

SUMMER INTERNSHIP PROGRAM

at

SEVA SATKAR FOUNDATION

From 1st May 2024 to 2nd July 2024

A REPORT BY

SAMIDHA KARMAKAR

Master of Business Administration

MBA in Hospital and Health Management

2023- 25

under the Mentorship of

Mr. Shyam Prasad Chattopadhyay

Assistant Professor



Completion Certificate

College Name – IIHMR, Jaipur

Certificate code – 25h2347

Student Name – Samidha Karmakar

Duration – 01/05/2024 to 02/07/2024

Congratulations on completing your **SIP Project** with **Seva Satkar Foundation** in the domain of **Business Analysis** and **Marketing**. Your dedication and hard work have been commendable. Throughout your Project, you consistently Demonstrated exceptional skills, professionalism, and a strong work ethic. Your contributions to our organization have been Invaluable.

We appreciate your efforts in completing assigned projects and tasks. Your attention to detail, ability to meet deadlines, and high-quality work have been impressive. Thank you for your positive attitude and collaboration with the team. Your ability to work well with others and contribute to our success has been greatly appreciated.

We are confident that you have a bright future ahead. On behalf of **Seva Satkar Foundation**, we wish you every success in your future endeavors. Please feel free to reach out if you need any further assistance or if you require any documentation from our organization.

Regards,
Seva Satkar Foundation



Priyanka Singh

Priyanka Singh
Organization Representative



www.sevasatkarfoundation.org/



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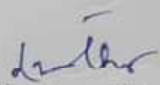
D-8, 11 CR ROAD, NEAR METRO, LAXMI NAGAR
DELHI 110092.

IIHMR University Faculty Mentor Approval

This is to certify that Dr./Mr./Ms. Samidha Karmakar of academic year 2023 -25 of INSTITUTE OF HEALTH MANAGEMENT RESEARCH has prepared a poster with respect to his/her summer internship held from 1st May-2nd July 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22/07/2024


(Signature of Faculty Mentor)

Name: Mr. S.P Chattopadhyay

Designation: Assistant Professor

Industry Sector Profile



Brief History

Seva Satkar Foundation was established to address the pressing issues faced by children, women, and senior citizens in our society. The organization aims to provide comprehensive solutions through various initiatives and projects. Seva Satkar Foundation is dedicated to fostering mutual growth, learning, and happiness across generations. By empowering individuals, strive to create a society where everyone can live with dignity and contribute actively.

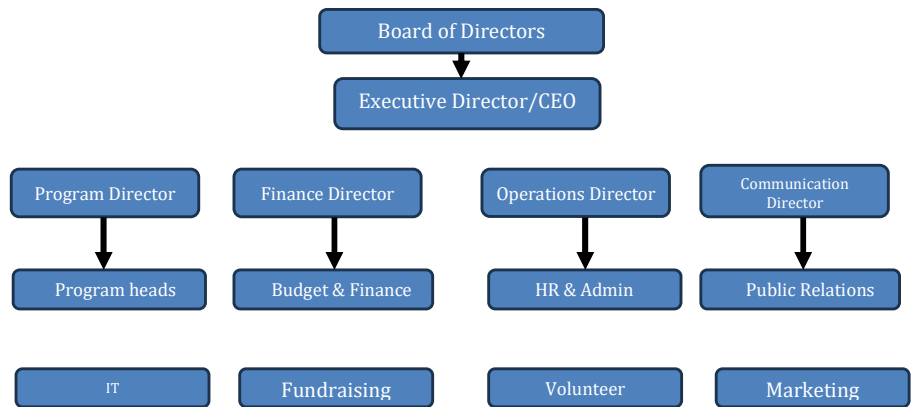
Mission

To work for the right to access resources and opportunities and to identify and implement strategies that bring together different generations to help foster mutual growth, learning and happiness to live and develop with dignity and to become an active and contributing member of our society.

Vision

The foundation of the organization is built to address the current pressing issues faced by children, women, and senior citizens in our society. At Seva Satkar Foundation, we strive to provide solutions to such problems through our various initiatives and projects.

Organizational Structure



Brief Description of Industry

The nonprofit sector focuses on addressing societal issues and improving communities through initiatives in education, healthcare, social services, and more. Organizations like Seva Satkar Foundation work to empower vulnerable groups, promote mutual growth, and ensure access to resources and opportunities, fostering a dignified and active society.

Learning and Value

Added Skills: **Marketing** **Research Analysis**
Strategy Marketing **Market Research** **Literature Review**

Practical Exposure Vs Theoretical Work

- Direct application of skills in real-world scenarios.
- Immediate troubleshooting and decision-making in dynamic.
- In-depth knowledge of principles, models, and frameworks.
- critical evaluation and hypothesis testing through structured.

Challenges faced

- Limited funding and materials.
- Difficulty in mobilizing community and volunteer support.
- Ensuring long-term impact and continuity of projects.

Usefulness of Internship

- Enhances practical and technical skills relevant to the field.
- Builds professional relationships and industry connections.
- Provides real-world exposure and clarifies career paths.

Suggestions

- Incorporate regular skill-building workshops to keep up with industry.
- Implement continuous feedback loops for improvement and development.

