

SUMMER INTERNSHIP PROGRAM

at

IMPACTGURU

From 2nd May, 2024 to 5th July, 2024

A REPORT BY

Nidhi Kulshrestha

Master of Business Administration

Hospital and Health Management

2023-25

Under the Mentorship of

Mr. Ashish Bandhu

Assistant Professor

IIHMR University



TO WHOMSOEVER IT MAY CONCERN

Date: 5th July 2024

This is to certify that **Nidhi Kulshrestha** has successfully completed her Internship as **Intern - Partnership** from 2nd May 2024 to 5th July 2024 at Impact Guru Technology Ventures Pvt. Ltd.

We wish her all the very best for her future endeavors.

A handwritten signature in black ink, appearing to read "Akhlaque", is written over a faint, large, circular red stamp.

Regards,
Akhlaque Khan
AVP – Human Resource
Impact Guru Technology Ventures Pvt.
Ltd.

Impact Guru Technology Ventures Private Limited (CIN:U74900DL2015PTC409015)

Registered Address : 158, Ansal Chamber - II, 6 Bhikhaji Cama Place, New Delhi - 110066

Corporate Office: 3rd Floor, A-Wing, Vaman Techno Centre, Makwana Road, Marol, Andheri East, Mumbai 400059

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that **MS. NIDHI KULSHRESTHA** of the 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: 22nd July 2024

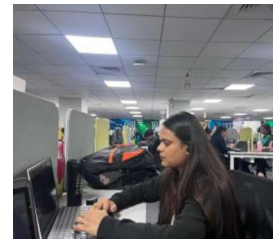
Ashish
(Signature of Faculty Mentor)

Name: **Mr. Ashish Bandhu**

Designation: **Assistant Professor, IIHMR University**



Founded in 2014 by Mr. Piyush Jain and Ms. Khushboo Jain, ImpactGuru, is a Mumbai-based crowdfunding platform offering fundraising solutions for medical treatments, emergencies, NGOs and startups. The platform was created with the aim of making healthcare affordable and accessible to all by leveraging technology to connect donors with individuals in need of financial assistance for medical treatments. A notable milestone came in 2016 when it secured a \$2 million Series A funding round led by Apollo Hospitals Group. The platform's collaborations with NGOs, hospitals, and corporate partners, as well as its commitment to transparency and credibility, helped it raise millions of dollars for over 25,000 fundraisers by September 2021, making a significant impact on countless lives.



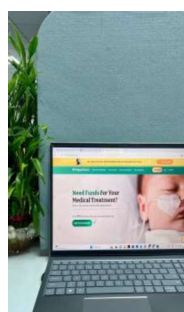
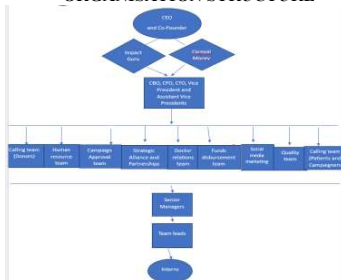
ORGANIZATION VISION AND MISSION

Vision: To create a world where every individual and organization has access to the necessary resources and support to address their social, medical, and personal challenges.

Mission: Make Healthcare Affordable to Save Lives Today, While Securing Families for A Better tomorrow.



ORGANISATION STRUCTURE



SWOT ANALYSIS

STRENGTHS

- Strong brand recognition and reputation in the crowdfunding industry.
- Extensive network and user base, providing a wide reach for fundraising campaigns.
- User-friendly platform with robust fundraising tools and marketing support.
- Successful track record of facilitating fundraising for various social causes

WEAKNESSES

- Reliance on the trust and willingness of donors to contribute to campaigns.
- Competition from other crowdfunding platforms in the market.
- Limited geographic presence, primarily focused on India.
- Dependence on external factors, such as economic conditions, for campaign success.

OPPORTUNITIES

- Growing demand for crowdfunding platforms, particularly in emerging markets.
- Expansion into new geographical regions to reach a wider audience.
- Integration of new technologies and features to enhance user experience and engagement.

THREATS

- Regulatory changes or legal challenges impacting crowdfunding operations.
- Potential negative publicity or reputation damage due to fraudulent campaigns.
- Economic Downturns or financial instability affecting donor's willingness to contribute.
- Competitors such as Milaap.org, DonateKart etc.



CHALLENGES FACED DURING THE INTERNSHIP

Adapting to Organizational Culture: Interns may initially find it difficult to adapt to the culture and work environment of the organisation. These challenges might include understanding organizational processes and navigating through team dynamics.

