



SWACHH BHARAT MISSION - URBAN (SUMMER INTERNSHIP PROJECT)



INDUSTRY SECTOR PROFILE

BRIEF HISTORY

- > In 2016, Quintiles and IMS Health converged to create an entirely new organization capable of serving the healthcare industry like never before.
- > IQVIA brings together advances in data science, technology, and healthcare expertise to help customers make better decisions and ultimately improve patient outcomes.

ORGANISATION MISSION & VISION

MISSION – Imagine a world where advances in data science and human Genuity come together to provide creative solutions to improve human health. This is our vision where every challenge is seen as an opportunity to make a meaningful impact for customers , for patients, for people. Discover a career with purpose and help create a healthier world.

VISION - IQVIA brings together advances in data science, technology and healthcare expertise to help customers make better decisions and ultimately improve patient outcomes.

ORGANISATION STRUCTURE

- SENIOR PRINCIPLE
- WASH HEAD
- SENIOR CONSULTANT
- ASSOCIATE CONSULTANT
- RESEARCH ASSOCIATE
- EXTERNAL CONSULTANT
- INTERNS
- FIELD ASSESSORS

INDUSTRY INTRODUCTION

A healthcare consulting firm acts as a contracted third party advisor to a given player in the healthcare sector. The role of a healthcare consulting firm is to optimize efficiency , revenue generation and structural improvements. This can take many forms with various specializations emerging within healthcare.

INTRODUCTION OF SWACHH BHARAT MISSION

The Swachh Bharat Mission - Urban (SBM-U), launched on 2nd October 2014 aims at making urban India free from open defecation and achieving 100% scientific management of municipal solid waste in 4,041 statutory towns in the country.

The objectives of the mission are mentioned below:

- ❑ Elimination of open defecation
- ❑ Eradication of Manual Scavenging
- ❑ Modern and Scientific Municipal Solid Waste Management
- ❑ To effect behavioural change regarding healthy sanitation practices
- ❑ Generate awareness about sanitation and its linkage with public health
- ❑ Capacity Augmentation for ULB's
- ❑ To create an enabling environment for private sector participation in Capex (capital expenditure) and Opex (operation and maintenance)

LEARNING & VALUE ADDITION- GARBAGE FREE CITIES

Garbage free city ensures holistic evaluation across entire SWM chain



❖ 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.

It is one of the various initiatives which intends to make Swachh Bharat Mission-Urban (SBM-U) a successful project.

• Cities fulfilling the necessary conditions for Star Rating will have to carry out self- assessment as per the methodology of the protocol.

SELF ASSESSMENT

DECLARATION OF STAR RATING

• The ULB may follow prescribed steps to self declare the star rating of the city

• 2. For all star ratings, request to be communicated to MoHUA through the State Govt. request for third party verification.

