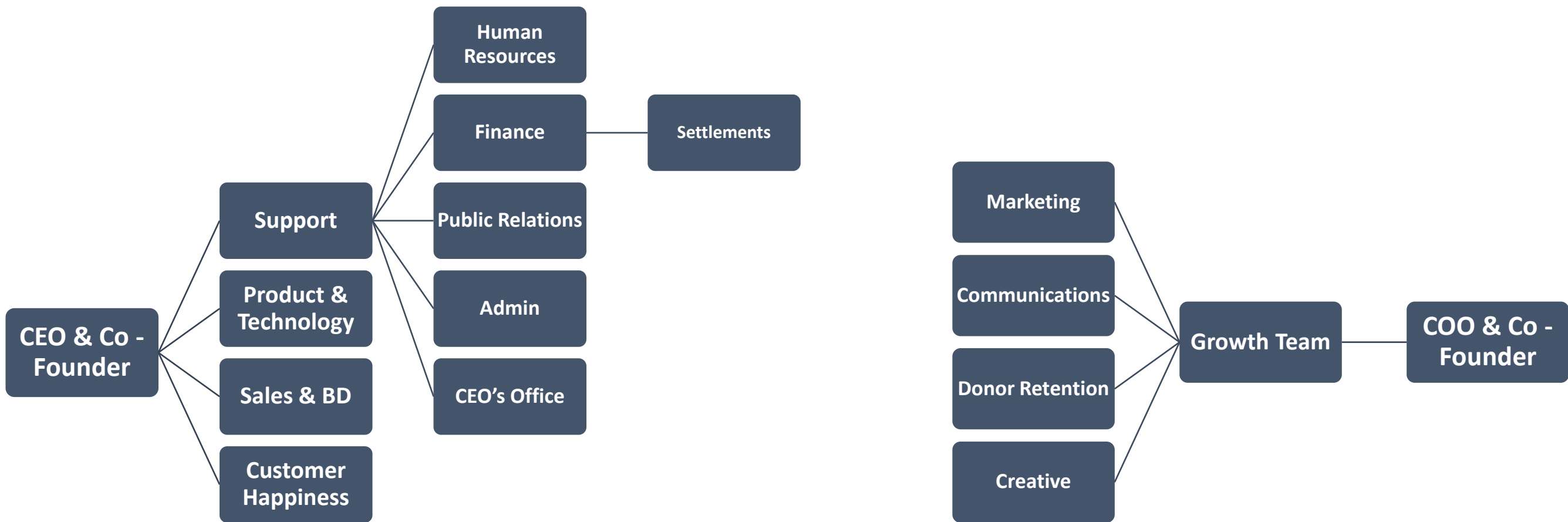




- Brief About Organization** :- Impact Guru is a donation based crowdfunding platform that offers global crowdfunding solutions for NGOs, social enterprises, startups and individuals. It was launched by Maneka Gandhi, Union Cabinet Minister for Women & Child Development, Government of India in September 2015.
- Mission & Vision** :- We believe in your power to make someone smile, to save someone's life, to foster brilliant ideas, to make a social change and to be the impact you want to make in the world.
- An Impact Guru is someone who envisions change, who finds solutions to social problems, who steps up to support another change-maker, who makes kindness a habit, who dares to follow his/her dream, or who simply helps a friend in need.
- We believe that everyone holds the power to effect great change and given the right tools and the right backing, can become an Impact Guru himself/herself. We've built an easy-to-use platform to transform individuals into Impact Gurus, who will lead the world to goodness. We offer the best online tools to mobilize the crowd towards great ideas and projects and get good things done fast.
- Organization Structure**



Meaning of our Logo



- The **Plus** signifies universal symbol of health and also represents medicated plasters (Band-Aid), indicative of healing.
- Color **Green** showcases balance and growth which yearns to unite society
- Color **Yellow** represents hope and sunshine, which brings happiness in the lives of people that we touch.
- Two Hearts** mark our commitment to engage society for a common goal of saving lives – engaging with beneficiaries and donors.
- Amalgamation of **all colors** in the plus sign shows the individual and society at the center of our focus.

Learning and Value Addition

Marketing strategies ,BTL(Below the Line) Marketing strategies, positioning of the advertisement which can be fruitful for the organization. Our team found places where we can do advertisement which would increase the number of leads for fundraiser. My Main focus was to advertise in pharmacy stores. Visited various Pharmacy stores and found different places in different shops like providing paper bags, display on their counters, providing standees, led sign board all this can help to promote our branding from all this I got idea of marketing and various types of advertisement. We also have to find the solution of problem related previous brandings.

We found our target audience that's patients' family and accordingly we are planning to provide the paper cups tissue paper in cafeteria of hospitals then advertisement on bus stand near and in front of hospitals. This was overall learning during my internship phase.

Difference Between Practical & Theoretical Exposure

In lectures we have learnt about various marketing strategy like 5ps are used that was theoretical and now I have applied it for my organization learning theory is easy but utilize it practically is quite challenging first we must plan everything and then check it twice and then implement. Its not always necessary that you will get success.

Marketing Strategy depend upon the Target audience.

SWOT Analysis

Strength - Benefit for both local and international community 80G tax benefit - Low to No platform fees - Multiple donation technique - Faster fundraiser approval/withdrawal	Weakness - No Recognition on achieving targets - No Hierarchy
Opportunities - Utilize the power of social network for promotion and connect with crowdsourcing - Partners involve in donation - Can directly report to vice president for any issue and suggestions - Can raise fund for personal cause	Threats - Cyber-Security - Internal Crashes



Challenges Faced During Internship

- To settle down in different Environment.
- Going for field work in a new city.
- Convince shopkeepers to have a talk with them and convince for branding.
- If some thing went wrong while dealing with vendors and something went wrong.

Suggestions for Organization

- Can deal in some product like medical devices and all as they are having great hospital network.
- Should appreciate every employee for their positive work as they are helping in generating revenue for organization.

Usefulness of Internship

- Help to improve the concept of marketing
- Learn how co-operate world works
- How to pitch your points properly
- Various ideas to advertise in Pharmacy store