

Annexure F

SUMMER INTERNSHIP PROGRAM

at

NoQs Digital Pvt. Ltd.

From 9/05/24 to 8/7/24

A REPORT BY

Pranali M. Thakre

Master of Business Administration

Hospital And Health Management

2023-25

under the Mentorship of

Dr. Alok Mathur



EXPERIENCE LETTER

08/07/24

Congrats!

This is to certify that **Miss Pranali Thakre** has completed the internship program as a **Growth Analyst** at **NoQs Digital Pvt. Ltd.** from **09/05/24** to **08/07/24**.

During her internship program with us, we found her disciplined, hardworking and inquisitive. We would like to commend Pranali for her dedication and contributions to our team during the internship.

We wish **Pranali Thakre** all the best in her future endeavours!

Warm Regards,

ADIT AGARWAL

Founder & CEO
NoQs Digital
www.noqs.in

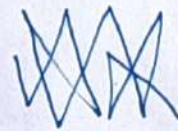


IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Pranali Thakre** of academic year 2023- 25 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared a poster with respect to her summer internship held during May-June 2024.

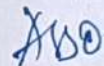
She has carried out work as per the guidelines. Her poster is approved for presentation.

Date:

A handwritten signature in blue ink, appearing to be 'Alok Mathur'.

Dr. Alok Mathur

July 25, 2024

A handwritten signature in blue ink, appearing to be 'Alok Mathur'.

Professor

IIHMR University, Jaipur



SUMMER INTERNSHIP AT NOQS DIGITAL

POSITION : GROWTH ANALYST



- Vision:** To become the leading global provider of innovative digital solutions, revolutionizing business interactions and fostering sustainable growth.
- Mission:** To empower small enterprises and MSMEs with tailored digital solutions, enhancing online presence and operational efficiency

HISTORY OF ORGANIZATION

- Mission and Founding:** Founded in 2020 by Mr. Adit Agarwal, focusing on aiding small enterprises and MSMEs in digital transition.
- Comprehensive Services:** Offers app/web development, 'Scan and Order/Pay' systems, and 'Online Order Portals,' with 0% commission and 24/7 support.
- Core Values and Growth:** Emphasizes solutions delivery, ambitious goals, client care, and fosters career growth in a dynamic industry.

THEORETICAL INSIGHTS

- Institutional theory of entrepreneurship:** Organizations conform to societal norms and expectations to gain legitimacy and resources.
- Resource Dependence Theory in entrepreneurship:** Organizations rely on external resources (like grants) to survive and thrive.
- Marketing theory:** Evaluate partnership feasibility for resource access, reducing transaction costs, and managing risks in scaling or entering new markets.
- Cognitive load theory in organizational behavior:** Amount and complexity of information presented affect learning and decision-making.

PRACTICAL KNOWLEDGE

- Institutional theory in grant applications:** Align proposals with grant-making institutions' values, goals, and priorities to enhance funding chances.
- Resource dependence theory in grant applications:** Justify the need for grant funding by demonstrating how it enhances organizational capabilities, sustainability, and outcomes.
- Cognitive load theory in pitch decks:** Streamline and optimize presentations to minimize cognitive overload and maximize understanding and retention.



SWOT analysis for grants application

Strengths	Weaknesses
- Understanding of grant application processes and eligibility criteria. - Ability to conduct thorough research to identify suitable grants. - Networking - Capability to analyse and interpret grant guidelines to ensure compliance.	- Challenges in meeting grant application deadlines or requirements. - Insufficient funding or resources to match grant requirements.
Opportunities	Threats
- Networking Opportunities & Leveraging connections with industry peers, mentors, - Training and Development: Access to training programs - Collaborations	- High competition for limited grant funding. - Changes in grant regulations or eligibility criteria that could impact the application process. - Time Constraints

ORGANIZATION STRUCTURE



LEARNINGS FROM INTERNSHIP

- Recognizing government efforts to aid startups through the launch of diverse platforms.
- Skills in creating persuasive presentations
- Insights into B2B marketing and networking
- Grant application processes and eligibility criteria
- Effective communication with educational institutions
- Time management and multitasking skills

CHALLENGES FACED DURING INTERNSHIP

- Navigating complex grant application processes
- Creating compelling pitch decks with limited information
- Coordinating with multiple colleges and tracking responses

PROPOSED SUGGESTIONS AND SOLUTION

- Develop a standardized process for grant application screening
- Clearly identify the government platforms you intend to utilize.
- Outline how leveraging these platforms aligns with your company's strategic objectives.
- Provide a breakdown of how the grant funds will be utilized. Specify the costs associated with platform integration, training expenses, and any other related expenditures.
- Address any potential risks associated with adopting these platforms and propose strategies for mitigating these risks.

