

INTERNSHIP REPORT

Submitted to



The IIHMR University, Jaipur

For the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

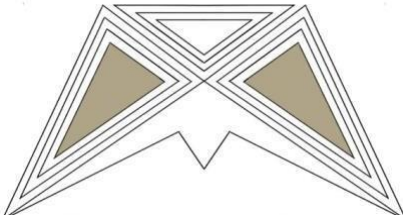
By

Dr. Simran

Under the Supervision and Guidance

Dr. Goutam Sadhu

2024



Enira Consulting Private Limited

CIN: U4140GJ2019PTC108479

CERTIFICATE

This is to certify that **Dr Simran** 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 20th March 24 – 20th June 2024.

Place: New Delhi

Date: 20th June 2024



Dr Sabine Kapasi
MD & CEO

Enira Consulting Private Limited

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ACKNOWLEDGEMENT:

I would like to take this opportunity to express my deepest gratitude and appreciation to all the individuals and entities who have played a significant role in the completion of my dissertation. Their unwavering support, guidance, and blessings have been invaluable throughout this remarkable journey.

I am profoundly grateful to my esteemed professors at IIHMR University for their profound knowledge, wisdom, and relentless support. Their extensive expertise and guidance have significantly contributed to shaping my research and expanding my understanding of the subject matter.

A special word of appreciation goes to my faculty guide, Dr. Goutam Sadhu, whose exceptional guidance, patience, and scholarly insights have been instrumental in the successful completion of this dissertation. His mentorship has not only honed my research skills but also instilled in me a deep passion for academic excellence.

I would like to express my sincere gratitude to Dr. Sabine Kapasi, the Director at Enira Consulting Private Limited, for her invaluable support and guidance throughout this research endeavor. Her unwavering belief in my abilities, constructive feedback, and industry insights have played a pivotal role in shaping the direction and outcomes of my dissertation.

I would also like to extend my heartfelt thanks to my batchmates, whose constant support, collaborative spirit, and stimulating discussions have been an immense source of motivation and growth. Their camaraderie and shared experiences have made this journey more enriching and memorable.

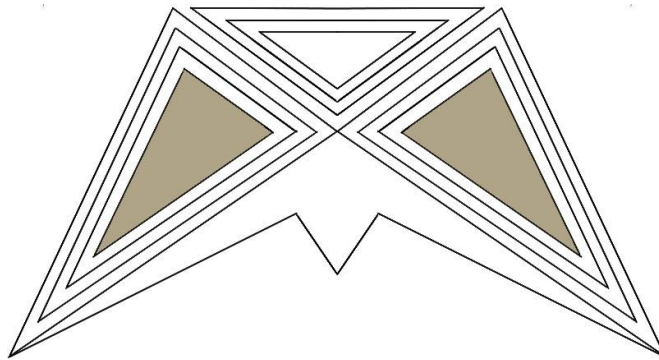
To my parents, I owe an immeasurable debt of gratitude for their unconditional love, unwavering support, and endless encouragement throughout my academic pursuits. Their sacrifices and belief in my potential have been my constant driving force, and I am forever grateful for their presence in my life. Lastly, I would like to acknowledge the divine blessings and guidance of God. It is through His grace that I have been able to overcome challenges, seek knowledge, and find inspiration at every step of this journey.

INTRODUCTION:

Enira Consulting Private Limited is a private consulting firm incorporated on 4TH June 2019. It is in Bhavnagar Gujarat. The internship at the organization lasted from 20TH March 2024 to 20TH June 2024. Main areas of interest of the firm are Healthcare; Health-tech; Pharma; Business Incubation; Agri-tech and Women Centric businesses.

OBJECTIVES OF INTERNSHIP:

- To become familiar with the operations of the firm and to develop skills required for future role.
- To enhance the network building skills to build professional networks with experienced consultants, clients, and other professionals in the industry.
- To gain industry knowledge and to gain insight into the challenges and opportunities facing different sectors.
- To develop capabilities by practically applying academic knowledge while learning in a professional work environment.