SWOT Analysis

Strengths	Weaknesses
- Dedicated team - Diverse initiatives - Strong community engagement	- Limited funding - Resource constraints - Volunteer management - Sustaining long-term impact
Opportunities	Threats
- Expanding partnerships - Increasing volunteer base - Leveraging technology	-Economic instability - Changing donor priorities - High competition for grants - Stakeholder engagement

Reporting Format (Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 1st

From: 1st may to.....3rd MAY 2024

Activity Done	• Worked on understanding the project scope and objectives. • Participated in initial meetings to understand the organization's structure and workflow. • Assisted in gathering primary data for market research.
Linking theory (Classroom learning) with practice at your organisation	Applied concepts of market segmentation and targeting from Marketing Management course.
Gaps identified on the working area.	Lack of clarity in the initial project guidelines.
Suggestions for improvement	Need for more detailed project guidelines and clearer communication channels.
Plan for the next week	Start analyzing the collected data and prepare a preliminary report.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 2nd

From: 6th MAY 2024 to 10th MAY 2024

Activity Done	- Analyzed the primary data collected in the previous week. - Started drafting the initial findings and insights from the data.
Linking theory (Classroom learning) with practice at your organisation	Used statistical tools and techniques learned in the Business Statistics course to analyze data.
Gaps identified on the working area.	Insufficient data in some segments, leading to potential biases.
Suggestions for improvement	Conduct additional surveys to gather more comprehensive data.
Plan for the next week	Finalize the data analysis and start preparing the presentation of findings.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 3rd **From:** 13th MAY 2024 to 17th MAY 2024

Activity Done	• Prepared a detailed report of the findings from the data analysis. • Presented the initial findings to the project supervisor for feedback.
Linking theory (Classroom learning) with practice at your organisation	Applied presentation and communication skills learned in the Communication Skills course.
Gaps identified on the working area.	Need for more visual aids in the presentation to effectively communicate the findings.
Suggestions for improvement	Incorporate more graphs and charts in the presentations.
Plan for the next week	Revise the presentation based on feedback and prepare for the final presentation.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 4th **From:** 20th MAY 2024 to 24th MAY 2024

Activity Done	• Revised the presentation and included more visual aids. • Prepared a detailed action plan for the second phase of the project.
Linking theory (Classroom learning) with practice at your organisation	Utilized project management principles from the Project Management course to draft the action plan.
Gaps identified on the working area.	Lack of team coordination and clear task assignments.
Suggestions for improvement	Implement a project management tool to improve team coordination.
Plan for the next week	Initiate the second phase of the project and assign tasks to team members.

Signature of the Student

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Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 5th

From: 27th MAY 2024 to 31st MAY 2024

Activity Done	• Started the second phase of the project focusing on market strategy development. • Conducted competitive analysis to understand the market landscape.
Linking theory (Classroom learning) with practice at your organisation	Applied competitive analysis frameworks from the Strategic Management course.
Gaps identified on the working area.	Lack of updated data on competitors.
Suggestions for improvement	Conduct regular market scans to keep data on competitors updated.
Plan for the next week	Continue with market strategy development and finalize the competitive analysis report.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 6th

From: 3rd June 2024 to 7th June 2024

Activity Done	• Finalized the competitive analysis report. • Started drafting the market strategy document.
Linking theory (Classroom learning) with practice at your organisation	Utilized concepts of marketing strategy formulation from the Marketing Management course.
Gaps identified on the working area.	Difficulty in accessing some market data.
Suggestions for improvement	Explore alternative sources for market data, such as industry reports and journals.
Plan for the next week	Complete the market strategy document and prepare for review.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 7th

From: 10th June 2024 to 14th MAY 2024

Activity Done	• Completed the market strategy document. • Presented the market strategy to the project supervisor for feedback.
Linking theory (Classroom learning) with practice at your organisation	Applied feedback and review techniques from the Business Communication course.
Gaps identified on the working area.	Need for more actionable insights in the strategy document.
Suggestions for improvement	Include more detailed action plans and timelines in the strategy document.
Plan for the next week	Revise the market strategy document based on feedback and finalize it.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Week no: 8th

From: 17th June 2024 to 21st 2024

Activity Done	• Finalized the market strategy document. • Prepared a comprehensive report of the entire internship project.
Linking theory (Classroom learning) with practice at your organisation	Applied report writing skills from the Research Methodology course.
Gaps identified on the working area.	Time management issues in completing the final report.
Suggestions for improvement	Implement better time management techniques in future projects.
Plan for the next week	Submit the final report and prepare for the project debriefing session.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation:Seva Satkar Foundation

Area/ Department/ Project of Summer Internship Program: Business Analysis and Marketing

Name of the Student: Samidha Karmakar

Roll no: 1813

Stream: MBA HM

Activity Done	Understood project scope and objectives. Participated in initial meetings and gathered primary data for market research.
Linking theory (Classroom learning) with practice at your organization	Applied concepts from Marketing Management, Business Statistics, Strategic Management, Project Management, and Business Communication courses.
Gaps identified on the working area.	Initial project guidelines lacked clarity. Insufficient data in some segments leads to potential biases.
Suggestions for improvement	Provide more detailed project guidelines and clearer communication channels. Conduct additional surveys for comprehensive data.

Signature of the Student

Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 pages

