

SUMMER INTERNSHIP PROGRAM

at

INDIA HEALTH ACTION TRUST

From 06 May 2024 to 06 July 2024

A REPORT BY

Gadhiya Yash Jitendrabhai

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Mr. Rahul Sharma

Assistant Professor

IHAT/HR/Internship Cert.2024-25/08

July 5, 2024

Internship Certificate

Mr Gadhiya Yash Jitendrabhai, a student of MBA in Pharmaceutical Management at Indian Institute of Health Management Research (IIHMR Jaipur) has undergone an internship programme with India Health Action Trust, Uttar Pradesh - Technical Support Unit (UP-TSU), Lucknow, from May 6, 2024 to July 5, 2024.

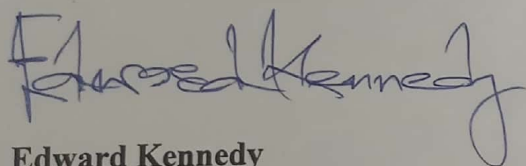
During this period, **Mr Gadhiya Yash Jitendrabhai** has worked on the following assignment:

“Design Drug Distribution till Last Mile Delivery: Enhancing Efficiency and Streamlining Operations”.

This Internship was assumed under the guidance of Mr Dheeraj Sonkhiya (Senior Specialist – Supply Chain Management, Health Systems Strengthening), India Health Action Trust, UPTSU, Lucknow.

Mr Gadhiya Yash Jitendrabhai has completed the internship and submitted his report to IHAT.

We wish him all success in his future endeavours.



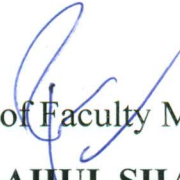
Edward Kennedy
Senior Manager – Human Resources
India Health Action Trust
UPTSU, Lucknow

IIHMR University Faculty Mentor Approval

This is to certify that Mr. GADHIYA YASH JITENDRABHAI of academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH** has prepared a poster with respect to his summer internship held during **May-June 2024**.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/07/2024



(Signature of Faculty Mentor)

Mr. RAHUL SHARMA

Assistant Professor

IIHMR UNIVERSITY JAIPUR

"Design Drug Distribution till Last Mile Delivery : Enhancing Efficiency and Streamlining Operations"

ABOUT ORGANIZATION

India Health Action Trust (IHAT) was instituted in year 2003 as a Charitable Trust under the Indian Trust Act, 1882 and its also registered with the Ministry of Home Affairs under the Foreign Contribution Regulation Act 1976. It was instituted to work closely with the central Government of India and state Government of Uttar Pradesh to achieve public health goals. The focus of the organization is in significant improvements in RMNCH+ (Reproductive, Maternal, Neonatal and Child Health, Adolescent Health and Nutrition) which strengthens their public health system.

Government of Uttar Pradesh ensures the commitment for quality drugs at all the levels of public health facilities in each district with the support of Uttar Pradesh Technical Support Unit (UPTSU), a unit implemented by IHAT in partnership with the University of Manitoba, Canada, studied public health supply chain to identify an efficient solution for UP's public health supply chain.

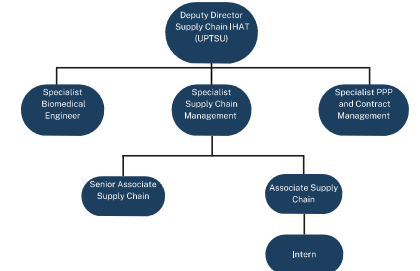
In March 2018, the Uttar Pradesh Medical Supplies Corporation (UPMSC) was incorporated as an independent corporation and as a nodal organization for centralized procurement and supply chain management of drugs, equipment and medical supplies for all the public health facilities of Uttar Pradesh.

MISSION & VISION

MISSION - To improve the health of the people and to offer quality care and services that sets community standards, exceed patients' expectations and the services are provided in caring, convenient, cost effective and accessible manner.

VISION - To meet the dynamic needs of state health. It strives to maintain the adequate availability of drugs, equipment's and other consumables at warehouses by achieving best procurements procedures.