NAME - Pranali Thakre
STREAM- Hospital & Health Management
ROLL NO- 1779
BATCH - 2023-25
SECTION- B
FACULTY MENTOR - Dr. Alok Mathur
ORGANIZATION MENTOR - Mr. Adit Agrawal

Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of student: Pranali Thakre

Roll No: 1779

Stream:HHM

Week no: 1

From: 9th may.....to 11th may.....

Activity Done	1. Orientation regarding the workflow and guidelines of the organization and introduction of work culture introduction of team mates. 2. Making connections to the rest of the interns and connecting them via LinkedIn and our sources.
Linking theory (Classroom learning) with practice at your organisation	Able to communicate with the different people.
Gaps identified on the working area.	communication in the organization not everybody is willing to connect
Suggestions for improvement	communication and message conveying patterns
Plan for the next week	Training on the related work as assigned designation

pranali

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of student: Pranali Thakre

Roll No: 1779

Stream: HHM

Week no: 2

From: 13th may.2024.....to.18th may.2024.....

Activity Done	1.To make a presentation on the roles and responsibility of a growth analyst to showcase it to the organization in a proper format as adding header footer , logo of organization, fonts , Adding pictures. 2. To find grants for startup and schemes and checking their eligibility criteria if it fits in the according to the organization tasks. Preparing pitch desk.
Linking theory (Classroom learning) with practice at your organisation	To do research on the given task to find grants as taught in research methods.
Gaps identified on the working area.	The person in command is only one and which finds difficult to organise people in remote mode. There should be more guidance to interns.
Suggestions for improvement	Guiding to interns as they have only some idea about the organization.
Plan for the next week	To identify the grants and start filling out the eligible forms for organization

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Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of student: Pranali Thakre

Roll No: 1779

Stream: HHM

Week no: 3

From: 20th may.2024.....to.25th may.2024.....

Activity Done	1. After presentation and finding grants we have to make registration in the portals and fill the given forms for startup. Giving necessary details in the spreadsheet so that organization can register in it with little time consumed. 2. Registering for the Entrepreneurial startups provided by colleges in association with government schemes. such as aTBI-KEC SEED SUPPORT.
Linking theory (Classroom learning) with practice at your organisation	As taught in entrepreneur class how to present your idea in a way that one method is selected.
Gaps identified on the working area.	As we are not given the complete details of the company finds it difficult for people in remote mode. There should be more guidance to interns. fill the forms in the given time.
Suggestions for improvement	Guiding to interns as they have only some idea about the organization details to fill the forms.
Plan for the next week	To register for all the grants within the deadline of 31st may.

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Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: HHM

Week no: 4

From: 27th may.2024.....to.31st may.2024.....

Activity Done	1. As in the first week prepared the presentation on roles and responsibility of growth analyst and then later have been assigned a task of finding grants for the start up. Applying DPIIT form for start-up recognition. 2. After finalizing some grants after fitting the eligibility criteria started applying for it by creating accounts, and all the form details to be filled is written in the spread sheet after concerning details of organization.
Linking theory (Classroom learning) with practice at your organisation	Entrepreneurship class have been told about the grants and facilities provided by government of India for small businesses.
Gaps identified on the working area.	The requirement of company is to fill all the details required in registration form but post providing the credentials to fill the confidential details they are not proceeding from there end(As company cannot give confidential information to us , so they need to fill it.)
Suggestions for improvement	We can provide all the necessary details but form have to be filled completely by them.
Plan for the next week	To apply for some selected start up scheme government or non-government scheme

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Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: Hospital and health management

Week no: 5

From: 3rdJune.2024.....to.8thJune.2024.....

Activity Done	In the first week, I created a growth analyst presentation and began securing start-up funding, including DPIIT recognition. I documented grant applications and form details in a spreadsheet. I continued searching for more grants and some of them have been filled and submitted by the consent of the organization after discussing the details which have to be inserted and cross checked by the organization.
Linking theory (Classroom learning) with practice at your organisation	Entrepreneurship class have been told about the grants and facilities provided by government of India.
Gaps identified on the working area.	As filing up the form took more time as there was input of personal details. We had to wait for 2 long time to into all these details and start over from again by un availability of the person in command to give details.
Suggestions for improvement	Organization can fill the personal details sections by there own without consuming the time after giving credentials
Plan for the next week	To complete the listed and sorted forms and submit them.