ORGANIZATIONAL PROFILE:

Enira Consulting Private Limited
Bhavnagar, Gujarat

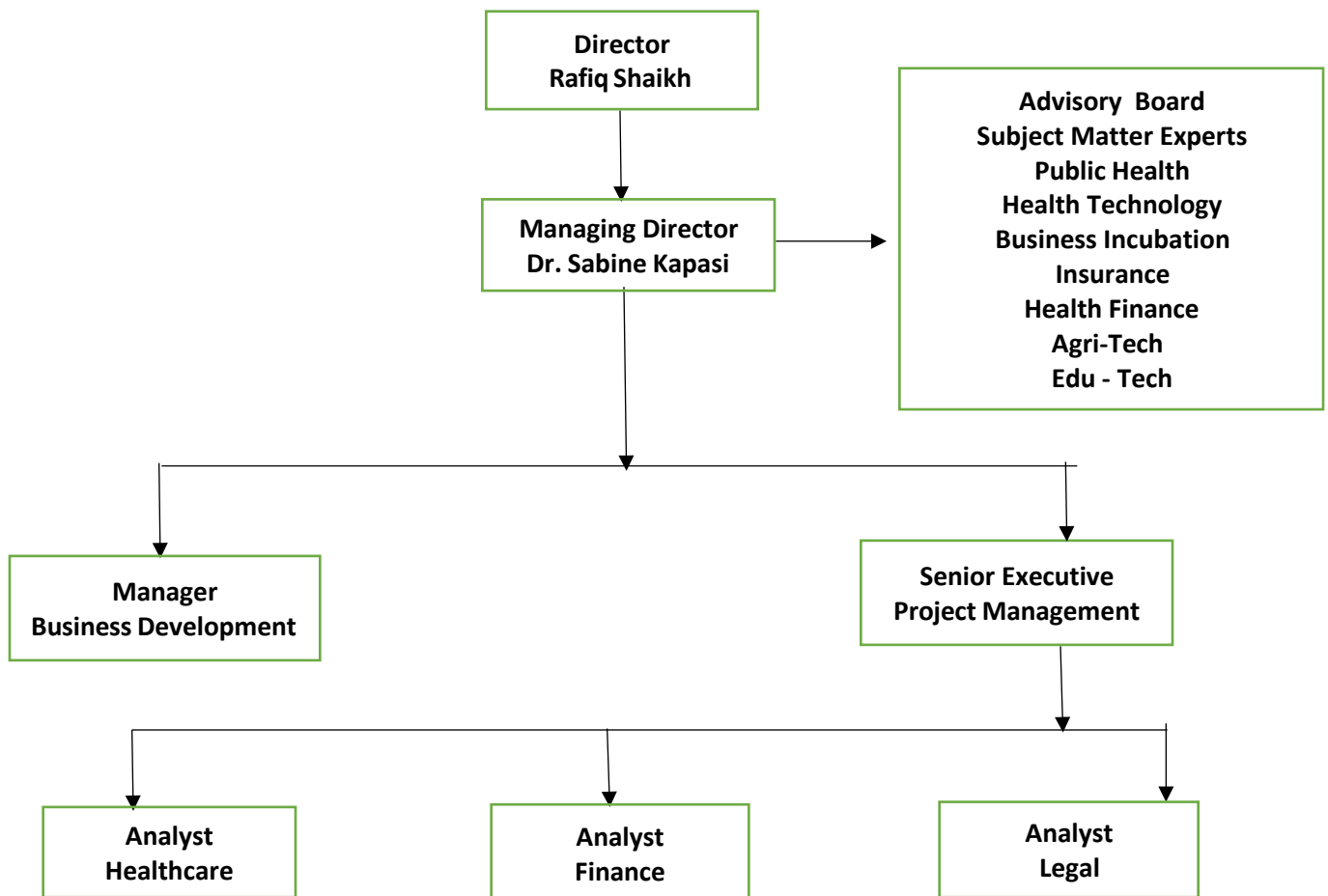
VISION:

To provide state of art management consulting and ensuring 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.

ORGANIZATIONAL STRUCTURE:



SERVICES PROVIDED BY THE ORGANIZATION:

- Strategy Consulting – They align with a company's long-term vision, striving to enhance overall profitability and competitiveness. By discerning the bigger picture, they develop cost-effective strategies to achieve and implement enduring goals, ensuring tangible results for their clients.
- Operations Consulting – They analyze their clients' systems to boost operational efficiency, evaluating various facets such as production, sales, distribution, and customer service for corporate clients. The focus is on refining processes for cost-effectiveness, time efficiency, and optimal resource utilization to achieve targets.
- Technology Consulting – Their consultants offer technology optimization advice for business enhancement, covering diverse industries such as Healthcare, Blockchain, Pharmaceuticals, Education, and Upskilling. They guide clients in strategic technology design, timeline planning, and related requirements.
- Financial Consulting – Specializing in unparalleled financial consulting for both organizations and funds, they meticulously assess market standing, projections, and offerings to devise strategic financial plans. From facilitating fundraising to leading global investment committees, their expertise spans health-tech, deep-tech, genomics, and pharmacology, covering the entire spectrum of financial services for sustained growth and maximum returns