ORGANOGRAM OF IHAT - UPTSU



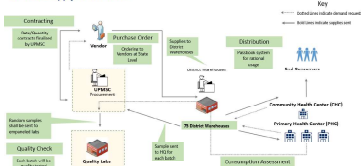
OBJECTIVE

- To ensuring the distribution and availability of essential drugs and consumables at the last mile.
- To ensure the right quality of infrastructure & resources for distribution to public health facilities.

Last Mile Delivery

Last mile delivery in the Uttar Pradesh public health sector is a crucial component of the healthcare logistics chain, ensuring that essential medical supplies, vaccines, and medications reach the most remote and underserved areas of the state. With a large and diverse population, Uttar Pradesh faces significant challenges in healthcare delivery, including geographic barriers, infrastructural limitations, and logistical complexities. Effective last mile delivery systems are vital to overcoming these challenges, enhancing healthcare accessibility, and improving health outcomes for millions of residents. By leveraging innovative solutions and optimizing delivery processes, the public health sector can ensure timely and reliable distribution of critical healthcare resources, thereby strengthening the overall healthcare system in Uttar Pradesh.

UPMOO Supply Chain Model



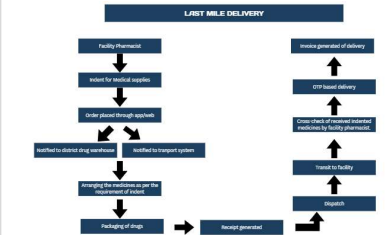
Facilities shall pick up stocks as per their requirement from UPMSC warehouses



Tech-Enabled Distribution Planning

- As per Roaster (scheduled) pharmacist indent for the required drugs.
- After indent DVDMIS notify to the drug warehouse and transport facility about the scheduled journey as per that route will be mapped.
- T+2 days i.e. after 2 days of indent order should be dispatched with receipt generation.
- Additionally, facilities' locations will be geocoded in DVDMIS. At the time of receipt, a timestamp and geocoding stamp will be generated to ensure control.
- Post-delivery to the receiving facility, OTP will be used to acknowledge the receipt in DVDMIS.
- After cross-checking of quantity of medical supplies by facility pharmacist OTP will be shared to the driver.

FLOW CHART FOR LAST MILE STEP



Count of Facility Types		Facility Types				
Division	Count of Districts	CHC	DH	PHC	SH	Grand Total
Azamgarh	4	49	6	237	11	303
Aligarh	4	37	6	191	6	240
Audhwa	5	73	7	215	21	316
Bamhath	3	53	6	184	12	265
Bareilly	4	58	5	252	9	324
Basti	3	34	3	133	3	173
Chitrakoot	4	31	7	134	10	182
Deoria	4	49	5	160	9	223
Deoria Nagar	4	72	3	392	12	479
Etah	3	26	4	133	7	170
Etah Nagar	4	49	10	216	27	412
Lucknow	4	118	13	471	24	626
Muzaffar	4	35	9	413	15	492
Muzaffar	3	30	3	121	11	165
Muzaffar	3	43	7	274	18	342
Pratapgarh	4	76	3	277	26	381
Shahjahanpur	3	41	5	167	11	224
Unnao	3	45	2	42	22	110
Grand Total	75	971	108	4377	266	5668

* For the purpose of study, this data is derived from UPMSC

DATA REQUIREMENTS

- No. of Facilities and District Warehouses.
- Geo Co-ordinates (Distance).
- Quantity per box.
- Frequency of indent/facility wise.
- Contact details of pharmacist/facilities Incharge.

THEORY v/s PRACTICAL

THEORETICAL UNDERSTANDING

1.Theoretical understanding in public health supply chain management involves studying concepts, principles, logistics, inventory management, procurement, and distribution strategies.

2.It also provides a solid foundation for comprehending the complexities and interdependencies within the supply chain.

