

A. PROFILE OF THE ORGANISATION

1. Brief History and Description of Organization

- PwC was formed in 1998 from a merger between Price Waterhouse and Coopers & Lybrand.
- Both accounting firms originated in London during the mid-1800s.
- PwC serves 26 industries in the fields of assurance, tax, human resources, transactions, performance improvement and crisis management and has helped resolve complex client and stakeholder issues worldwide.
- Bob Moritz is the Global Chairperson of PwC and Sanjeev Krishnan is the chairperson of PwC India.
- PwC has partners in approximately 800 offices across 157 countries with 200,000 employees.
- Nearly 15 years ago, as a part Of Corporate Social Responsibility (CSR), we formed the PwC India Foundation (PwCIF) with one vision: *to do good.*

2. Organization Vision and Mission



“ We are a community of solvers combining human ingenuity, experience and technology innovation to deliver sustained outcomes and build trust.”

Fig 1- Source- Our purpose and values. PwC. <https://www.pwc.com/us/en/about-us/purpose-and-values.html>

2. Organization Structure

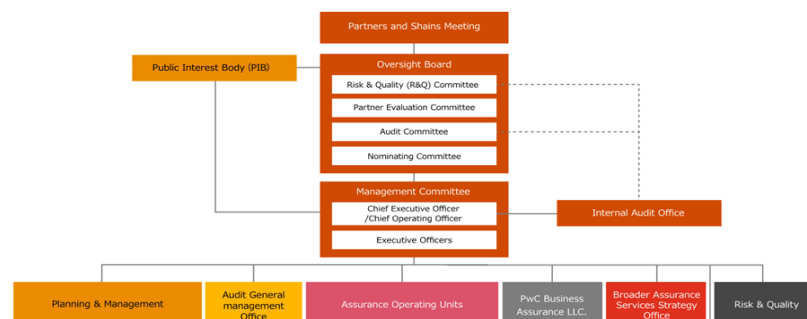


Fig 2- Source: Organizational Structure and Governance. PwC. <https://www.pwc.com/jp/en/about/member/assurance/organization.html>

B. LEARNING AND VALUE ADDITIONS

4. Difference between practical exposure and theoretical understanding

Practical exposure can be summarized as:

- Assisting with client engagements by conducting research, data analysis, and developing recommendations.
- Participating in team meetings and client presentations.
- Collaborating with colleagues to solve problems and deliver client solutions.
- Getting exposure to different industries and learning about their unique challenges and opportunities.

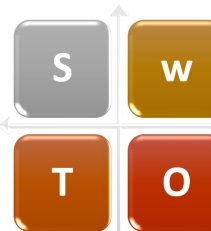
Theoretical understanding can be summarized as:

- Learning about consulting methodologies, frameworks, and tools.
- Attending training sessions and workshops to enhance skills in areas such as data analysis, problem-solving, and communication.
- Studying industry trends, market research, and case studies to gain insights into successful consulting projects.

5. SWOT Analysis

Strengths

- Global Presence
- Brand Reputation
- Broad Service Portfolio
- Industry expertise



Weakness

- Size and bureaucracy
- Potential conflicts of interests
- Talent Retention

Threats

- Intense Competition
- Economic Downturns
- Regulatory Changes

Opportunities

- Digital transformation
- Emerging Markets
- Sustainability and ESG

6. Challenges Faced during Internship

Opportunity of field visits were relatively low making it difficult to understand the onsite conditions.

Face tight deadlines and had to juggle between multiple projects simultaneously.

Had to quickly learn new concepts, methodologies, and tools especially during proposals submission.

7. Learning during Internship

Key learnings and Insights from the Project Undertaken

- Identified the challenges faced by the members of the SEAR (Southeast Asian) countries, in regard to diagnostic service delivery methods.
- Identified the best on- ground diagnostic service delivery scheme/ model functioning in India incorporated under the PPP mode of service.
- Learned to develop a holistic approach based on transaction advisory services of PwC to build a similar model in SEAR countries based out of the success story of the model functioning in India.
- Phases of developing a Diagnostic Public Private Partnership model (PPP) and replicate them in the SEAR countries.

Learning Opportunities

Got the chance to work on Government Healthcare Proposals which enhanced problem-solving, analytical, and strategic thinking skills.

Skill Development

PWC Internship required to work in diverse teams and collaborate on projects with tight deadlines. This fostered the development of skills such as teamwork, communication, and client relationship management.

8. Usefulness of Internship

Exposure to Diverse Industries

Gained insights on the diverse proposals related to veterinary care to Monitoring and evaluation of NVI (New vaccine introductions) to PPP Diagnostics Model study in SEARO countries

Networking

PwC has an extensive network of professionals in the healthcare industry. Had the chance to build relationships with industry leaders, potential mentors, and colleagues.

