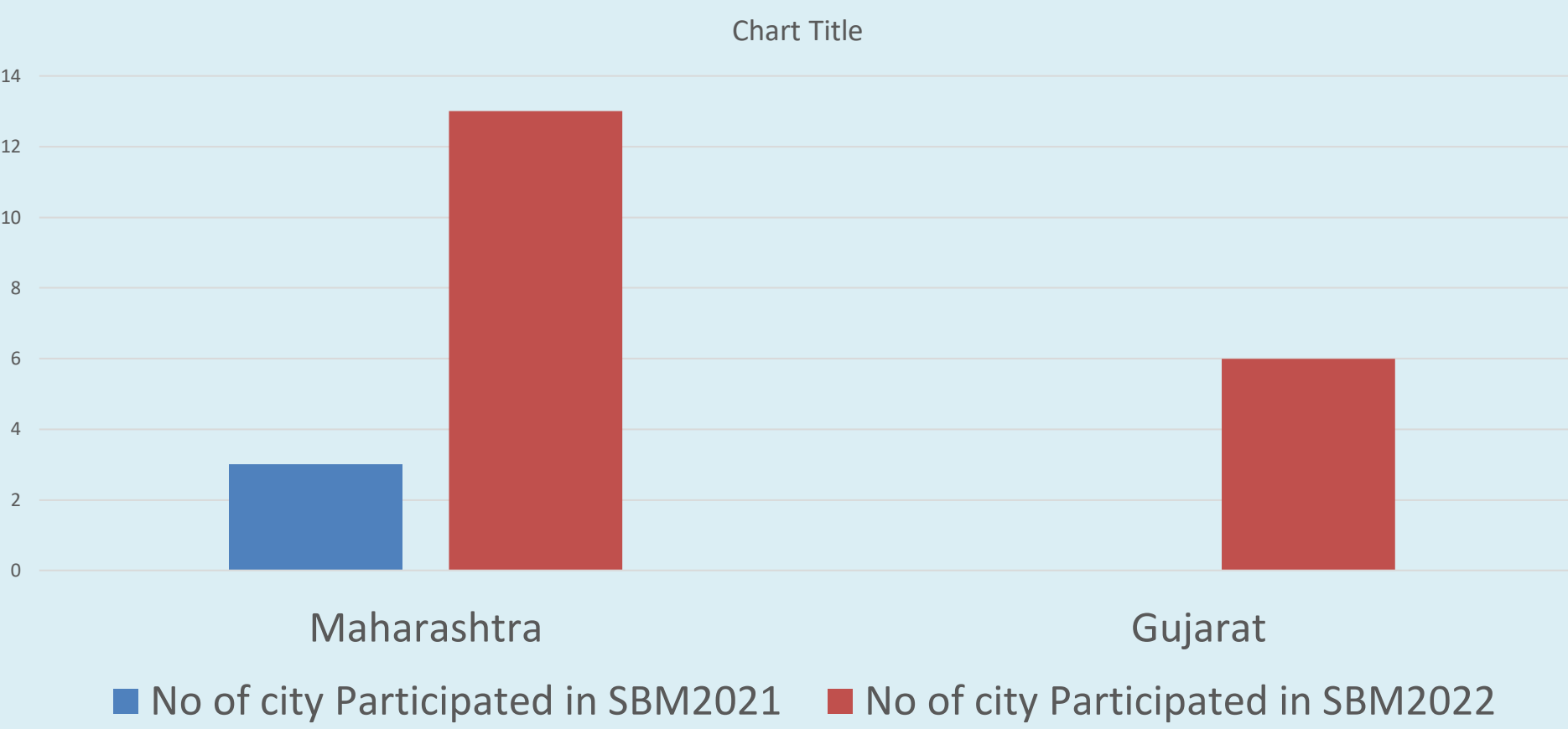
DESKTOP ASSESSMENT

1. Verify wards
2. Assess and verify the documents submitted by the cities for all components as per Level 1 requirements. The agency to validate the figures updated on MIS and the documents submitted by cities with corresponding minimum requirement (Level-1)

Door to door collection	Dumpsite remediation and scientific landfill
Source Segregation	Screenings of nallah
Litter bins, Storage bins	Onsite wet waste processing
Waste processing and Capacity (wet, dry, domestic, hazardous)	C & D waste (Storage, segregation, processing, recycling)
User charges	On site wet waste processing by BWG

3. Flag the Waste Processing Facilities, C&D facilities, landfills, dumpsites, drains, nallahs etc. if the city has claimed for these components but these are not available in city profile to ensure coverage during field assessment

In total 22 ULB were accessed of different states of India. ULB of Maharashtra and Gujarat were mainly allotted. Out of total, around 4-5 ULBs have participated in SBM 2021 rest were totally new. This proves that in SBM 2022 more cities have taken initiatives.