PRACTICAL EXPOSURE

- 1-Practical exposure helps individuals apply theoretical knowledge to actual scenarios, enhancing their problem-solving skills and adaptability.
- 2.It also provides insights into the everyday challenges and dynamics of public health supply chain management, such as Customer handling, Tender Evaluation, Inventory Management.

KEY LEARNINGS

- Recognize the significance of various departments within the organization and how their collaboration ensures its smooth operation.
- Participated in the India's largest Drug Tender where 205 pharmaceutical companies have pitched their tenders.
- Contributed for tender evaluation, tender documentation during tender selection process.
- Visited drug warehouse & learnt about the different departments present in it and got to know how the warehouse is managed, Walk-in-Cooler (WIC), Iced Lined Refrigerator (ILR), Drug batch handling, Quality Control Process.
- Got exposure of a various system like Drug and Vaccine Distribution Management System (DVDMIS).
- Learned about the regulatory and documentation required for a company to get qualified in a technical bid.
- Understood the upturning concept of public health supply chain practically with ensured mission and vision.

Challenges Faced during Internship.

- 1.Understanding legal and regulatory Frameworks which were complex and difficult to grasp.
- 2.In the initial days, lack of experience made it challenging to navigate workplace dynamics, understand expectations and perform tasks efficiently.

USEFULNESS

Skills Development	Provided a platform to develop essential supply chain and procurement skills like negotiation, customer/supplier management, data analysis, and inventory management.
Industry Exposure	Exposure to the public sector supply chain and procurement functions helped observe professionals and learn industry best practices, trends, and techniques.
Resume Building	Relevant internships in supply chain management add significant value to a resume, demonstrating practical experience, industry exposure, and professional growth, making candidates more competitive in the job market.
CONCLUSION	
Suggestions	

- 1.The Last Mile in public health sector is a critical juncture that can enhance distribution and availability of essential drugs and consumables across Uttar Pradesh. By implementing last mile UPMSC, ensures timely, efficient, and reliable delivery of medical supplies, overcoming geographical and logistical challenges.
- 2.This system not only optimizes the supply chain but also substantially strides towards improving healthcare accessibility and outcomes for millions of residents in Uttar Pradesh.
- Regulatory Implementation should be approved by Government within short period of time.
- Technology based system should be approached so that can make easy to relocate the transportation system.
- Customization in the system used for tracking of orders for Efficient Last mile delivery.
- This can be systemized with DVDMIS software which can make easy to access.



SWOT ANALYSIS

STRENGTHS

- 1.It works in each district of Uttar Pradesh in which there are 75 district warehouses.
- 2.Medical supplies is imported directly from manufacturer.
- 3.Ensuring of availability of drugs by 95% in each district drug warehouses.

WEAKNESS

- 1.This model lacks the last mile process which temper the working schedule of facility pharmacist.
- 2.It does not have proper transportation system due to which facility pharmacist receive the drugs through any of vehicle which hazards the safety of drugs.
- 3.Re-Indorse mechanism is not implemented properly in the system.

OPPORTUNITIES

1. Roaster schedule should be prepared as per which block wise facility can receive their indent supply.
- 2>If state government provide funds for last mile delivery then this whole system can be developed which enhance the efficiency of operations.

THREATS

1. There should be a separate team for the monitoring and analyzing this system of last mile.
- 2.Setup of advanced system which regulates this delivery to facility for enhancing operational efficiency.

About the organization

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VISION - To meet the dynamic needs of state health. It strives to maintain the adequate availability of drugs, equipment's and other consumables at warehouses by achieving best procurements procedures.