9. Suggestions

- Cohesive flow within departments is required.
- Creative flow is lost due to work from home. Also, work from home affects work life balance
- Employee interaction can be increased.

C. PROJECT UNDERTAKEN

10. Title of the project

Building a public-private partnership model to enhance diagnostic service delivery among the SEAR countries.

11. Introduction

Access to in-vitro diagnostics (IVDs) and imaging at primary care level is dismally low in several Member States in SEAR (Southeast Asia Region) which includes Bangladesh, Bhutan, North Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand, and Timor-Leste. India launched the Free Diagnostics Service Initiative in 2015 which identifies the essential diagnostics that should be available at different levels of health care facilities.

12. Aim and objective.

To identify the best on- ground diagnostic service delivery scheme/ model functioning in India under PPP and to develop a similar model for the SEAR countries.

13. Identified diagnostic model under FDSI (free diagnostic service initiative) in India

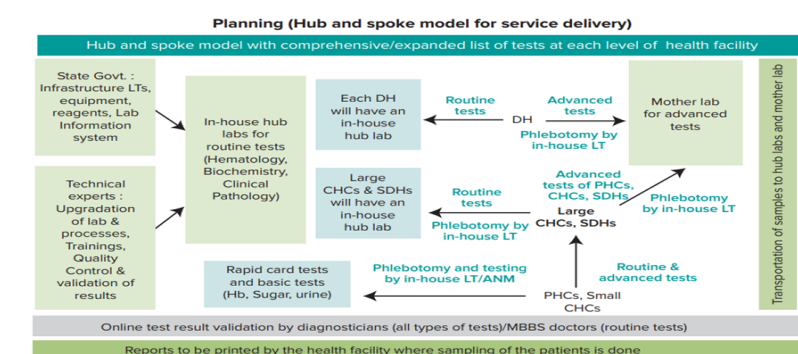


Fig 3- Free diagnostic service initiative NHRSC Report (2019) - Free Diagnostics service Initiative Guidance Document for Implementing Laboratory Services in States

14. Segregating Diagnostic Challenges (Checklist) SEAR Countries

SEAR COUNTRY	POOR ACCESSIBILITY TO DIAGNOSTIC SETUP	LACK OF SKILLED MANPOWER	NON-AVAILABILITY OF DIAGNOSTIC LABORATORY EQUIPMENTS	REAGENT SCARCITY	LACK OF POINT OF CARE TESTING	POOR SPECIMEN REFERRAL AND TRANSPORT SYSTEM	LIMITED PUBLIC PRIVATE PARTNERSHIP
NEPAL	✓	✓	✓	✓	✓		✓
SRI LANKA	✓	✓	✓	✓			✓
THAILAND	✓		✓		✓		✓
MYANMAR	✓	✓	✓	✓			✓
TIMOR LESTE	✓	✓	✓		✓	✓	✓
BHUTAN	✓	✓	✓	✓	✓	✓	✓
MALDIVES	✓				✓	✓	✓
INDONESIA	✓	✓	✓			✓	✓
BANGLADESH	✓	✓	✓	✓	✓	✓	✓
DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA	✓			✓	✓	✓	✓

15. Phases of PPP diagnostic model development in SEAR Countries

PHASE 1- MARKET ASSESSMENT, PROJECT DESIGN AND STRUCTURING			PHASE 2- TENDER PROCESS AND TRANSACTION IMPLEMENTATION
MARKET ASSESSMENT	PROJECT DESIGN	STRUCTURING AND CAPACITY BUILDING	
Environmental, Demographic and Geographical analysis and Socioeconomic assessment	Identifying gaps across modalities and services	Risk Assessment	Preparation and release of relevant tender documents
Mapping the supply of both public and private infrastructure	Drawing the specification of the facilities	Financial Feasibility	Marketing of the project
Utilization and demand fulfillment and referral pathways	Reviving of Infrastructure	Monitoring and Internal control mechanism	Assessment of bidder qualification and proposal
	Institutional and Regulatory review		Project award to a winning bidder and signing of the PPP
	Supporting definitions of Operational parameters and building quality indicators for monitoring		
	Identifying scope and feasibility of using Technology		

- PREPARATION OF MANUAL AND SUBSEQUENT WORK PLAN
- CLOSE COORDINATION AND MONITORING
- TRAINING SESSIONS

16. Conclusion

Most unaddressed diagnostic challenges of SEAR countries like poor accessibility, lack of skilled manpower, lack of point of care testing can be taken care of by application of India's Hub and spoke model under PPP mode as it includes upgradation of labs, labs information system, Training and Capacity Building, In house hub labs, reagent lease along with clear cut definition of roles and responsibilities of Public and Private Partner.