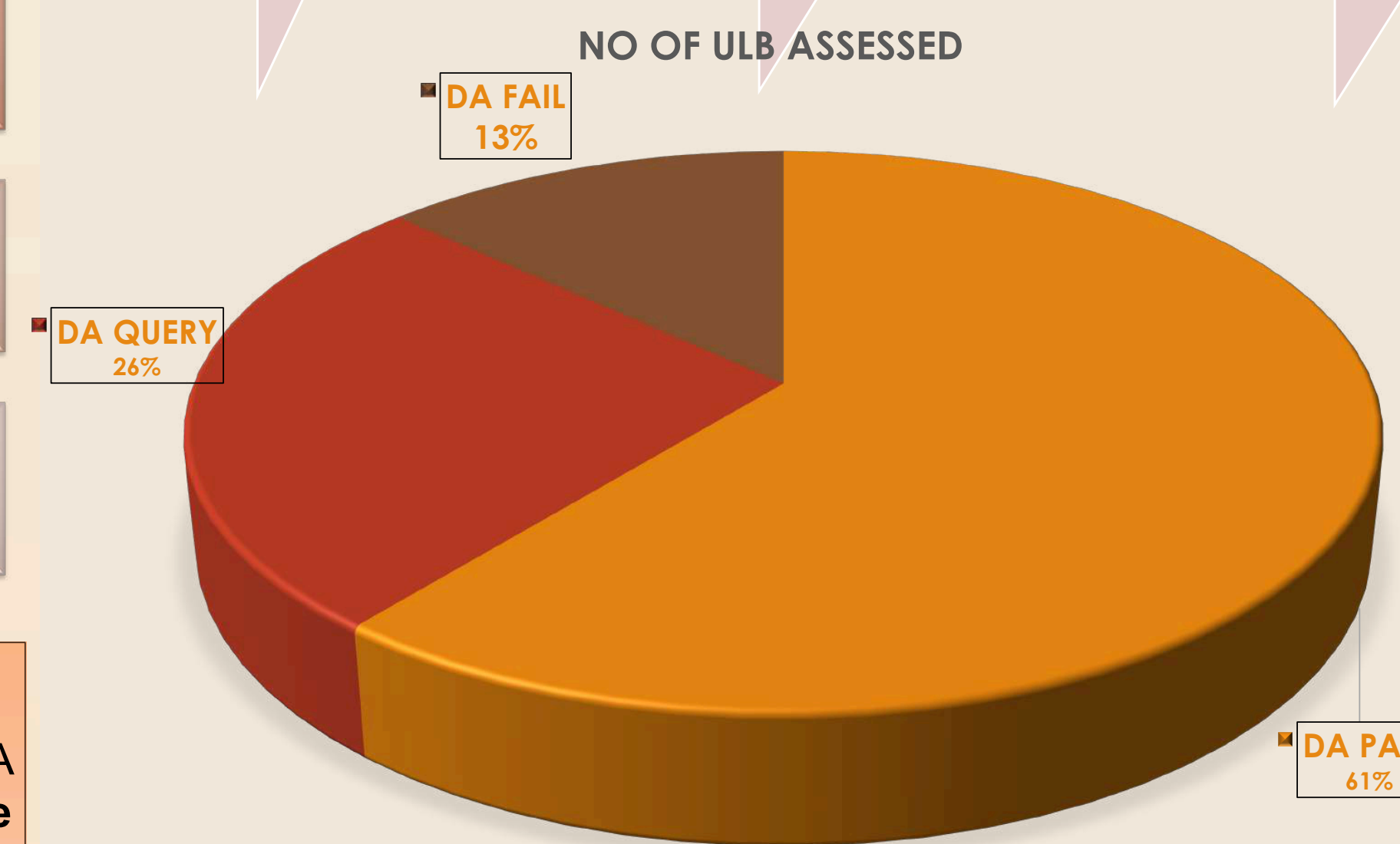
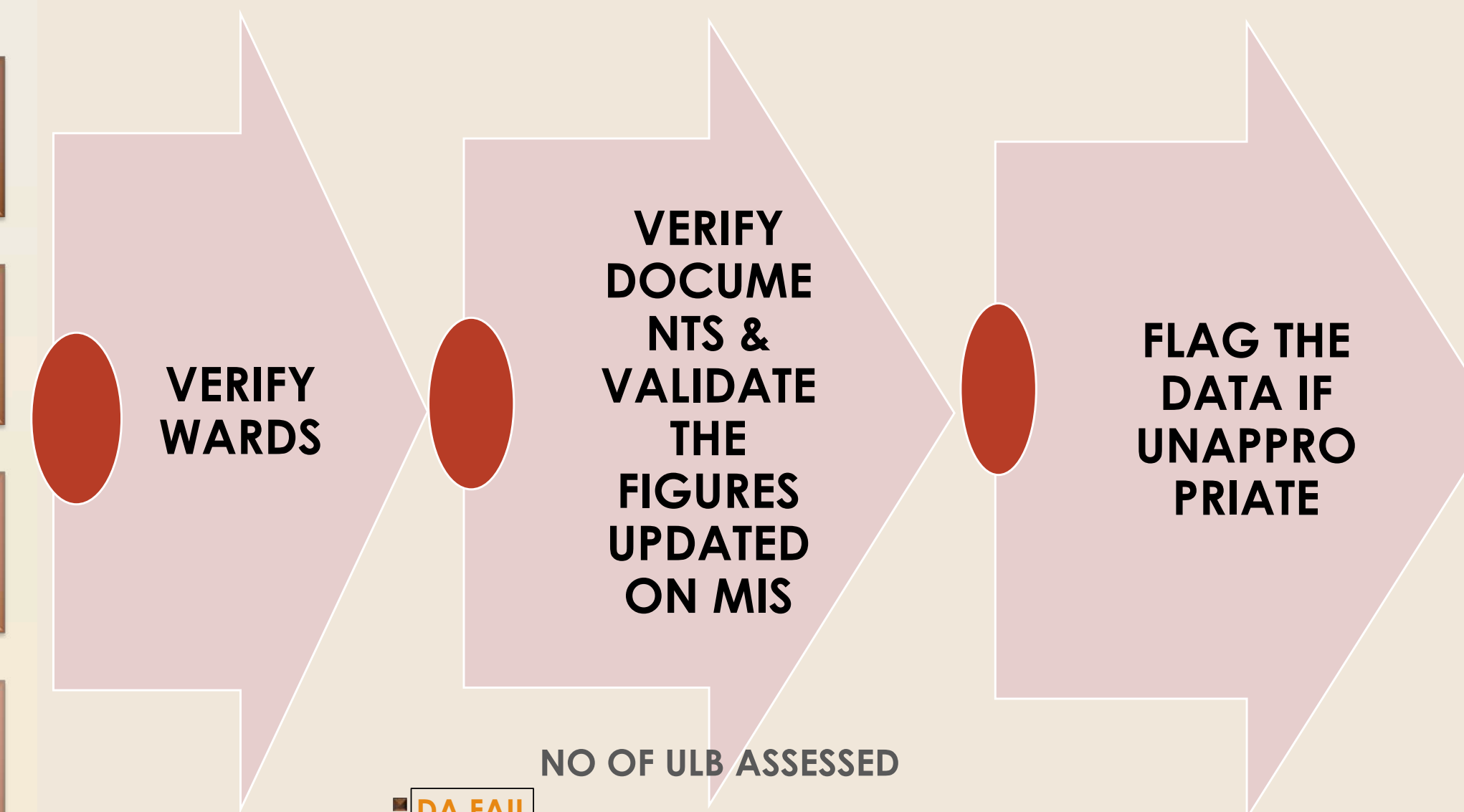
• MoHUA will take up independent verification and validation through a third party agency and will only recognize