MAJOR PROJECTS OF THE ORGANIZATION:

- 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 of 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 Anemia Screening and prevention. The project's initial phase targets mass screenings for Anemia and Diabetes using non-invasive IoT devices, offering tele-consultations, follow-up care, and pre-hospitalization support. With a focus on proactive screening and value-based healthcare, the project pioneers comprehensive screening for Non-Communicable Diseases (NCDs), prioritizing rural beneficiaries. Initially covering 2.5 lakh FLHWs and 20 crore beneficiaries, the project plans to expand to 120 crore beneficiaries, addressing a wide range of diseases in subsequent stages.
- 3 Analytics:
Analysis of primary health data, Restructuring of Health Department of KSA, Automated ADR Signaling.

- Healps.AI:
AI based reduction of claims ratio.
- DocFliq:
Integration of simulation-based assessments within medical school exams.
- Digital Chikitsa:
Automated health diagnostic system to reduce the requirement and time taken for a diagnostic test and improve accuracy of diagnosis. The Automated Diagnosis project involves the digitization of historical medical records across India, contributing to a vast dataset that trains the AI for precise and accurate diagnostic outcomes. This innovative approach leverages data-driven insights for more accurate diagnoses, early detection of medical conditions, and a substantial reduction in the need for extensive diagnostic testing. n trees constructed from comprehensive historical medical records.
- Strengthening primary healthcare in Vijayawada:
This initiative targets the high prevalence of non-communicable diseases (NCDs) in Andhra Pradesh, focusing on Diabetes Mellitus, Hypertension, Anemia, Cardiac Arrhythmias, and Chronic Obstructive Pulmonary Disease (COPD). Centered in Vijayawada district, the project aims to provide uninterrupted healthcare through an ABDM-aligned digital platform, empowering Front-Line Health Workers (FLHWs). Utilizing non-invasive IoT devices, the project conducts extensive screenings for early detection, followed by teleconsultation services and ongoing support. Collaborations with IHL, insurance companies, medical device firms, and Ziffy tech enhance the project's technological and healthcare capabilities, ultimately benefiting 2200 FLWs and 15 lakh rural citizens.
- ShowReels:
Digital solution to screen candidates for recruitment for government jobs and to boost entrepreneurship among candidates by providing grants.
- Ministry of Culture – Government of India:
Blockchain solution for Artist and Artisans. The proposed project entails the implementation of a fractional ownership model for art, which involves the division of ownership rights of a valuable artwork or antiquity into shares.
- 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, Promote latest innovations of healthcare industry.
- India Sustainability Fund:
The India Sustainability Fund (ISF) is set to launch a pioneering Venture Fund with a unique double bottom line approach, valued at an impressive US\$ 1 Billion. Committed to fostering

technology-driven solutions for a sustainable India, ISF aims to address significant challenges, propelling the nation towards global recognition. The fund, offering executive mentorship, leadership coaching, and capital access, actively collaborates with innovators and startup founders to accelerate growth and maximize positive impact.

- T- CAM Insurance:
Value-based insurance services for traditional, complementary, and alternative medicines in India and South-East Asia

KEY ACTIVITIES UNDERTAKEN OTHER THAN DISSERTATION:

- Parallel Management of multiple projects.
- Writing Government and Corporate proposals.
- Formulation of legal documents – NDAs and Consulting agreements.
- Formulating Expression of Interest.
- Formulating Statement of Work
- Project charter schedule formulation.

KEY LEARNINGS FROM INTERNSHIP:

During my internship, I gained valuable insights and skills essential for professional growth:

- **Time management:** Working in a professional environment demands efficient time management skills. I successfully managed multiple projects, prioritized tasks, delegated work, and utilized time management tools to meet deadlines effectively.
- **Communication skills:** Effective communication is crucial in any professional setting. I enhanced my verbal and written communication skills through regular interactions with clients and colleagues. This experience also improved my ability to collaborate and work effectively in a team.
- **Professionalism:** My internship underscored the importance of professionalism. I learned to maintain a professional demeanor by dressing appropriately, adhering to punctuality, fostering a positive attitude, and upholding the privacy and confidentiality of clients and colleagues.
- **Adaptability:** Throughout my internship, I developed strong adaptability skills. I learned to navigate changing circumstances, re-evaluate strategies when necessary, and swiftly pivot to new approaches as required by the situation.
- **Problem-Solving:** I honed my problem-solving abilities by tackling challenges encountered during projects. This involved analyzing issues from different perspectives, identifying viable solutions, and implementing effective strategies to overcome obstacles.