Out of these ULB, one which were applied earlier have applied for higher star ratings, while in new ones some have passed, some failed and others have documentation error

QUALITY CONTROL

1. In addition to the Citizen validation, the agency will also assess the following components on the ground: door to door collection, segregated transportation, processing and sweeping as part of independent observation.
2. In case of re-assessment of cities that failed in field assessment, the samples during reassessment will also include failed samples (33% or more) from the earlier assessment in addition to the fresh samples.

INDEPENDENT OBSERVATION

Cities will be assessed ward-wise. The number/percentage of locations/checkpoints, of the total claimed locations, to be visited in each ward for purpose of physical observation is provided below

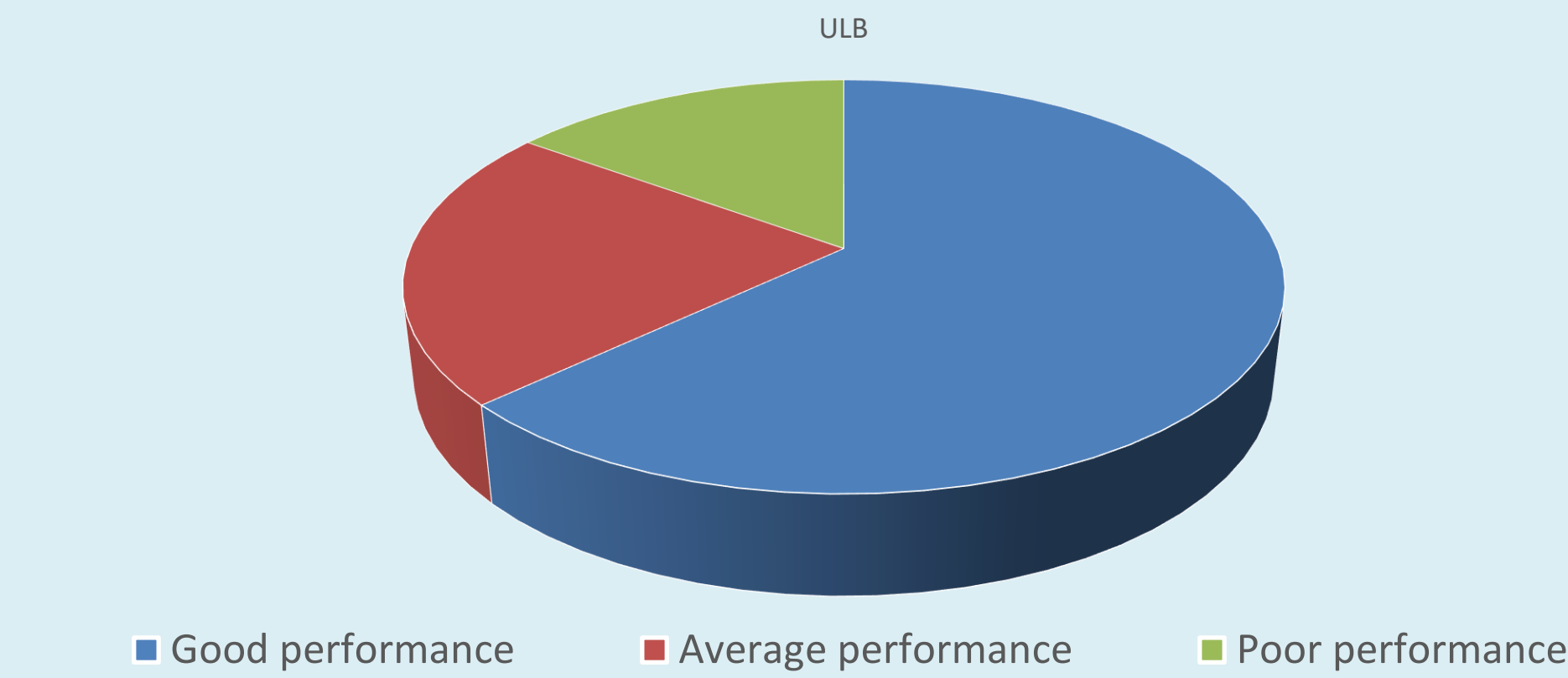
Location Type	No. of locations/ checkpoints per ward
Residential Areas	5
Roads and Streets	Roads and Streets of the identified sampled areas
Market Areas*	5
Parks & Gardens**	Minimum 3 or actual no. of parks and gardens
Bulk Waste Generators	Minimum 10 or 5% of BWGs (in case less than 10, all BWGs as per service level status documentation shall be assessed)
Transport Hubs	Railway/Metro Stations, Bus Stations, Airports, Taxi/ Auto stands, and other Transport Hubs. (At least one of each category of transport hub shall be checked)
Industrial Areas	Industrial and Institutional areas (if applicable)
Water Bodies, Storm Water Drains and Nallahs	Water-bodies with public access and Storm Water Drains/Nallahs of the identified sampled areas
MSW Processing Plants	All functional plants
Scientific Landfill	Existing SLF
Dumpsite	All identified dumpsite(s)
Tourist areas***	All tourist areas (with high footfalls), if applicable

