

Internship

AT

Impactguru, New delhi

BY

Yash Mittal

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IIHMR University, Jaipur, Rajasthan

1, Prabhu Dayal Marg, Sanganer Airport

Jaipur 302029, Rajasthan

Ph: 0141-3924700, Fax: 3924739

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1) Introduction

The Internship training has been successfully carried out for the duration of three months period 21st March 2022 to 19th March 2022 in a Crowdfunding based Profitable Non-governmental company known as Impactguru. 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 was placed at the position of Field Sales Intern and the main responsibility of mine was to counsel patients of different private hospitals and make them converted into the business of Crowdfunding and helping them to raise the funds through campaigns by asking for crowdfunding and thus to help them in the treatment of their patients. I was given the work to make counselling to the patients and to try to make them aware about the benefits of the crowdfunding and to associate with our company so that there can be ease to them in their treatments.

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 develop the technology to form an impressive pitch to the patients so that they can associate with us.
- To learn the ways to increase the conversion rates and decrease the bounce rates.
- To get familiarize with the technique to fetch more and more business to the company.
- To familiarize with different departments, staffing and equipment used in the internship organization.
- To familiarize with the different authorities onsite and offsite.
- 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 form bonds with the Point of Contacts at various hospitals linked to the company.

- To help in formation of network and enhance network building skills

3) Organizational Profile and History

Impact Guru is a donation based crowdfunding platform that offers global crowdfunding solutions for NGO's, social enterprises, start-ups and individual. It was launched by Maneka Gandhi, Union Cabinet Minister for Women & Child Development, Government of India in September 2015.

Crowdfunding Categories covered by the Company- Cancer, NGO, Transplant, Child Health, Personal Cause, Emergency, Medical.

Inaugurated in- 2014.

Launched in- September 2015.

Launched by- Maneka Gandhi, Union Cabinet Minister For Women & Child Development, Government of India.

Headquarter- Mumbai

Branches- New Delhi.

Sister Concerns- Impactguru Foundations, Lajpat Nagar who engages in people's welfare and it is the extended part of Impactguru.

Co-Founder & CEO- Piyush Jain

Co- Founder & COO- Khushboo Jain

Product Manager- Vikas Kaul

Business Development- Ankita Kumari

Business Development- Sandeep Tripathy

North Divisional Head- Manish Gupta

HR- Namita and Latika

HR Head- Maitri

Team Leader (Manager)- Puneet Arora

Immediate senior - Kriti Pathak

Competitors- Milaap, Ketto, Give India

Mission- Make Healthcare affordable to save lives Today, while securing families for a better tomorrow.

We are creating innovative technology and finance solutions to empower Indians to raise funds for medical emergencies and critical illnesses and raise funds for a range of social and personal causes. Our platform has been used by lakhs to change lives through timely contributions, fundraisers and actions.

Vision- the vision of the company is to provide the esteemed facilities of the prestigious company at all tiers and cover pan India by 2025.

Partners- Currae (Hassle-free Healthcare), Fortis hospital, Apollo hospitals, FUNDNEI.

3.1) What is Crowdfunding?

Crowdfunding is the practice of funding a project or venture by raising money from a large number of people, in modern times typically via the Internet. Crowdfunding is a form of crowdsourcing and alternative finance. In 2015, over US\$ 34 billions were raised worldwide by crowdfunding.

Crowdfunding has been used to fund a wide range of for-profit, entrepreneurial ventures such as artistic and creative projects, medical expenses, travel and community-oriented social entrepreneurship projects. Though crowdfunding has been suggested to be highly linked to sustainability, empirical validation has shown that sustainability plays a fractional role in crowdfunding. Its use has also been criticised for funding quackery, especially costly and fraudulent cancer treatments.

Types

- 1) Reward Based Crowdfunding
- 2) Equity Crowdfunding
- 3) Digital Security Crowdfunding
- 4) Debt-Based Crowdfunding
- 5) Litigation Crowdfunding
- 6) Donation-Based Crowdfunding

Benefits

- 1) Financial benefits
- 2) Non-financial Benefits

- a) Profile building
- b) Marketing Methodology
- c) To increase Audience engagement
- d) To get feedback

Risks/Barriers

- 1) Reputation
- 2) Intellectual Property
- 3) Donor Exhaustion
- 4) Public Fear of abuse
- 5) Lack of Participation

3.2) How Crowdfunding Can Help Patients

Patients having lack of money or financially constrained raise a request to ask for donation on the portals like Impactguru where a link is created by the company and a virtual account is also created in the name of company and patient both. When that link is distributed on the social media accounts of the patient and by the company then a number of individuals get aware of the conditioning of the patient and his requirements too and thus donate accordingly. The amount collected is totally non-refundable and opposite to the sum borrowed by any money lender, thus not creates pressure on the head of the patient or his/her relative to pay back to the lender.

