

INTERNSHIP REPORT

Internship Location: Heal Health Connect, Delhi

Tenure: 01-04-2024 to 30-06-2024

Submitted by:

Dr. Lavleen Kaur

1534

INTRODUCTION

The Corporate Social Responsibility (CSR) industry plays a crucial role in driving social and environmental change, fostering sustainable development, and enhancing corporate reputation. Its importance lies in addressing societal issues while aligning with business objectives, making a positive impact on communities and the environment. This is why I chose to immerse myself in the CSR industry.

I had the privilege of interning at Heal Foundation in Delhi, where I served as an Associate Manager Trainee in Strategy and Communication for CSR projects. This three-month internship, spanning from April 1st to June 30th, provided an exceptional and multifaceted learning experience. Heal Foundation, an integral part of Heal Health Connect—a renowned marketing and PR organization—focuses on significant healthcare projects, particularly in the area of tuberculosis. The foundation is making notable strides in combating this disease through impactful initiatives such as India Fights TB and the Active Case Finding Project in Varanasi.

OBJECTIVES OF INTERNSHIP

The primary objective of my internship is to:

- Gain a thorough understanding of Corporate Social Responsibility (CSR) projects, including their implementation and development processes.
- Enhance communication and presentation skills to effectively convey ideas and project outcomes.
- Develop strong project management skills to efficiently plan, execute, and evaluate CSR projects.
- Acquire knowledge and skills in strategic planning to create effective strategies for CSR initiatives and overall business goals.
- Learn the fundamentals of marketing, particularly within the healthcare industry, to support CSR and business initiatives.
- Understand the basics of public relations (PR) in the healthcare sector to effectively promote CSR projects and enhance the organization's reputation.
- Write and develop strategic objectives that align with the organization's mission and CSR goals, ensuring cohesive and effective project execution.

ORGANISATION PROFILE

HEAL Foundation, a dynamic not-for-profit organisation dedicated to promoting health education and awareness across India. As a registered trust under the Indian Trust Act, we strive to engage and unite key stakeholders within the healthcare industry, fostering collaboration and communication for a healthier nation.

HEAL Foundation is a not-for-profit organisation registered under the Indian Trust Act. As a trust, we aim to engage key stakeholders of the healthcare industry in India. Fundamentally, HEAL Foundation HEAL (Health Education & Awareness League) is a social advocacy group that strives to establish synergy and facilitate meaningful communication amongst social scientists, developmental agencies, health communicators, research scientists, doctors, and policy-makers. It aims to raise public awareness of health issues to bring desirable behavioural changes in the masses to ensure healthy living. Precisely, HEAL Foundation is synonymous with Healthcare Communication.

Since its inception, HEAL Foundation has been committed to advocating policy-making for long-term sustainable healthy living. The Foundation is also committed to educating health professionals and communicators, strengthening the health research network, fighting prejudices that harm society's interests and supporting campaigns in the 'Public Interest. Nudging masses towards healthier practices by spreading awareness around relevant health issues, we believe that India's disease burden will decline, improving our health status, and thereby steering the country into the comity of developed nations.

SERVICES PROVIDED BY ORGANISATION

- CSR Campaigns
- Advocacy
- Health education-Association for Primary & Preventive Healthcare Alliance (APPHA).
- Press releases on social causes
- CME's- Continuing medical education

KEY ACTIVITIES/PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

During my internship I was involved in the following projects

INDIA FIGHTS TB

This initiative, titled India Fights TB, aimed to establish a comprehensive online platform for public education on tuberculosis.

Here's a breakdown of my contributions to India Fights TB:

- **Website Management:** I actively participated in maintaining the india fights TB website, ensuring it offered a user-friendly experience.
- **Content Creation and Curation:** The website featured various resources, including informative blogs on TB awareness, symptom recognition, prevention methods, transmission risks, diagnosis options, treatment plans, and government support programs for TB patients.
- **Video Content:** I assisted in creating video content featuring pulmonologists addressing frequently asked questions about TB.
- **Patient Support Network:** The platform fostered a patient support network by connecting TB survivors (TB warriors) with individuals currently undergoing treatment. These TB warriors, who had overcome the challenges of the disease, provided advocacy and support to those battling TB, helping to combat the stigma often associated with the illness.
- **Community Outreach:** The project also organized "nukkad natak" (street plays) in various locations to raise awareness about TB within the community.
- **Communication Materials:** I participated in developing various Information, Education, and Communication (IEC) materials to effectively disseminate knowledge about TB.

ACTIVE TB CASE FINDING PROJECT IN VARANASI

I played a supporting role in planning and proposal writing for a project focused on active case finding of tuberculosis in Varanasi. This involved developing strategies to identify individuals with undiagnosed TB within the community. I further contributed by creating content for posters and IEC materials to promote the project.

ORS CAMPAIGN:

I actively supported an ORS (Oral Rehydration Solution) campaign aimed at educating residents in three key regions: Delhi, Hyderabad, and Mumbai. The campaign emphasized the importance of providing children with recommended ORS solutions instead of alternative electrolyte solutions during diarrheal illness. My

contributions included contacting doctors to secure their participation and drafting press releases to promote the campaign in seven additional regions.

HEALTHCARE CHANGEMAKER CSR SUMMIT & AWARDS:

As the Project Manager for the Healthcare Changemaker CSR Summit & Awards, I was responsible for various key aspects of the event. I developed the agenda, created award criteria, and designed the nomination forms. Additionally, I contributed to the website content creation, ensuring that all information was accurate and engaging.

KEY LEARNING FROM INTERNSHIP

- **Proposal Writing:** I learned to develop persuasive project proposals, essential for securing funding and support for healthcare CSR initiatives.
- **Implementation of CSR Projects:** I gained experience in overseeing the planning, execution, and tracking of CSR projects, ensuring they met their objectives and deadlines.
- **Marketing Plans for Healthcare Organizations:** I learned to create targeted marketing plans that promote CSR activities for hospitals and healthcare organizations, enhancing their visibility and reputation.
- **Content Creation for IEC Materials:** I developed skills in producing informative and engaging content for Information, Education, and Communication (IEC) materials to raise public awareness on health issues.
- **Organizing Healthcare CSR Changemaker Awards:** I acquired knowledge in managing logistics, communications, and event planning for the Healthcare CSR Changemaker Awards, ensuring a successful ceremony.
- **Organizing Press Conferences on Social Causes:** I learned to coordinate press conferences to raise awareness on important health issues like ORS and NRT, handling media outreach and event logistics.