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Reporting Format

(Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: Hospital and health management

Week no: 6

From: 10thJune.2024.....to.15thJune.2024.....

Activity Done	1. Developed a growth analyst presentation during the initial week and initiated efforts to secure start up funding, achieving recognition from DPIIT. 2. Organized and documented grant applications and related form details meticulously in a spreadsheet. 3. Continued pursuit of additional grants, collaborating closely with organizations to fill and submit applications after detailed discussions and verification. 4. Following completion of grant procedures, tasked with compiling comprehensive information on colleges across India. 5. Engaged in outreach efforts by making calls and visiting college websites to connect with training and placement cells.
Linking theory (Classroom learning) with practice at your organisation	Entrepreneurship class have been told about the grants and facilities provided by government of India.
Gaps identified on the working area.	The spreadsheet has feeded by various people not giving it an informative sheet instead it was not clean and understandable.
Suggestions for improvement	Assigned work should be completed by only single person at a time
Plan for the next week	To complete the listed colleges to send an informative email for collaborations

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Reporting Format (Weekly)

Annexure-E

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: Hospital and health management

Week no: 7

From: 17th June.2024.....to 22nd June.2024.....

Activity Done	1. During the first week, I prepared a growth analyst presentation and commenced activities to secure start-up funding, gaining recognition from DPIIT. I meticulously organized and documented grant applications and related details in a spreadsheet, ensuring thoroughness and accuracy. Additionally, I pursued additional grants through close collaboration with organizations, facilitating detailed discussions and verification before final submission. 2. Writing a email content to reach and convience the college to tie a collaboration. 3. Apply for the fellowship grant an within the deadline
Linking theory (Classroom learning) with practice at your organisation	Communication and planning help to communicate and write an email in a manner.
Gaps identified on the working area.	The spreadsheet has feeded by various people not giving it an informative sheet instead it was not clean and understandable.
Suggestions for improvement	One person can handle a task in given time and complete it
Plan for the next week	To complete the listed colleges an write

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Reporting Format (Weekly)

Name of the Organisation: Noqs Digital pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: Hospital and health management

Week no: 8

From: 24th June.2024.....to.29th June.2024.....

Activity Done	1. Initial week, I created a growth analyst presentation and started securing start-up funding, earning recognition from DPIIT. I meticulously organized grant applications in a spreadsheet, ensuring accuracy, and collaborated closely with organizations to pursue additional funding opportunities, verifying details before submission. 2. Drafting an email to effectively communicate and persuade the college to consider collaboration. 3. Successfully applied for the fellowship grant within the specified deadline. 4. Compiled comprehensive details about placement cells across colleges throughout India and established connections with them.
Linking theory (Classroom learning) with practice at your organisation	Effective communication and strategic planning are essential for composing and structuring emails effectively.
Gaps identified on the working area.	As it start-up colleges are not responding in effective way.
Suggestions for improvement	More need of marketing the company.
Plan for the next week	Completing few more colleges.

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Compiled Reporting Format

Name of the Organisation: Noqs digital Pvt.Ltd

Area/ Department/ Project of Summer Internship Program: Growth analyst

Name of the Student: Pranali Thakre

Roll no: 1779

Stream: HHM

Activity Done	Focused on creating a compelling growth analyst presentation and securing startup funding, earning DPIIT recognition. I organized grant applications meticulously and collaborated for additional funding, while also drafting a persuasive email for college collaborations and securing a fellowship grant. Additionally, I compiled comprehensive placement cell details across India, establishing groundwork for future partnerships and recruitment. These efforts highlight my proactive approach and strategic organizational skills for advancing our startup.
Linking theory (Classroom learning) with practice at your organisation	In the entrepreneurship class, students learned effective pitching techniques, the importance of government grants and facilities for small businesses, and strategic planning for impactful communication and outreach.
Gaps identified on the working area.	As filing up the form took more time as there was input of personal details. We had to wait for 2 long time to into all these details and start over from again by un availability of the person in command to give details. One person can handle a task in given time and complete it As it start-up colleges are not responding in effective way.
Suggestions for improvement	More need of marketing the company. One person can handle a task in given time and complete it. Assigned work should be completed by only single person at a time Organization can fill the personal details sections by their own without consuming the time after giving credentials.

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