

Internship

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Cortex Sports Therapy Association, Rohtak, Haryana

BY

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1) Introduction

The internship training has been successfully carried out for the duration of the three months: 21st March 2022 to 19th June 2022 in a Physiotherapy based Startup named Cortex Sports Therapy Association, Rohtak, Haryana. Various tasks have been carried out during this period given by the company's head and the approach towards learning has been sincere, scientific and analytical. The internship has developed the capabilities and soft skills and has prepared for the future managerial role while learning in a professional work environment. I have done Bachelors in Physiotherapy and this company aids physiotherapists with varieties of solutions to their multiple problems. I have used my learnings from graduation and post-graduation both in developing solutions for the customers of the company.

2) Objectives of the Internship

- To get equipped with knowledge and tools to be successful in future positions.
- To observe various protocols followed in the organization and try to acquire skills to accomplish them.
- To familiarize with different departments, staffing and equipment used in the internship organization.
- To observe mannerism of the existing employees working in the company and learn the culture of the organization.
- To develop capabilities and soft skills by practically applying academic knowledge while learning in a professional work environment.
- To help in formation of network and enhance network building skills.

3) Organizational Profile and History

Cortex Sports Therapy Association is regarded as one of the best start up in Northern Belt of India providing quality education for new physiotherapist for clinical setup and other difficulties in their professional lives. The company was started in 2020 in Haryana by Department of Commerce in MSME sector for sports activity.

Established in- 2020 in Haryana

Branches- Delhi

Revenue- generated 7 lakhs in financial year 2021-2022.

Leaders

- 1) President- Rishabh Arora
- 2) General Secretary- Harkrishan Arora
- 3) Assistant South Chapter - Balaji Laxmi

3.1) Role of the Company

Modern lifestyles with sedentary characteristics can be quite detrimental to an average person's well-being. Most people today, are habitual of sitting for long hours and a general absence of movement. The number of traumatic injuries and strokes due to hypertension is increasing day by day which requires professionals known as physiotherapists to rehabilitate completely or partially back to normal lives and for a perfect and fruitful physiotherapy treatment, there is a requirement of a professional full fledged Physiotherapy centers or Therapeutic Gymnasiums. Many physiotherapists are very good in their task but find difficulty in establishing a center complementing to their vocational knowledge and Cortex Sports Therapy Association helps to do that. We also provide facility to learn various other useful skills in physiotherapy like Dry Needling, Cupping Therapy, Instrument-Assisted Soft Tissue Manipulation (IASTM) and Manipulation. The Company charges a very nominal fee from the physiotherapists to provide full guidance on variety of topics. It focuses on correct and effective sports related rehabilitation.

Mission- the mission of the association is to be available for help to each and every physiotherapist pan India to guide them to increase their professional and infrastructure's efficiency to treat their patients much effectively.

Vision- the vision of the association to upscale the level of physiotherapy assessment, treatment and centers pan India.

Goal- the goal of the association is to at least serve 10,000 physiotherapists in next 5 financial years and guide them in maximum way possible to upgrade their proficiency.

3.2) Role in the Company

I was interned at the position of Delhi Head Convenor, Business Development & Affiliate Marketing, North India division. My prime aim was to fetch business and increase the revenue of the company. As an Affiliate Marketer I was given responsibility to increase the traffic on the company's social media profile and decrease bounce rate. I was given opportunity to surf social media platforms and increase

awareness about the company and the services provided by the company and the benefits in associating with the company amongst the total targetable and serviceable audiences.

4) Services provided by the company

- 1) Awareness Session (Ergonomics + MSD) for the physiotherapists, employers and employees of Multi-National Companies.
- 2) To teach physiotherapist and occupational therapist, the right methodology of Ergonomic Assessment and Training of their patients.
- 3) To aid physiotherapists and occupational therapists to develop certain tips and tricks in order to rehabilitate variety of patients including Cardiovascular and Neurological deficits.
- 4) Helping physiotherapists to develop their own clinics, therapeutic gymnasiums and other physiotherapist centers.
- 5) To provide full guidance from stepping stone to the end in establishing a perfect physiotherapy center.
- 6) To aware people for the benefits of healthy living and working
- 7) It also helps physiotherapists to develop screening for their patients.
- 8) Company trains new and veteran physiotherapists for Sensory Integration Training
- 9) NDT training given by the company to physiotherapist to improve their hands on the treatment of their patients.
- 10) It also associates with certain other clinics to arrange screenings at school and other offices.
- 11) It provides opportunities to attend various workshops and conferences on plethora of topics of physiotherapy and physiotherapists from all over India have access to join and learn.
- 12) It not only provides theoretical knowledge but also arranges live patients during workshops and conferences to demonstrate practically to physiotherapists, and students learning physiotherapy.

