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About the Organization

- IQVIA is a multinational company, headquartered in the USA. IQVIA was formed in 2016, from the merger of Quintiles and IMS Health.
- Globally, IQVIA provides advanced analytics, technology solutions and clinical research services to the life sciences industry, including services and solutions to global health sector
- IQVIA operates in more than 100 countries over Asia, Europe, Africa, Middle East and America
- IQVIA is working for advances in Data Science, technology and healthcare expertise to help improve public health.

IQVIA, India

- 20+ years of experience in the Indian market
- IQVIA has over 18 offices in India along with 50 field offices across all the states.
- IQVIA is acting as the technical support unit to various large scale programs by the Government of India
- Project Management Consultants for largest flagship program in India - NDHM and PMJAY

Key operations

Research and Analytics

Monitoring and Evaluation

Policy, Planning and Program implementation

Capacity building and Digital innovation

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

Swachh Bharat Mission and IQVIA

The Swachh Bharat Mission (Urban) was launched by Government of India. The aim of the program was to ensure hygiene, sanitation and waste management across the country. SBM(U) is being implemented by the Ministry of Housing and Urban Affairs.

Under the **Ministry of Housing and Urban Affairs**, IQVIA is the technical consultant for Swachh Bharat mission (Urban) for conducting on-ground assessment of Star Rating for Garbage Free Cities and Open Defecation Free Protocols.

Scope of work the mission include:

- Elimination of open defecation
- Eradication of Manual Scavenging
- Modern and Scientific Municipal Solid Waste Management
- Promoting behavioral change regarding healthy sanitation practices (IEC)
- Capacity building of Urban Local Bodies (ULBs) and improving the levels of cleanliness through Solid Waste Management activities.

The Mission will focus on source segregation of solid waste, utilizing the principles of 3Rs (reduce, reuse, recycle), scientific processing of all types of municipal solid waste and remediation of legacy dumpsites for effective solid waste management.

In October 2021, Swachh Bharat Mission-Urban 2.0 was launched, to create “Garbage Free Cities” (GFC). It is a comprehensive framework that assesses cities across 24 different components of Solid Waste Management (SWM) and is graded based on overall marks received.

24 components with two groups

1. Important (1 & 3 Star – 16 components)
2. Aspirational (5 & 7 Star – 24 components)

Pre-qualifying conditions: ODF for 1 Star, ODF+ for 3 Star, ODF++ for 5 Star, Water+ for 7 Star

Roles and Responsibilities

DA GFC – Desktop Assessor for Garbage Free Cities

- Assessing the documents submitted by the ULB .Carefully analyzing whether the ULB meets the required conditions
- The ULBs are being assessed on the bases of 24 components, divided into “Important” and “Aspirational”
- The ULB can achieve any level between 1 to 4 in a particular component. The ULB has to meet a minimum of Level 1, otherwise it will “fail” in that component and the ULB wont be able to receive “Pass” in Desktop Assessment.
- If the ULB has provided insufficient documents, a detailed query is forwarded to them by the assessor, guiding them to provide the information required.
- In total 44 ULBs were assessed from Tamil Nadu, Bihar, Assam, Andaman and Nicobar Islands, Uttar Pradesh, Rajasthan, Madhya Pradesh, Gujrat and Telangana.
- Out of the 44 ULBs assessed, 25 passed the DA assessment and 16 were in Query. 3 ULBs failed the DA assessment.
- Madhya Pradesh and Telangana were part of the best performing ULBs.

List of Components		
Identify/Component		Status
I5 C&D Waste- Collection		Pass
I6 Waste Processing & Capacity		Pass
I7 Waste Processing & Capacity		Pass
I8 Dumpsite Remediation		Pass
I9 Plastic Ban		Pass
I10 Grievance Redressal		Pass
I11 User Charges		Pass
I12 IEC & Capacity Building		Pass
I13 Scientific Landfill		Pass
I14 No visible solid waste in water bodies + Screening of Storm water drains/ Nallahs		Pass
I15 C&D waste- Segregation (non		Pass
I16 Geo-mapping of waste processing facilities, C&D facilities, landfills, dumpsites, STPs/ FSTPs		Pass
A19 On-site wet waste processing		Pass
A20 C&D waste- Processing & Recycling		Pass
A21 C&D Waste- Use of materials		Pass
A22 Sale of waste by-products		Pass
A23 Processing of Sanitary and Domestic Hazardous waste		Pass
A24 Digital Monitoring of SWM Operations (incl. City facilities)		Pass

