

Presented by Utkarsh Arora|MBA HM|1435

IQVIA

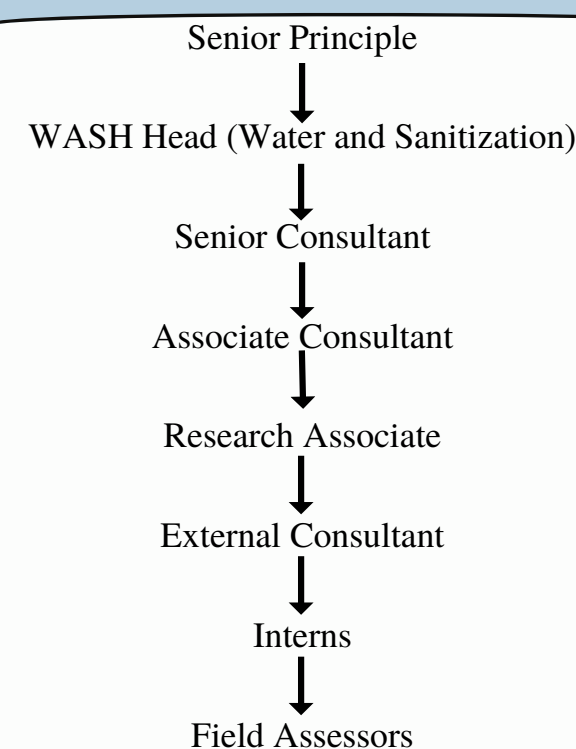
IQVIA is a global leader in the life sciences industry, providing advanced analytics, technology solutions, and clinical research services. IQVIA India contributes to the growth of the Indian life sciences industry.

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

Their mission is to help create a healthier world. They believe by accelerating innovations and making intelligent connections across the healthcare ecosystem.

IQVIA: I (IMS Health), Q (Quintiles), and VIA (by way of).

Organizational Structure



Swachh Bharat Mission

The Government of India (GOI) launched the Swachh Bharat Mission (Urban) with the goal of ensuring hygiene, waste management, and sanitation across the country as a tribute to Mahatma Gandhi on his 150th birth anniversary, SBM (Urban) is being implemented by the Ministry of Housing and Urban Affairs (MHUA).

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 mission is aimed at progressing towards target 6.2 of the Sustainable Development Goals Number 6 established by the United Nations in 2015.



GFC Star Rating

- 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 revised protocol the entire process of applying for certification has been simplified and made completely digital, paperless.
- It is based on 12 parameters that are:

Door to Door Collection of waste	User Fees, Enforcement of Plastic Ban, Sale of waste by-products
Source Segregation of waste (Dry, Wet, Sanitary & Domestic Hazardous (DHW))	Geo-mapping of wards & processing facilities, Digital Monitoring of SWM Operations
Sweeping of public, commercial & residential areas, Waste Storage Bins, Litter Bins	Citizen grievance redressal
Scientific Waste Processing (Dry, Wet & DHW), Scientific Landfilling and C&D Waste Mgmt.	Waste reduction through on-site processing of wet waste
Dumpsite remediation	Cleaning of storm water drains & water bodies, and screening of Nallahs
Bulk Waste Generators Compliance	City Beautification, IEC & Capacity building

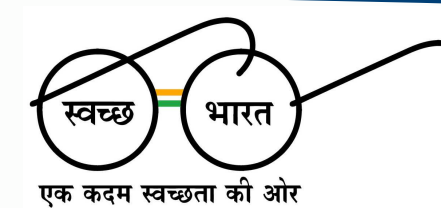
Rating process flow



Desktop Assessment

During internship I was working as a Desktop Assessor with the following responsibilities:

- Verify wards
- Assess and verify the cities' submissions for all components in accordance with Level 1 requirements. The agency will verify that the figures on the MIS are up to date, and



that the documents submitted by cities meet the minimum requirements.

- If the city has claimed for waste processing facilities, C&D facilities, landfills, dumpsites, drains, nallahs, and other components, but they are not available in the city profile, flag them to ensure coverage during field assessment.

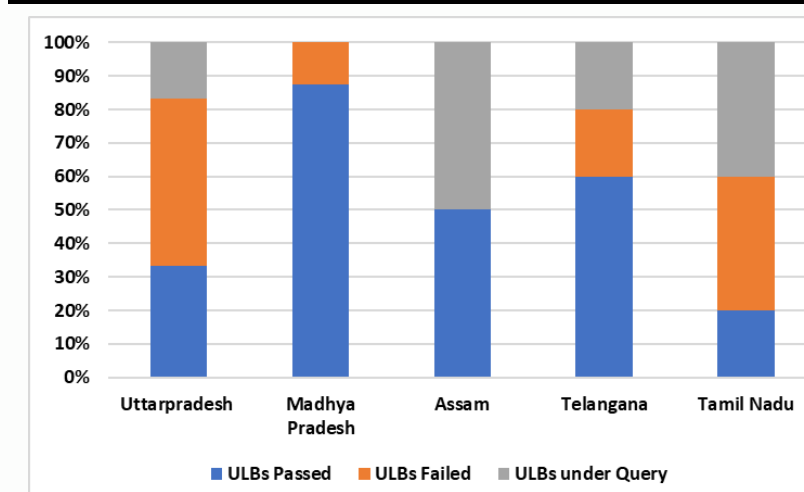
After assessing each ward and component the decision should be made (Pass or Fail) depending on the score obtain against the document provided by the ULB. In case of minor error query been raised which was answered by the ULB itself in the given time. After this stage the field assessors are assigned to verify the document provided and take the process further.

IQVIA-SBM Portal



1 and 3 Star: Component 1 to 16
5 and 7 Star: Component 1 to 24

Evaluation Observation of GFC



Learnings at IQVIA

I am fortunate enough to work with this renowned organization and get the real life experience and exposure by gaining knowledge.

- Determination is unlimited
- Value of good Guidance
- Understanding workspace culture
- Importance of good communication
- Aided in deciding on the next step

Under the guidance of Dr. Vinod Kumar SV (Faculty mentor) and Ms. Rashi Khare (Industry mentor)



- Theoretical knowledge generally serves to focus on giving complete knowledge that builds the context and helps you set a strategy for dealing with the practical application.
- Practical knowledge leads to a much deeper understanding of a concept through the act of doing and personal experience.

So, it is very important to possess practical knowledge along with some theoretic concepts. Without practical knowledge, things are really incomplete.

It's the equivalent of riding a bicycle without tyres.

STRENGTHS

- Provision for funding
- Technological advancements
- Skilled labor for two
- Efficiently working towards goal
- Product Portfolio

WEAKNESS

- Extra cost of building new supply chain and logistics
- Rented Property
- High employee turnover rates

OPPORTUNITIES

- Accelerated technological innovations and advances
- Other unique strategies will be required in future sanitation
- Trend of customers migrating to higher end products

THREATS

- Increasing competition
- Increased promotion by competitors
- Intensity and persistence of interest
- Political environment
- Exchange Rate

Challenges

- During assessing a ULB query been raised in accordance to the wrong document provided sometimes more than 2 times this calls question to the documents reliability.
- While calculating a ULB score an excel sheet with set of questions have to be fill out which is totally different from the portal one. This affect the ULB score and consumes time.
- SBM Portal lags sometimes which effect the flow of the work.

Suggestions

- The excel sheet question should concur with the questions on the portal.
- ULB were given quite a few chances to respond which shouldn't be offered to ensure their seriousness and credibility of the documents.