13) Also involved in various types of CSR activities. It organizes free medical health checkups programs, rehabilitation services programs and also associates in blood donation activities along with famous organizations like Lion's club.

5) Key Activities/Projects

- 1) I was introduced in the new world of Affiliate Marketing, so understanding the new terminologies and applying it in the real corporate world to fetch business for the company was the major activity.
- 2) Activities were done by me like associating with digital advisors like Medicento etc. to place our company's profile on their portal constituting a large network of traffic to increase the engagements on our portal.
- 3) Joining and leading awareness campaign organized by the company related to the harmful effects of consuming tobacco products in Rohini, New Delhi.
- 4) Acknowledgement of the enquiries of the physiotherapists and the occupational therapist from Pan India. Understanding their requirements and providing deliverable services accordingly.
- 5) Management of the internal affairs of the company.
- 6) Management of the 3 more interns from other university under the guidance of myself.
- 7) Handling company's social media handles and fetching audiences, traffic for the company.
- 8) Using various editing and poster making applications and prepared various posters, campaigns, flyers etc. to attract our clients.
- 9) Made people aware about the right ergonomics.
- 10) Made pitch to several clients and service providers.
- 11) Organized Triple Certification workshop i.e., IASTM, Needling, Cupping therapy for the Month of March, April, and June in New Delhi ; with a strength of 27 students on all three days.
- 12) Organized 1st Sports Synchronia in Rishikesh, Uttarakhand as an organizing head in the month of May with a strength of 23 students.

6) Key Learnings from the Internship

- 1) Stay open to growth- through this internship, I have learned that every difficulty and struggle is an opportunity to grow. Facing them is hard. I have learned so much about myself through the changes I have gone through in this session of 3 months.
- 2) Value of the right Ergonomics- during this internship, I have got several chances to make people understand how precious is the gift given by the God that is our body. I made aware them about the right anatomical positioning and correct Ergonomics and during this procedure I myself learnt a lot about the correct positioning and its benefits.
- 3) Value of the excellent pitches- through this internship, I have learnt to develop perfect and impressive pitches to our clients that is physiotherapists and occupational therapists so that they can be consumers of the services provided by the company.
- 4) Why Building networks is necessary?- under the guidance of President of the Association, Mr. Rishabh Arora, built a huge network of physiotherapists and occupational therapists' community. I have had the chance to have so many incredible and unique experiences. Connecting with other professionals and pioneers in the community has been one of the highlights of this internship. I have learned the importance of building a strong professional network.
- 5) Making visuals- A blog post/ infographic is a testament to; I have found a love and joy in crafting useful visuals for the company's clients.
- 6) Developed Communication skills- in this entire journey of internship, I personally contacted and communicated with plethora of persons helping me to develop my communication skills.
- 7) Learnings to know the requirement of the consumer- in this internship I got trained under Mr. Rishabh Arora and he is professional in his task and he helped me to understand the requirements of the consumers that is the physiotherapists so that if one we are clear with what our clients require, we would be serving them in a better way.
- 8) Learnt Teamwork- working in a team for a common goal is the best learning that I learnt in this internship phase.

- 9) Multi-tasking- as the company is newly built in the sector so all the employees were giving their best to take the company to another level by doing multi-tasking at every time. I learnt how to manage multiple tasks at single point of time.
- 10) Working World Experience- after my graduation in Bachelors of Physiotherapy, I was having only theoretical knowledge of the physiotherapy world but not the working world exposure and after working in this association, I completed my desire to get an exposure of real-life working world experience of physiotherapy world.
- 11) Taking initiatives- taking initiative on time will be fruitful is the dialogue of the president of the association. I learnt this behavior too.
- 12) Hands on several treatment methodologies- got chance to several methodologies in the treatment of physiotherapy like- Cupping therapy, Fire cupping, Bamboo cupping, Dry Needling, Instrument Assisted Soft Tissue Manipulations etc.
- 13) Learnt various managerial skills- also learnt a number of managerial skills. The association is new in the sector that's why needed a lot of management which enhanced my managerial skills.
- 14) Learnt Affiliate marketing- I was interned at such a post where I was required to do affiliate marketing and it was new to me so I learnt that and performed well.
- 15) Achieving Targets on time- achieved targets given by the President of the Association.
- 16) Hands on various apps- plethora of apps were used in designing poster, questionnaire, quizzes for the clients. So, I learnt the skills to use various apps like Poster Fly Maker, Canva, Adobe, Logo pit etc.


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