• the MoHUA-TPA certified/ re-certified cities

• 2. Third party certification will be valid for one (1) year and city will have to be re-assessed and re-certified every 12 months.

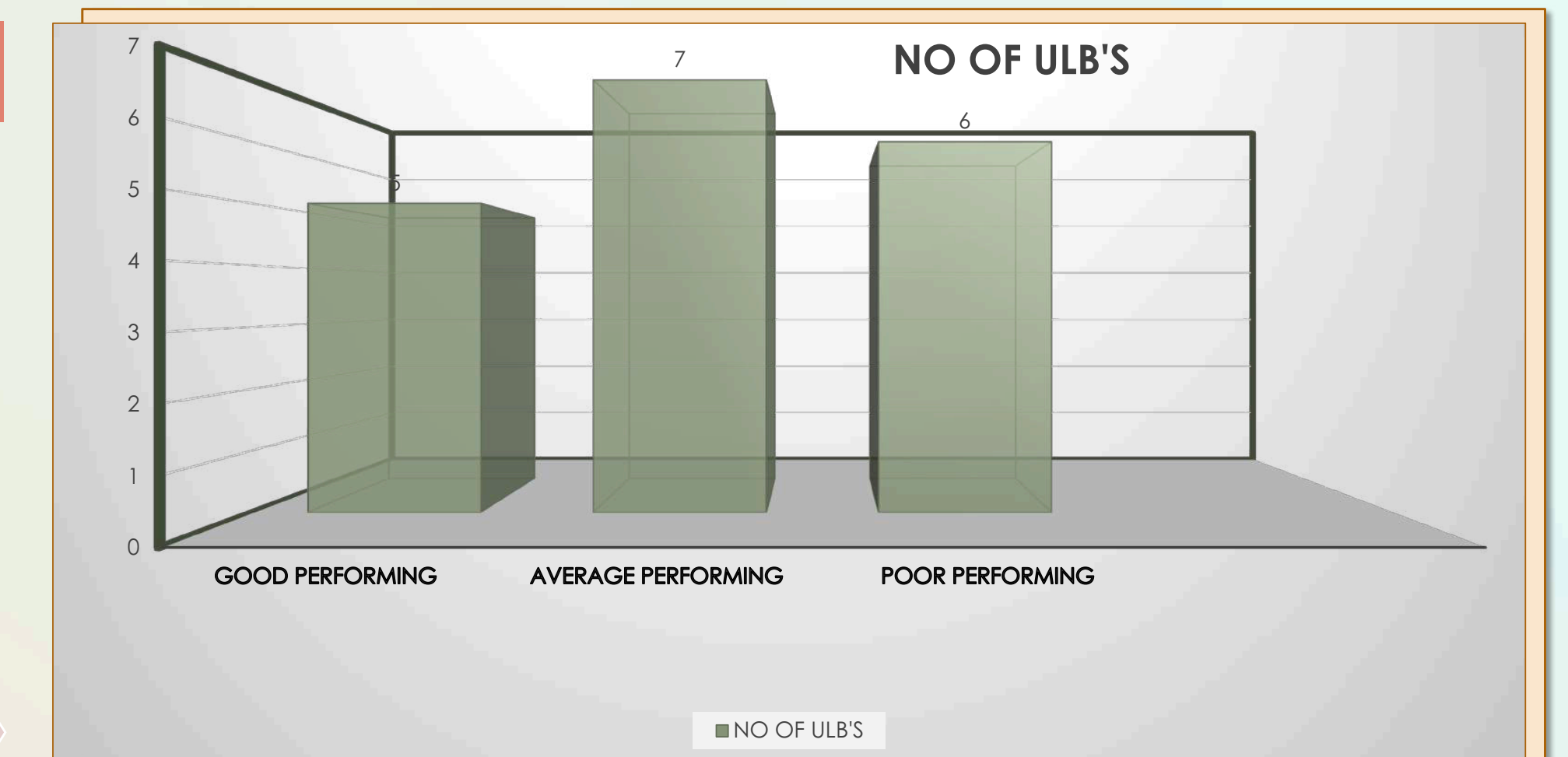
3rd PARTY VERIFICATION

DESKTOP ASSESSMENT



QUALITY CONTROL

- > **INDEPENDENT VALIDATION** - 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
- > **FIELD ASSESSMENT** - As part of the validation, assessor should also interact with respective citizens to validate the service level status claimed by the ULB.
- > **Assessors will use it enabled devices to record their observations and findings** along with photographs
- > **Third party will systematically collect photos as evidence for field observations** ensuring that the location, date and time are tagged



SWOT ANALYSIS

STRENGTH

- ❖ FUNDS
- ❖ TECHNOLOGICAL INNOVATION
- ❖ WORKSHOPS

WEAKNESS

- ❖ CONSTRUCTION WITHOUT DEMAND.
- ❖ SOCIALLY UNACCEPTABLE
- ❖ MAINTENANCE VOLUNTARY

OPPORTUNITIES

- ❖ WASTE MANAGEMENT THROUGH BIOGAS
- ❖ FUTURE SANITATION REFORMS

THREAT

- ❖ SUSTAINABILITY OF INTEREST
- ❖ CHANGE IN LEADERSHIP
- ❖ BEHAVIOURAL ASPECT

USEFULNESS

- ❑ Understanding organizational behavior.
- ❑ Corporate culture.
- ❑ Understanding SBM & GFC protocol.
- ❑ Assessment of official documents.
- ❑ Liaisoning with government authorities.
- ❑ Understanding live project.
- ❑ Management of on field assessors.

SUGGESTIONS

- ✓ Improvement of bugs in MIS.
- ✓ Field assessors to be trained more precisely for efficient outcome.
- ✓ Allotment of limited no of assessors to QC member.
- ✓ Enabling more confidentiality of data as well as assessment process as fudged data were seen often.