High Workload: The workload at Impact Guru is high and therefore, as an Intern, it might be difficult to navigate through multiple projects and tasks simultaneously. Interns might find it difficult to manage their time effectively.

Ethical Considerations: The concept of crowdfunding involves exchange and storage of sensitive information which might seem challenging.

USEFULNESS OF THE INTERNSHIP

- Hands-on experience.
- Insight into crowdfunding operations.
- Networking Opportunities
- Exposure to Marketing Strategies
- Enhanced Communication
- Personal and Professional development.

LEARNINGS DURING THE INTERNSHIP

- With respect to strategic alliance and partnerships, a collaborative approach was fostered for the facilitation of a partnership.
- Understanding of industry trends which allowed me to gain valuable insights, thereby, expanding my horizons of learning.
- Assessed the working of a healthcare financing system closely.
- Enhanced my research skills along with my conversational skills.

Difference between Practical exposure at SIP Organization and theoretical understanding at IIHMR University

Research and analysis of study trends as per the research processes Module

Building strong relations with the Point of contacts of different hospitals as per Essentials of Hospital services Module.

Monitoring and evaluation techniques used in an organisation.

- Feedback loops
- Performance metrics

Practical focus on Strategic alignment to ensure a successful collaboration.

SUGGESTIONS RELATED TO THE DAY-TO-DAY OPERATIONS

- A clear protocol should be established for maintaining open lines of communication.
- Mechanisms should be established to address imbalances of resources.
- A strong value proposition should be outlined for identification of USPs of partnerships to ensure that Impact Guru has competitive advantage.
- Performance metrics and analysis should be introduced to ensure that performances of interns are measured on a specific criterion.



UNDER THE MENTORSHIP OF
Mr. Ashish Bandhu (Assistant Professor)

Presented by
Ms. Nidhi Kulshrestha - HM 28

Organisation mentor
Ms. Abhisikta Biswas (Senior Manager)

Annexure-E

Reporting Format

Week 1

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 1

From: 2ND MAY 2024 to 4TH MAY 2024

Activity Done	Brief research was conducted regarding the working of the organisation, Impact Guru and Care Pal Pvt. Ltd. Furthermore, different areas/ regions were assigned to me, wherein, I had to collect Point of contacts for different hospitals.
Linking theory (Classroom learning) with practice at your organisation	The working of healthcare financing model along with crowdfunding was assessed and its importance.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None yet
Plan for the next week	Attending training and induction sessions along with interactions

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

Week 2

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 2

From: 6th MAY, 2024 to 10TH MAY 2024

Activity Done	Different areas/ regions were assigned to me, wherein, I had to collect Point of contacts for different hospitals and add it to a spreadsheet. Induction and training were provided by the organisation.
Linking theory (Classroom learning) with practice at your organisation	The working of healthcare financing model along with crowdfunding was assessed and its importance.
Gaps identified on the working area.	The induction and training were provided in the second week due to which it was difficult to get through the first week
Suggestions for improvement	Induction should have been provided in the 1 st week itself.
Plan for the next week	Connecting with hospitals and pitching them for collaboration.

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Annexure-E

Reporting Format

Week 3

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 3

From: 13th MAY 2024 to 18TH MAY 2024

Activity Done	Sent out Proposal mails to the point of contacts. Sent out 1 st follow up mails to the point of contacts.
Linking theory (Classroom learning) with practice at your organisation	Understanding crowdfunding models Real World case studies Financial planning and budgeting Ethical and legal considerations Marketing and communication skills
Gaps identified on the working area.	The initial point of contact with the hospital administrators is not as engaging considering that intern call them as POCs of Impact Guru. The working hours are too long (9 hours).
Suggestions for improvement	The Working hours should be flexible.
Plan for the next week	Calling and pitching to POCs (Point of contacts) on phone call

Signature of the Student

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Annexure-E

Reporting Format

Week 4

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 4

From: 20th MAY 2024 to 25TH MAY 2024

Activity Done	Connected with POCs on a call to pitch the profile of the company for potential partnership. Shared proposal mails.
Linking theory (Classroom learning) with practice at your organisation	Documentation and reporting Focus on strategic alignment Building strong relationships Enhanced communication skills.
Gaps identified on the working area.	None for this week
Suggestions for improvement	None for this week
Plan for the next week	Connect with more POCs and try to set up a meeting with decision makers of the hospital and my supervisors.