3.3) Role in the Company

I was interned at the Field Sales Intern position in the company of Impactguru. My work was totally in the field only. I was given the task to execute the counselling procedures of the patients in the variety of hospitals of Delhi and NCR including Rajiv Gandhi Cancer Hospital and Research Institute, Medanta Hospital, Apollo Hospital, Max Fortis Saket, Asian Hospital etc. I was required to counsel the patients about the benefits of the crowdfunding and the features that our company provides and the demerits to borrow money from the moneylenders etc. I was given a job to fetch more and more clients to the company so thus GMV can be increased and business of the company can be enhanced. I used to tell the patients requiring funds about the deduction plans given by the company and assured them to give our maximum potential to help them raising the funds as soon as possible. My main task was to find clients who were

in need of fund for the treatment of their near or dear ones in the hospital or onsite and pitched them to the maximum core to increase our conversion rate.

4) Services provided by the company

- 1) The company provides the feature of Crowdfunding and it is one of the best amongst all the active competitors in the country.
- 2) It provides free of cost registration for campaign creation and thus patient is not given extra burden to pay the registration charges.
- 3) It also provides the facility of “Routing” through which a patient can avail 5-10% extra on the amount spent in the hospital if the monetary amount is bypassed via company’s account.
- 4) It has a sister concern naming Impactguru Foundations which provides free broad-spectrum medicines, and free of cost basic diagnostic techniques to the required ones at the remote areas.
- 5) It also provides the feature of free referral to the nearby government hospitals.
- 6) It also distributes free masks, sanitizers, and one-time usable gloves to the needy ones to prevent mass spread of Covid19.
- 7) It also distributes free soaps, and hand wash apparels at the remote areas under the WASH project.

5) Features that make Impactguru the best amongst all.

- 1) *Low to No platform fee*- the company charges maximum of 12.98% only on the amount raised & the minimum of 0% according to the situation of the patient and criticality of the campaign.
- 2) *Free features to start off*- to make strong and the fundraiser even stronger, crowdfunding platforms like Impactguru offer automated fundraiser story creator and instant video fundraising appeal options to create personalised fundraiser as soon as possible.
- 3) *Faster fundraiser approval and fund withdrawal*- this helps to minimize any delay that could hinder fundraising experience.
- 4) Multiple donation methods- consists options of credit cards, debit cards, net-banking, all major e-wallets, NEFT, RTGS, IMPS & UPI etc.

5) Mobile-friendly platforms-Android app and IOS app

6) Personalised fundraising dashboard- helps patient to have a smooth and hassle free fundraising experience.

7) *Email support and chat support 24*7*

8) *Campaign manager*- having a campaign or relationship manager is a major advantage while fundraising. They are patient's best friend during the fundraising process and can help clear doubts and guide the patient through tough decisions.

9) *80G Tax Benefits*- this acts as an added motivation for donors to support and donate to the fundraiser.

6) Success of the company

1) 10000+ patients funded till date and still counting.

2) 10 lakhs+ National and International Donors

3) 1500Crores+ raised for various causes.

4) Raised 16 crore in a day and created a history in the field of crowdfunding.

7) Key Activities/Learnings in the Internship

1) Value of crowdfunding- crowdfunding arranges funds for the patient which is not to be repaid by the patient. It is not the amount borrowed or lent. It is the non-refundable amount and totally belongs for the treatment of the patient.

2) Value of Good pitches- a good pitch can increase the conversion rate of the company and thus clients can be easily fetched.

3) Developed communication skills- met with plethora of people and interacted with them and thus developed communication skills.

4) Real life corporate world exposure- being a fresher, never got an opportunity to work in real life corporate world and this internship gave me this opportunity too which brushed my skills.

5) To learn the requirements of the people- Impactguru's sister concerns Impactguru Foundation serves remote and tribal people of Manesar, Gurgaon through a Mobile Healthcare Unit and during my internship I was given opportunity by the Ravi Shukla sir to visit the field and know the proper requirements of them in order to serve them better.

- 6) Target achievement- in the sales department, the target achievement has a very crucial role and this feature is learnt in the internship period.
- 7) Building Networks and forming Point of Contacts- I was in the marketing line in the internship and thus I was required to form bonds with as many people as I could which later on found beneficial for the company and thus learnt the benefits and methodology of building networks and point of contacts in the field.
- 8) Drawing the Implementation Plan- drew implementation plans of the several projects undergoing in the company during my internship period.

