



Under the guidance of
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BRIEF INTRODUCTION & HISTORY OF ORGANIZATION

Sri Aurobindo Hospital in Indore is a premier healthcare institution in central India that provides high-quality medical care to patients from across the region. The institute was established by Dr Vinod Bhandari in 2003. It is named after the Indian yogi and philosopher Sri Aurobindo. SAIMS also has the largest campus among medical colleges in Madhya Pradesh.

VISION

To become a premier institute of quality of education & provision of health care services in India.

VALUES

MISSION

1. Innovation & striving for continuous improvement.

2. Communication and patient Satisfaction.

3. Transparency for ethical practices.

To achieve optimization & flexibility in utilizing the available resources as well as harnessing modern education technology tools to facilitate quality education and pedagogy to the students to achieve patient focused care, provide community service & engagement in research.

USEFULLNESS OF INTERNSHIP

LEARNING DURING INTERNSHIP

CHALLENGES FACED DURING INTERNSHIP

1. Gain experience by applying theoretical knowledge in mega health camp.

2. Able to conduct camp with its essential needs.

3. Seek guidance from experienced professionals to enhance my inter personal skills.

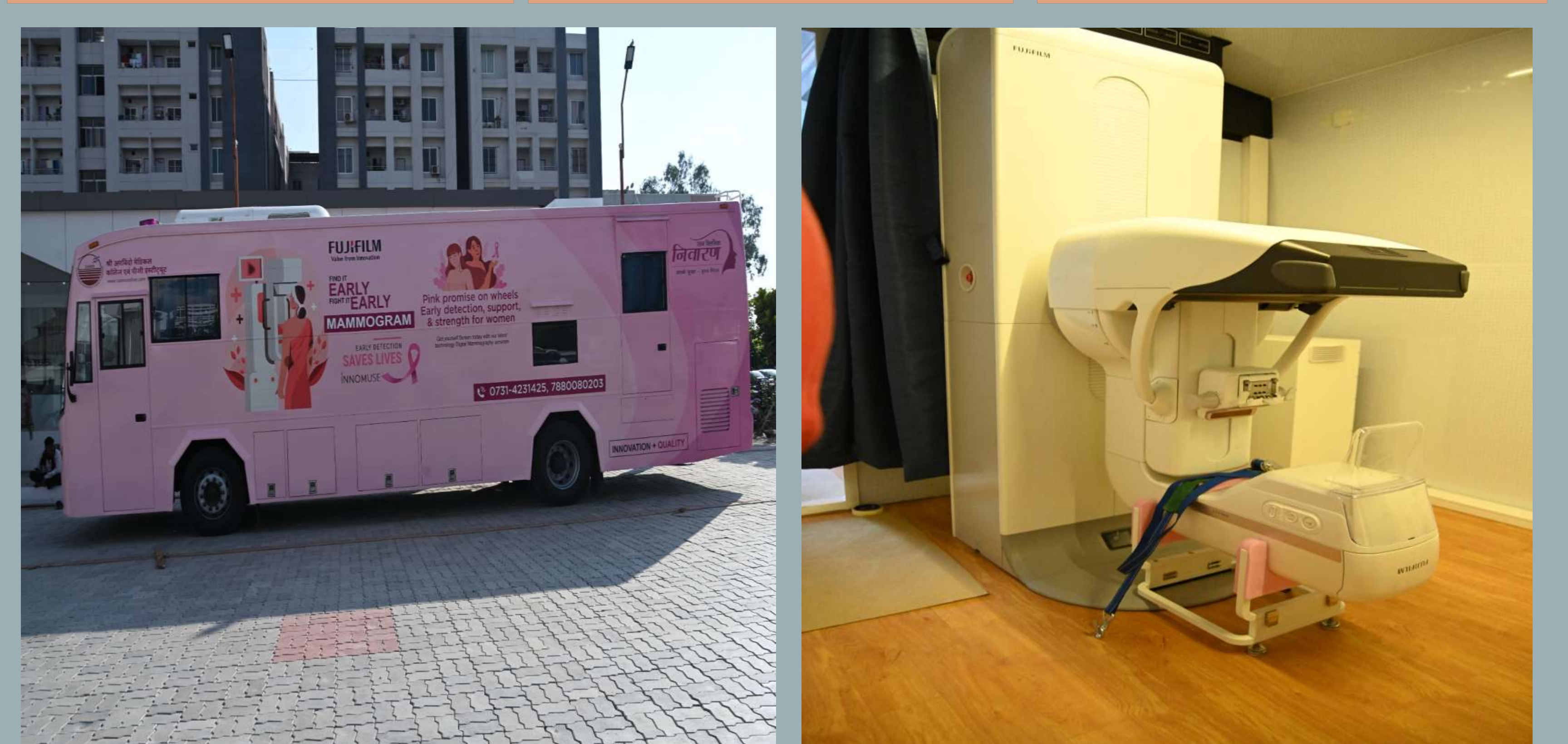
1. Conducted mega health camp in which I counsel patient, maintain the data from OPD's, crowd management, manage all accommodation facility for medical staff

2. In marketing department. I helping forming internal marketing strategies for improve awareness

1. I struggled with tasks because they lack prior experience or familiarity with the industry.

2. Proper signages was not there for patients in the camp.

3. Hospital was overcrowded because of patients and attendants, so it was difficult to manage them as we were not having sufficient man power to manage them.



SWOT

STRENGTH

1 - The camp's main draws were special buses for cancer, women's health, and dental care.

2. Many kinds of doctors were available, offering a wide range of treatments.

3. The camp was well-promoted, attracting 8,000 people, far more than the 5,000 expected.

WEAKNESS-

1.The camp was crowded because there wasn't enough space.

2. There were issues with bringing enough medical equipment, limiting some services.

1. THREAT -

2. Many patients didn't come back because the camp was too far.-

3. The long distance also made it hard for new patients to attend for ongoing treatments.

1. OPPORTUNITIES -

2.- Working with government health programs could make it easier to perform surgeries at the camp.-

3. Solving transport problems could help more patients come back for follow-up treatments.



THEORETICAL UNDERSTANDING

PRACTICAL EXPOSURE

- Marketing Principles and Strategies.
- Healthcare Marketing Specifics
- Consumer Behavior and Psychology

- Campaign Development and Execution
- Event Planning and Coordination
- Communication and Public Relations
- Patient Engagement and Satisfaction




Sri Aurobindo Hospital, Indore

AIM

Improving awareness of cancer among female

Objective

Requirements of this project is to reduce mortality and morbidity of females due to cancer

STRATEGY

1. For institutional patients –
Counselling
Awareness

2. For population –
Camp
Print media

BRIEF OF THE PROJECT

The project aims to significantly improve cancer awareness among females, both within the hospital and in the surrounding community. Effective counseling, informative materials, and targeted outreach will collectively enhance knowledge, encourage preventive measures, and facilitate early detection. This comprehensive approach not only benefits patient health but also strengthens the hospital's internal and external marketing efforts.






SUGGESTION

- Implement comprehensive training programs to enhance staff proficiency with modern medical technologies.
- Establish clear communication to ensure seamless information exchange.