CITIZEN VALIDATION

As part of the validation, assessor should also interact with respective citizens to validate the service level status claimed by the ULB.

S. No.	Category#	No. of Citizen Validations per ward*^
1	Households (including slums)	Minimum 50 or .5% of no. of HHLs as per SLS documentation, whichever is higher
2	Shops/ Street Vendors	Minimum 10 or 1% of no. of shops/Street vendors, whichever is higher
3	Schools/Colleges/Education Institutions	Minimum 10 or 10% of the total number of schools/colleges/education institutions, whichever is higher
4	Hotels/Guest Houses/ Dharmshalas/ Shelter homes/ Ashrams/ Hostels/ Clubs	Minimum 10 or 5% of the total number of Hotels/ Dharmshalas, whichever is higher
5	Restaurants/Dhabas/ Eateries	Minimum 10 or 5% of the total number of Restaurants/Dhabas, whichever is higher
6	Bulk Waste Generators	Minimum 10 or 5% of the total number of Bulk Waste Generators, whichever is higher
7	Offices (Private & Government)	Minimum 10 or 1% of the total number of Offices (Private and Government), whichever is higher
8	Tourist areas	Minimum 5 or 10% of the total number of Tourist areas, whichever is higher
9	Parks & Gardens	5 citizens in all the parks & gardens covered under independent observation
10	Transport Hubs	5 citizens in each category of transport hub covered under independent observation

After desktop assessment, sampling is done of the ULB where each specific data of the particular ULB like number of wet waste plant, C & D plant etc is provided. Post sampling, QC is done where assessors are sent to the field and live observation is carried out. 14 ULBs were accessed and Maharashtra and Chhattisgarh were majority. It was observed that there were states that performed well in field assessment while some states did not perform well. Flaws such as identification of GVP, plants not found were common. Such flaws lead to poor performance in quality control



SWOT ANALYSIS

Strength	Weakness
1. Provisions for funding 2. Flexibility in programme implementation for states 3. Workshops at the state level 4. Technological advancements	- 1. Construction of toilets without generating demand 2. The use of latrines is socially unacceptable. 3. Less focus on other aspects of sanitation 4. Political Systems 5. No focus on excreta disposal in railway department
Opportunities	Threats
1. Biogas/gobar gas plant/domestic biogas plants are used to manage waste. 2. Alternative types of sewerage and treatment systems are available. 3. Other unique strategies will be required in future sanitation changes. 4. Examining previous health reforms can shed light on the difficulties of improving public health.	1. Intensity and persistence of interest 2. Solid waste recycling is a major issue due to administration and leadership changes.

CHALLENGES

Excessive work: SBM is a live project. Constant work is being updated from higher authorities

Stressful competition: A stressful competition is there between interns about quantity of work being done. This leads to degrading the quality of work done

High expectation: Project manager have high expectations from interns of completing work with good quality and quantity which is difficult to complete

Monotonous work: Same work is being done on daily basis. No upgradation of work is there this results in monotonous work

Communication gap: In quality control, constant communication is done between QC and assessor. Sometimes assessor knows only regional language which leads to communication gap

USEFULNESS

Corporate experience: Entering corporate life during internship is first time experience. Valuable exposure to how a business runs, meetings held, task performed is experienced in real world setting

Time management: Time management is learnt by reaching office in time, completing task and maintaining work life balance

Mentorship: Working as an intern allow to meet potential mentor naturally and establish a relationship that helps guide career path

Guide career goals: Various subjects are learnt during college and determine interest. Studying such subject and practically applying it is a huge difference. During internship, practically applying these subjects helps in guide career goals

Create professional network: Internship is practical way to expand job network. Professional network is most valuable to future jobs

Strong resume: Valuable job experience enables to fill resume with honesty and specificity

CONCLUSION

SBM is a live project. Constant exposure was experienced by interacting with government officials via portal and through assessors through phone calls. It is overall a new concept. Working under such project is overall beneficial academically and practically