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 1

From: 06th May 2024 To 10th May 2024

Activity Done	Day 1 (6th May): A brief introduction about IHAT and its operative area. Learned about the role of UPMSCL in supply chain management. Identified the key personnel for queries and interactions. Gained insights regarding different facilities (MCs, CHCs, PHCs, HWCs). Day 2 (7th May): Reviewed previous day's learning. Gained in-depth understanding of the tender filing process, especially in Uttar Pradesh. A brief introduction about essential drug list and specific drug list. Day 3 (8th May): Learned how IHAT contribute to manage the availability of drugs among different facilities throughout 75 districts. Introduction to DVDMS system. Day 4 (9th May): I've acquired the necessary skills to handle purchase orders effectively. Learning how to create, process, and manage purchase orders has been a valuable part of my development. Day 5 (10th May) Practice MS. excel to manage DVDMS and NHS data.
Linking theory (Classroom learning) with practice at your organisation	I've applied my knowledge of Production and Operations Management (POM) alongside marketing principles to effectively procure medicines.
Gaps identified on the working area.	Command on excel. Learn Vocabulary

Suggestions for improvement	NO
Plan for the next week	Visit to UPMSCL Learn Purchase orders

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 2

From: 13th May 2024 To 17th May 2024

Activity Done	Day 1 (13th May): Purchase Order Management Overview ABC-VED analysis. Tender Management Day 2 (14th May): PPT on Warehousing and tender Management Day 3 (15th May): PPT on centralized procurement of drugs Day 4 (16th May): Got task to make ppt on quality control process of drugs at district drug warehouse. Day 5 (17th May) ABC-VED analysis on Excel.
Linking theory (Classroom learning) with practice at your organisation	Data analytics, Excel
Gaps identified on the working area.	Working on excel.
Suggestions for improvement	NA
Plan for the next week	Visit to ideal drug warehouse

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 3

From: 20th May 2024 To 25th May 2024

Activity Done	Day 1 (20th May): Holiday Day 2 (21st May): - Review previous day training and product detailing, trained on the General Division products - Visit to SIHFW to train the gov. pharmacist on how to operate the DVDMS software for indent of drugs at facilities. Day 3 (22nd May): - ABC analysis - Read several articles related to ABC analysis. Day 4 (23rd May): Holiday Day 5 (24th May): - Training session at Chandauli district Day 6 (25th May) - Warehouse visit - I had the opportunity to visit a warehouse, where I gained firsthand experience with the ILR (Ice Lined Refrigerator) storage room and the rejection room. This visit allowed me to understand the practical aspects of inventory management, including the storage and handling of temperature-sensitive items and the processes involved in managing rejected goods.
Linking theory (Classroom learning) with practice at your organisation	I had the opportunity to visit a warehouse, where I gained firsthand experience with the ILR (Ice Lined Refrigerator) storage room and the rejection room. This visit allowed me to observe

	the practical application of concepts learned in the classroom, such as inventory management, quality control, and cold chain logistics. Seeing these processes in action helped me better understand the theoretical principles and their real-world implications, reinforcing my academic knowledge with practical insights.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	ABC – VED analysis

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no:0500

Stream: MBA in Pharmaceutical Management

Week no: 4

From: 27th May 2024 To 31st May 2024

Activity Done	Day 1 (27th May): • Study on Warehouse manual • Route mapping Day 2 (28th May): • Bid evaluation Day 3 (29th May): • Route Mapping for IWT • Mapping of drug in purchase order Day 4 (30th May): • Understood warehouse management • VED analysis Day 5 (31st May) • VED analysis • PPT on Qc test in Drug warehouse
Linking theory (Classroom learning) with practice at your organisation	Applied theoretical information from MBA courses in pharmacology for VED analysis.
Gaps identified on the working area.	Communication gap
Suggestions for improvement	Quality of vision and focus should be increase.
Plan for the next week	Tool for Route mapping for Inter warehouse transfer.