Signature of the Student

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Annexure-E

Reporting Format

Week 5

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 5

From: 27th MAY, 2024 to 1st June, 2024

Activity Done	Connected with POCs on a call to pitch the profile of the company for potential partnership. Shared proposal mails. Found a lead and set up meeting with the director of Solanki Hospital, Alwar.
Linking theory (Classroom learning) with practice at your organisation	Research and analysis of study trends Monitoring and evaluation Building strong relationships Enhanced communication skills.
Gaps identified on the working area.	None for this week
Suggestions for improvement	None for this week
Plan for the next week	Connect with more POCs and try to set up more meetings with decision makers of the hospital and my supervisors.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

Week 6

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 6

From: 3rd June , 2024...to...8th June, 2024

Activity Done	Connected with POCs on a call to pitch the profile of the company for potential partnership. Shared proposal and follow up mails.
Linking theory (Classroom learning) with practice at your organisation	Research and analysis of study trends Building strong relationships with the POCs Monitoring and evaluation
Gaps identified on the working area.	Gaps in collecting leads. Inadequate data about leads. Lack of credible sources for lead collection.
Suggestions for improvement	Feedback mechanisms. Performance metrics and analysis Implementation of a collaborative approach.
Plan for the next week	Connect with more POCs and try to set up more meetings with decision makers of the hospital and my supervisors.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

Week 7

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 7

From: 10th June, 2024...to...15th June, 2024

Activity Done	Connected with POC/Business Heads for partnered hospitals to schedule orientation sessions (both online and offline). Also called POCs for pre partnerships.
Linking theory (Classroom learning) with practice at your organisation	Research and analysis of crowdfunding trends. Building strong relationships and communication skills. Monitoring, evaluation and taking follow ups.
Gaps identified on the working area.	Inadequate data about leads provided by higher management. Stipend/payroll system is not proper. The stipend was released very late and only my incentives will be released next month.
Suggestions for improvement	A proper and effective payroll/stipend team. Introducing proper performance metrics & analysis techniques.
Plan for the next week	Call and schedule orientation sessions with partnered hospitals. Call POCs or pre partnerships as well.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

Week 8

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 8

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

Activity Done	- Conducted meetings for post partnerships and contacted operations/zonal/centre heads of Cloud-nine hospitals for conducting an orientation session. - Attended orientation session.
Linking theory (Classroom learning) with practice at your organisation	Monitoring and evaluation 1. Feedback loops 2. Performance metrics. Innovation and creativity 1. Idea generation 2. Problem solving Continuous and professional learning Focus on Strategic alignment Project Management skills.
Gaps identified on the working area.	- Ineffective communication 1. Enhanced internal Communication - Operational Incompatibly
Suggestions for improvement	- Define and design clear communication - Operational Alignment
Plan for the next week	- Prepare orientation pitch to present in upcoming meeting, - Conduct more pre and post partnership meeting. - Prepare SIP report and research about Poster.

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Annexure-E

Reporting Format

Week 9

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 9

From: 24th June 2024 to 28nd June, 2024

Activity Done	Reached out to POCs and requested them to conduct orientation sessions. Attended orientation sessions online. Sent Company Profiles and follow up mails.
Linking theory (Classroom learning) with practice at your organisation	Monitoring and evaluation Innovation and creativity Continuous and professional learning Focus on Strategic alignment Project Management skills.
Gaps identified on the working area.	Operation and Coordination related gaps.
Suggestions for improvement	Define and design clear communication Operational Alignment Set internal and external communication
Plan for the next week	• Wrap up for my final handover work to fellow interns. • Take follow up from POCs. • Prepare SIP report and research about Poster.

Signature of the Student

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Annexure-E

Reporting Format

Week 10

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: Hospital and Health Management

Week no: 10

From: 1st July, 2024...to...5th July, 2024

Activity Done	Reached out to POCs and communicated with them to conduct orientation sessions. Attended orientation sessions online. Sent Company Profiles and follow up mails.
Linking theory (Classroom learning) with practice at your organisation	Monitoring and evaluation Innovation and creativity Continuous and professional learning Focus on Strategic alignment Research trends and analysis
Gaps identified on the working area.	Operation and Coordination related gaps
Suggestions for improvement	Define and design clear communication Operational Alignment Set internal and external communication
Plan for the next week	Collect my Completion certificate and prepare SIP poster and report

