

INTERNSHIP
AT
ENIRA CONSULTING PRIVATE LIMITED
NEW DELHI, INDIA
(18th March 2024- 18th June 2024)

A dissertation on

A STUDY ON IMPLEMENTATION CHALLENGES IN
THE AYUSHMAN BHARAT DIGITAL MISSION
(ABDM): A MULTISTAKEHOLDER ANALYSIS

by
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MBA- Hospital and Health Management

Batch- 2022-204
Under the guidance of
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Professor



CERTIFICATE



Enira Consulting Private Limited

CIN: U4140GJ2019PTC108479

CERTIFICATE

This is to certify that **Ms Swati Saha** in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her internship at Enira Consulting Private Limited during 18th March 24 – 18th June 2024.

Place: New Delhi

Date: 18th June 2024

Dr Sabine Kapasi
MD & CEO
Enira Consulting Private Limited

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Best Regards

SWATI SAHA

ABOUT THE ORGANISATION



Enira Consulting Private Limited is a private consulting firm, located in New Delhi, the managing director of Enira is Dr. Sabine Kapasi. The main areas of interest of the firm are healthcare, health-tech, Pharma, Business incubation, Agri-tech, Business Planning and strategy

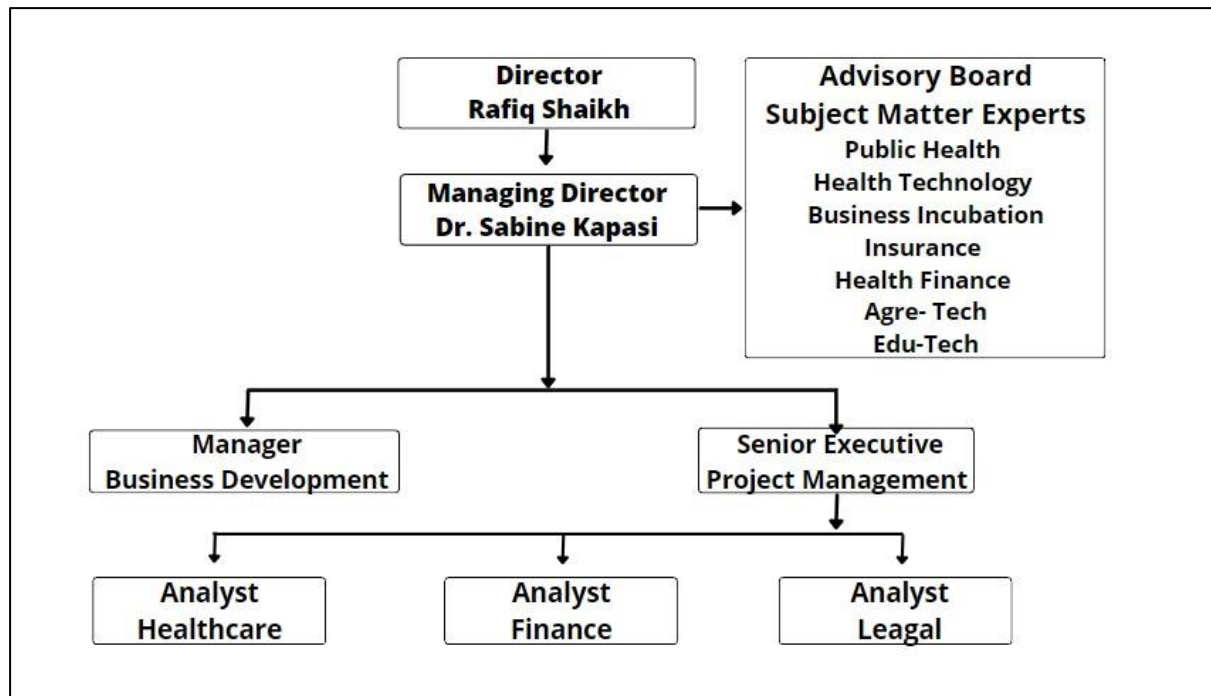
Vision

To provide state of the art management consulting and ensure healthcare for all in the most equitable, economic and technically sound manner.

Mission

Sustainable development of communities via inclusive policy development and ensuring healthcare access to all.

Organisation structure



Major Projects

- Atal Innovation Mission: Financial restructuring of funds
- Gau – tech incubator: Government of India project – Sustainable business model for cow shelters.
- Health–tech incubator: For elite business schools in India
- IPE Global- Indian Health Fund: Financial structuring of micro health startups.
- Upskilling of FLHWs Projects: Largest pilot with Government of India- Upskilling of frontline health workers (FLHWs), Diabetes and Anaemia Screening and Prevention.
- 3 Analytics: Analysis of primary health data, Restructuring of the Health Department of KSA, Automated ADR Signalling.
- Healps.AI: AI-based reduction of claims ratio.
- Digital Chikitsa: Automated health diagnostic system to reduce the requirement and time taken for a diagnostic test and improve the accuracy of diagnosis.

- E- med Events- Health-tech event: Engage National and International business leaders to build strategic relationships, Develop B2B and B2G relations, Platform to raise funds for startups, and Promote the latest innovations in the healthcare industry.
- Project ROOPAN: Developed a value-based insurance product offering free NCD screening and out-of-hospital disease management for rural beneficiaries, while generating additional income for frontline workers and promoting financial literacy through partnerships with Payment Banks.
- Market Research for several sectors depending on clients and market needs.
- Conducted company review of:
 1. youstra labs
 2. SigTuple
 3. Sunfox
 4. SAHAB
 5. Ripple
 6. PureHealth
 7. REPROSCI BIOSCIENCES
 8. LEAN
 9. Docloud
 10. Orthoheal
 11. Nexgen
 12. Molecule AI
 13. LexisNexis
 14. PlastiSurge
 15. Murli Krishna Pharma pvt
 16. CarePlix
 17. ALJ Health
 18. Ensuredit
 19. Lamark Biotech pvt
 20. JIVA AYURVEDA
 21. Dozee Doc
 22. Ripple
 23. Genomiki
 24. EMBRIGHT INFOTECH
 25. StarToons
 26. DOTO HEALTH
 27. Backyard Creators

- 28. Fitterfly
- 29. EzeRx
- 30. Cellivate Technologies
- 31. Blue Oak
- 32. Beatwaves
- 33. BlueMatter

- Conducted Cervical Cancer awareness camp at PHC in Murmura, Noida in collaboration with Digiswaasth.

Major Learning

Major Learnings from Internship at Enira Consulting:

- **Parallel Management of Multiple Projects:** Effectively handled multiple projects, ensuring timely and quality delivery.
- **Writing Corporate and Government Proposals:** Developed skills in drafting comprehensive proposals for corporate and government clients.
- **Formulation of Legal Documents:** Created legal documents such as NDAs and Consulting Agreements.
- **Formulating an Expression of Interest:** Drafted EOIs to showcase the firm's capabilities and attract clients.
- **Project Charter Schedule and Fund Distribution:** Created detailed project charters, scheduled tasks, and managed fund distribution.
- **Case Study Analysis:** Conducted case study analysis, including guesstimation and cost extrapolation, to provide data-driven insights.
- **Data Analysis:** Performed data analysis to support strategic decision-making and provide actionable insights for clients.