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no. 5

From: 3rd June 2024 to 7th June 2024

Activity Done	Day 1 (3rd June): - Route Mapping for IWT Day 2 (4th June): - Mapped drugs as per the bidder list - Facility mapping Day 3 (5th June): - Mapped new facilities - Route mapping for IWT Day 4 (6th June): - Mapping of facilities - Research articles study Day 5 (7th June) - Discussion on project topic - VED analysis
Linking theory (Classroom learning) with practice at your organisation	I choose the topic for project was Last Mile delivery which enhance the operations and quality of drugs which ensures fast delivery to each facility.
Gaps identified on the working area.	Manual handling of data at UPMSCL and delayed result.
Suggestions for improvement	Strategic thinking, Brainstorming
Plan for the next week	Poster preparation

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 6

From: 10th June 2024 to 14th June 2024

Activity Done	Day 1 (10th June): - Prepared checklist for drug Day 2 (11th June): - Prepared checklist for dug Day 3 (12th June): - Prepared master drug list Day 4 (13th June): - Prepare checklist of bidder company Day 5 (14th June) - Collecting and analysing data of facilities of every division of Uttar Pradesh state
Linking theory (Classroom learning) with practice at your organisation	NO
Gaps identified on the working area.	NA
Suggestions for improvement	NO
Plan for the next week	Project planning of Last Mile Delivery

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 7

From: 17th June 2024 to 21st June 2024

Activity Done	Day 1 (17th June): - Holiday Day 2 (18th June): - Formatting for Bids Day 3 (19th June): - Formatting for bids evaluation Day 4 (20th June): - Cross checking for Regulatory work for bid submission Day 5 (21st June): - Project on Last Mile delivery at UPMSCL
Linking theory (Classroom learning) with practice at your organisation	How to identify gaps in system through field work. Communication skills
Gaps identified on the working area.	Collecting of data for research
Suggestions for improvement	NA
Plan for the next week	Poster making

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor



Weekly Reporting Format

Name of the Organisation: India Health Action Trust (IHAT)

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Week no: 8

From: 24th June 2024 to 28th June 2024

Activity Done	Day 1 (24th June): - Interviewed the questionnaires with Gov. pharmacist for research work so that I can get primary data. - From that I got to identify the gap in UPMSCCL supply Chain System so that gap can be fulfilled. Day 2 (25th June): - Poster preparation Day 3 (26th June): - Poster preparation Day 4 (27th June): - Poster preparation Day 5 (28th June) - Project discussion with mentor
Linking theory (Classroom learning) with practice at your organisation	Communication skills
Gaps identified on the working area.	NA
Suggestions for improvement	NO
Plan for the next week	No

Signature of the Student

Gadhiya Yash Jitendrabhai

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: India Health Action Trust

Area/ Department/ Project of Summer Internship Program: Procurement & Supply Chain