Signature of the Student

Approved by the IIHMR University's Mentor



Compiled Reporting Format

Name of the Organisation: Impact Guru

Area/ Department/ Project of Summer Internship Program: Strategic Alliance and Partnerships

Name of the Student: Nidhi Kulshrestha

Roll no: 1764

Stream: MBA Hospital and Health Management

Activity Done	• Impact Guru is a crowdfunding platform which allows patients to raise funds for their medical needs. • The first week of the internship involved collecting data of different point of contacts (POCs) of hospitals. Our team lead assigned me hospitals of a particular area. The areas assigned to me by my mentor, Ms. Abhisikta Biswas, were, Haryana, Rajasthan, Goa, Uttarakhand, and some parts of Punjab. • The Initial week consisted of researching and collecting information about the CEOs and CFOs who were to be contacted in case. The second week started with our induction where Ms. Shweta Koree, made us familiar with the company profile and made us understand the different crowdfunding models used by Impact Guru. I was also made aware about Impact Guru's sister vertical Care Pal Secure, which offers lending options to patients with critical illnesses. In the following week, we were asked to send emails to the POCs of different hospitals. • I was put through a training procedure of 3 days where Impact Guru's mission, vision, and the operations of Impact Guru and Care Pal. The process of campaign creation and raising funds for patients. • Furthermore, I understood the process of identification of potential leads and pitching to them in a way that they are convinced to partner with our organisation. • Conducting meetings was a crucial as it allows the organisation to open up new horizons for future collaboration. The entire process involved coordinating with different POCs, scheduling calendar invites, taking follow ups, preparing agendas for the meeting and taking minutes of the meetings to send to my supervisor. • My team lead, Mr. Yohan Kalsum helped us prepare and finetuned our calling pitch. Thereafter, we started calling different POCs and pitched to them the profile of our company. Our goal was to set up meeting with POCs of the hospitals, who were potential decision makers. In the month of May, I was able to set up meeting with Solanki Hospital, Alwar. The POC was the Director of the hospital. The meeting was taken by my senior, Ms. Ritoja Mukherjee. She discussed the profile of the company and the potential benefits of partnership for both the parties. I was taking the minutes of the
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meeting and observed the way in which partnership meetings are conducted. My first month at Impact Guru was about bringing in new partnership opportunities.

- During the first month, I was also sending our company profile on emails along with first, second and third follow ups emails. My second month at Impact Guru full of new opportunities as I was assigned Post partnership tasks. These tasks included handling and conducting orientation sessions in the hospitals that have already partnered with the organisation.
- Post partnership activities for required me to connect with operations/zonal/centre heads of Cloud-nine hospitals for conducting an orientation session. These orientation sessions were taken by my team lead, Ms. Shreeya Masurkar and my senior, Ms. Ritoja Mukherjee. I was also provided with the opportunity to conduct the orientation session for Cloud-nine Hospitals. The orientation sessions of the following chains of Cloud-nine Hospitals were organised and conducted by me.

Cloud-nine Hospital, Gurugram Sector 47/ Golf Course Road	17th June
Cloud-nine Hospital, Varthur Unit, Bangalore	20th June
Cloud-nine Hospital, Shivaji Nagar	26th June
Cloud-nine Hospital, Sarjapura Road, Bangalore	18th June

- I was also involved in proofreading of legal partnership documents between Hospitals and Impact Guru. I have also attended 'Townhall', which is a monthly event organised by the CEO, Mr. Piyush Jain and COO Mrs. Khushboo Jain. This event addresses the growth and progress of the company and also sets monthly targets for each department. The performers of the month in each department are rewarded based on their exceptional ability of achieve targets. Weekly updates from the interns were taken by my organisational Mentor, Ms. Abhisikta Biswas. Ms. Shreeya Masurkar, my team lead, assigned me the task of making presentation decks for different hospitals, such as,
 - Rainbow Hospitals.
 - Medanta Hospitals.
 - Apollo Hospitals.
 - Fortis Hospitals.
- The internship allowed me get a hands-on experience into the Corporate World. Furthermore, I was able to get an insight on different crowdfunding operations and models used by Impact Guru. I connected with people of higher designations and phenomenal experience which gave me multiple networking opportunities to excel in my personal and professional life. I was involved in maintaining and collecting data regarding the disbursing of funds.
- Conducting research regarding the industry trends of hospitals helped me to collect contact details of POCs who happen to be pinpoint leaders. This research study allowed me to identify the hospitals that would potentially partner with Impact Guru.