Ward Level Evidences		
Ward Number 1		
Identify/Component		Status
I1 Door to Door Collection		Pass
I2 Source Segregation		Pass
I3 Sweeping + Litter Bins + Secondary Storage Bins		Pass
I4 Processing by Bulk Waste Generators		Pass
A17 Geo-mapping of the wards i.e. ward boundaries, drains, nallahs, water bodies		Pass
A18 City Beautification		Pass

Strength

- IQVIA has extensive network worldwide that helps in delivering efficient services.
- IQVIA has invested extensively in the training of its employees that has resulted in better functionality.
- Diversified workforce, with people of many geographical, racial, cultural and backgrounds helps the company to perform better
- well-established IT system that ensures efficiency in its internal and external operations
- IQVIA brand has been in the market for years, and people are aware of it. This makes its brand awareness high.

Weakness

- Diverse employee base makes management challenging
- Weak communication flow
- As the company is data based, data breach and manipulation is easy

SWOT Analysis

Opportunity

- Easy access to information, and fast adoption of technology will enable IQVIA to grow in the Healthcare sector.
- Increasing adoption of online services by customers will also enable IQVIA to provide new offerings to the customers
- Consumers within the industry are becoming more conscious of health, and this is a segment that is growing.

Threat

- Technological developments by competitors
- Increasing competition: there has been an increase in competition within the industry which can effect the company
- Constant technological developments require the workforce to be trained accordingly as the inability to keep up with these changes can lead to loss of business for IQVIA

Suggestions

- Intensive training of the workforce, to keep up with the changes both internal and external to the organisation.
- Employing more workforce towards research and market trend study, this will help the company to be ahead of it's competitors.
- IQVIA has a huge data base which could be used to understand areas of development and expansion in terms of healthcare services.
- IQVIA should focus on developing a more user friendly interface keeping in mind that they have a large customer base to cater.
- As IQVIA has high brand awareness in the market, the company can easily help make a difference in the healthcare sector.

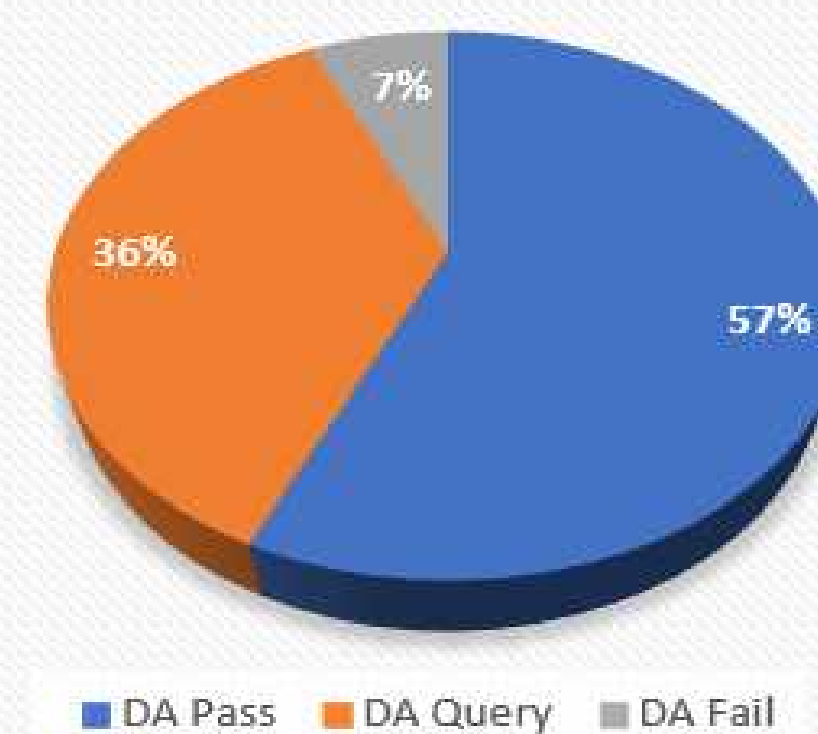
Difference Between Practical Exposure & Theoretical Work

1. Theoretical learning is what the knowledge is about and the practical application is how the knowledge learnt needs to be implemented.
2. Practical exposure is acquired by day-to-day hands-on experience.
3. During the training part of the internship, a detailed 3-4 days theory knowledge was provided by IQVIA, in which explanation of the 24 components was provided.
4. At first it was difficult to understand the requirements and passing conditions, but with practical implementation of the knowledge, assessment of the cities was done more efficiently.
5. With more practical exposure comes better understand and increased productivity

ORGANIZATION STRUCTURE



Urban Local Bodies Assessed



Out of the 44 ULB's assessed, 25 passed, 16 were flagged for query and 3 failed the assessment