Name of the Student: Gadhiya Yash Jitendrabhai

Roll no: 0500

Stream: MBA in Pharmaceutical Management

Activity Done	Week 1: Orientation and Supply chain learnings The first day was started with an presentation to IHAT and its agent zone, taken after by learning almost UPMSCL's part in supply chain administration and recognizing key faculty for questions and intuitive. Bits of knowledge were picked up into different healthcare offices such as MCs, CHCs, PHCs, and HWCs. The moment day centred on investigating past learnings, understanding the delicate recording prepare in Uttar Pradesh, and learning approximately fundamental and particular sedate records. On the third day, the center moved to IHAT's part in overseeing sedate accessibility over 75 areas and an presentation to the DVDMS framework. The fourth day included obtaining aptitudes to handle and oversee buy orders viably. At long last, the fifth day was committed to practicing MS Exceed expectations for overseeing DVDMS and NHS information. Week 2: ABC -VED Analysis During this week we got learnings on ABC-VED Analysis. During this they taught the importance of this analysis in stock management. Over several days, the focus was on various aspects of procurement and management. Initially, there was an overview of purchase order management, including ABC-VED analysis, and tender management. On May 14th, a presentation covered warehousing and tender management. The next day, May 15th, included a presentation on centralized procurement of drugs. By May 16th, a task was assigned to create a presentation on the
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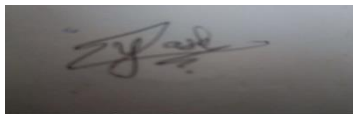
	quality control process for drugs at the district drug warehouse. Finally, on May 17th, an ABC-VED analysis was performed using Excel. Week 3: A visit to ideal Warehouse The day involved reviewing previous training on General Division products, conducting a training session for government pharmacists at SIHFW on the DVDMS software for drug indenting, and performing an ABC analysis. Additional activities included reading articles on ABC analysis, conducting a training session in Chandauli district, and visiting a warehouse. During the warehouse visit, firsthand experience was gained with the Ice Lined Refrigerator (ILR) storage room and the rejection room, enhancing understanding of inventory management and the handling of temperature-sensitive items and rejected goods. Week 4: Route mapping (IWT) The study encompasses various aspects of warehouse management, including route mapping and bid evaluation, with a particular focus on Inter warehouse transfer (IWT) routes. It also involves mapping drug inventories in purchase orders and understanding the intricacies of warehouse operations. Key methodologies such as VED (Vital, Essential, Desirable) analysis are employed to categorize and manage inventory effectively. Additionally, the study includes creating a presentation on quality control testing within the drug warehouse. Week 5: Mapping of new facilities This week involved several key tasks, including route mapping for IWT (Inter Warehouse Transfer) and facility mapping. Specific activities included mapping drugs according to the bidder list, mapping both existing and new facilities, and conducting VED (Vital, Essential, Desirable) analysis. Additionally, the project included a study of relevant research articles and discussions on the project topic.
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	Week 6: Participation in India's Largest drug contract During this week I have participated in the India's largest drug contract where we met many managers and higher authorities of different pharma companies. I prepared checklists for drugs and dug, compiled a master drug list, created a checklist for bidder companies, and collected and analysed data on facilities across every division in Uttar Pradesh state. Week 7: Preparation of Project assigned in company The tasks involve preparing and formatting bids and their evaluations, ensuring compliance with regulatory requirements for bid submissions, and managing a project focused on Last Mile delivery at UPMSCL. Week 8: Project preparation, Presentation, Submission. I conducted interviews with government pharmacists to gather primary data for research, which helped identify gaps in the UPMSCL supply chain system that need addressing. Additionally, I worked on preparing a poster and engaged in project discussions with my mentor.
Linking theory (Classroom learning) with practice at your organisation	Understanding the Public health sector • Classroom Theory: Learned about office culture and created a presentation on the Indian public health sector • Application: Used what we learned to understand how the pharma market works, including supply chain management, Procurement. Excel Skills and Data Insights • Classroom Theory: Practiced basic Excel functions and pivot tables for data management and visualization. • Application: applied this theory during office work. Visit to Ideal Drug Warehouse • I had the opportunity to visit a warehouse, where I gained firsthand experience with the ILR (Ice Lined

	Refrigerator) storage room and the rejection room. This visit allowed me to observe the practical application of concepts learned in the classroom, such as inventory management, quality control, and cold chain logistics. Seeing these processes in action helped me better understand the theoretical principles and their real-world implications, reinforcing my academic knowledge with practical insights. Stock Management Analysis • ABC-VED analysis is done during internship period with this I got learnings how to analyse the stock of pharmacy in case of essential, vital and desirable.
Gaps identified on the working area.	Limited exposure to real-world office dynamics despite creating a presentation on the Indian pharma market. Need for more interactive sessions with industry experts to understand practical applications of market analysis. Lack of skills in organizing and visualizing data effectively, especially understanding data in row form. Manual handling of data at UPMSCL and delayed result. Communication barrier during the discussion with higher authorities for the pharma market. Inadequate preparation in questionnaire design for primary data collection. Interns required more training in formulating comprehensive and relevant survey questions to gather actionable insights. Suggested need for structured mentorship and team-based project assignments to improve planning and execution of fieldwork. Challenges in integrating primary and

	secondary data for strategic decision-making.
Suggestions for improvement	To check for minute details as well, considering it is very important. Minimizing the gap about the problems by working on minute details, analysing it and improving on it. Need to learn more about how to look for better content and how to surf for better data. How to think about the social media post. And how to make it in such a way to present. Brainstorming, how to look for creative ideas and generate new ideas. Research conduct should be done properly with proper source of information.

Signature of the Student



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