	The process of monitoring and evaluation allowed me to successfully analyse real time data which ensured that any particular alliance remained effective.
Linking theory (Classroom learning) with practice at your organisation	- With respect to Strategic Alliances and Partnerships, Monitoring and evaluation are crucial as they helped me to monitor my own progress alongside assessing the effectiveness of the partnership. By tracking my progress regularly, I was able to identify the areas which required improvements. I was able to foster a collaborative approach for pursuing personal and professional development. - By observing my supervisors take meetings and convert those meetings into partnerships, I was able to comprehend industry trends and facilitate learning. Strategic alignment is considered to be the key to any successful partnership, which was clearly communicated with me prior to any meeting. Despite of unsuccessful partnerships, I was able to gain valuable insights which expanded my horizons of learning. - Strategic Alliances and Partnerships also enabled me thrive on innovation and creativity as I was able to utilise my skills and resources provided by Impact Guru to encourage a culture of innovation. I could implement my project management skills that aligned with the objectives of the organisation as I ensured that the tasks assigned to me were delivered on time. The guidance of my mentors helped me navigate through the complexities of partnership related projects. - Exploring different opportunities of partnerships allowed me to assess the working of a healthcare financing system and the role of hospitals in helping patients. The collaboration between Hospitals, Pharmaceutical, Non- Pharmaceutical companies engaged in transparent and open negotiations. The stakeholders from the organisations helped in leveraging each other's strengths and also identify the mutual benefits both the parties can get through a successful alliance. - I enhanced my research skills while I was collecting information about the Point of contacts of different hospitals. Through this research, I observed the successful achievements of potential decisions makers of the hospitals and their personalities. While pitching Impact Guru's company profile to decision makers, I was able to enhance my conversational skills and my confidence. Thorough research was conducted by me to identify hospitals that can be potential partners based on the market presence and goals.
Gaps identified on the working area.	- The gaps that were during my internship at Impact Guru as a Strategic Alliance and Partnership intern was that while conducting meetings, some of the POCs came with a different goal and expectation, which sometimes, lead to conflicts. - There were certain instances where online meetings on google were disrupted due to lack of network and the flow of information was hindered. Furthermore, there is no specific

	room assigned for conducting meetings and one has to sit in the open area, from where comes a lot of background noise. • The initial gaps that I experienced during call pitching was the fact that being an intern, I was unable to capture the attention of potential partners due to hesitation and under-confidence. • The market needs and trends of healthcare financing is different in states of the Northern part of India and there is fairly less research done on that. Therefore, the interests of POCs of hospitals in the Northern area was lesser as compared to southern part of India. • There was a lack of personalization in the calling pitches made by me and my fellow interns, which can prove to be less effective if a POC has specific vision and interests for their hospital. Therefore, it is safe to say that the pitches were fairly generic and did not tailor to the specific needs of the potential partners. • The commercials provided by the company towards hospitals was similar to those of competitive companies. • There was a certain sense of ambiguity in the roles of an intern to that of an employee. The entire team only comprises of interns doing the core tasks. • It is important to note that the organisations rely on the trust and willingness of donors to contribute towards campaigns. • The presence of Impact Guru is mostly in the southern part of India, which makes it difficult for patients in the Northern part to have access to healthcare financing systems. • Furthermore, there is significant risk of frauds and misuse of funds, which makes it difficult for patients in distress to go through strict verifications and monitoring.
Suggestions for improvement	• It is important for the interns calling the POCs of the hospital to make modifications in the pitches so as to tailor to the specific needs of the hospitals and have a successful conversion of partnerships. • It is also crucial to establish clear channels of communication to ensure that different areas of strategic alliances and negotiations are discussed openly. • A sense of cultural sensitivity should be instilled in the employees and interns to ensure that the cultural norms of different individuals are respected throughout. • A clear protocol should be established for maintaining open lines of communication. • Mechanisms should be established to address the issues of inadequate imbalance of resources. • A strong value proposition should be outlined for identification of USPs of partnerships. • A thorough market research should be conducted by interns to ensure that the specific interests of potential partners of POCs of hospitals are addressed in an effective manner. • A clear USP should be presented before POCs to ensure that Impact Guru has a competitive advantage. • Adequate allocation of resources should be done to ensure that effectiveness of collaboration can be enhanced.

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| | <ul style="list-style-type: none">• Performance metrics and analysis should be introduced to ensure that performances of interns are measured on a specific criterion. |
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Signature of the Student

Approved by the IIHMR University's Mentor