

Summer Training Report

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Introduction

- **Title of the project:** India's battle against COVID-19: Analysis of steps taken by the state government to combat the virus.
- **Organisation profile:** Heal Foundation is a non-profit organisation that works for health, education, skill development, environment.
- Heal started as health essayists and authors league to conceptualize and implement comprehensive education and intervention based on health awareness campaigns in India.

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- Heal works for different projects related to health, education and various other things to promote health awareness and safety around pressing health issues in the society.
- Heal is also working under a flagship initiative COVID Fighters, which is an ongoing research project. In Heal, we have also worked for a project called “Developmental organisations Mapping and CSR Connect”, and a research project.

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- HEAL Foundation has been working diligently under its flagship initiative COVID Fighters dedicated to fighting COVID 19 Pandemic with its various awareness drives such as series of webinars, e-Newsletters, and other allied activities to keep the people into the knowledge around the Coronavirus pandemic ever since its outbreak.
- Now, the HEAL Foundation has been working ceaselessly to create various knowledge disseminating opportunities for the media fraternity on a host of health issues impacting the Indian Society.

Overview

- Corona Virus Disease (COVID-19), is an infectious disease caused by SARS-CoV-2 virus. It is a spectrum disease, spanning barely from symptomatic infection to critical illness. The first case of COVID-19 was reported on 30th January 2020 in Kerala. From that day till today the nation has seen many changes in the policies and has put the leaders to meet challenges of their lifetime. It is very empirical to analyse and learn from the pandemic to use the learned strategies effectively and efficiently in the future to reduce all kinds of losses caused by global crises.

Objectives

- To study the overall impact of the Coronavirus in different states and union territories of the country.
- Rank the top 10 states/ union territories that have combated the virus effectively.
- To find out the best and innovative strategy adopted by the state/ union territory.
- To find out the epidemiological trends of the pandemic.

Methodology

- The data was collected from various sources by collecting the no of active cases, cured and deceased cases, from the guidelines of WHO and the ministry of health and family welfare.
- From published journals, articles, literature reviews, tracking apps, and empirical studies.
- By searching the key terms related to COVID 19 to understand its impact on different states and union territories.

Learnings

- During my internship, I learned time management and planning skills and meeting the goals every single day.
- Working in a team, coordinating with the co-workers, and completing the task before a given timeline.
- Learned to take initiative and always be curious to learn and understand new things.
- Learned about the development organizations in India as worked in 'Development Organizations Mapping and CSR connect' project. Also, practiced with the research project.
- Attended the webinars hosted by the online experts of the organization covering the recent COVID 19 linked issues and concerns. Also, delivered presentations and content reports for the same.

Observations

- The impact of COVID 19 is increasing and there is a vast increase in the cases every day. States like Maharashtra, Tamil Nadu are on top with a high number of cases, and the top 5 states have 50% of cases of India.
- Also, this has impacted several other issues like financial crises, mental health, the economy of the country, lack of employment, domestic violence, negligence of other health issues, etc. Overall, this has impacted the country in all the ways possible.

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- To overcome the virus or to fight with the pandemic, different states have tried in their ways. While few of the students made an easy to use and economic ventilator in IIT Hyderabad and IIT Kanpur, few used some techniques like in Kerala, the usage of the umbrella to maintain the distance between people.
- Kerala has made an app called GoK-Kerala Direct for COVID 19 updates which sends COVID updates to their mobile via SMS in older phones and this can also be used by the people with no smartphones. The national government launched the COVID-19 solution challenge on March 16 which invites innovators to offer ideas and solutions for tackling the pandemic.

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- A total of around 870 responses were collected from the questionnaire. With the rising cases every day, the recovery rate of COVID-19 seems to be increasing every day from somewhere in the 50s to 62% with the mortality rate of 2.4%.
- At this phase, we should follow all the prevention methods like washing hands frequently or by sanitizing them with alcohol-based hand-rub, covering mouth and nose before sneezing and coughing, avoiding social gatherings, avoiding close contact with anyone who has cold or flu-like symptoms and seeking medical care early if symptoms like cold or fever or difficulty of breathing is observed.

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- The current coronavirus pandemic is forcing businesses, big and small, to adapt. The temporary closure of stores and restaurants provides a real challenge for business owners. However, several businesses are providing great inspiration by thinking of new ways to evolve and continue trading throughout the outbreak with some of the other ways. To tackle the COVID 19 challenge, businesses are using some achievable steps like hygiene, capturing the online opportunities, connecting locally, and by planning the future. Businesses have been down since the lockdown and are gearing up slowly still, the fear of spreading the coronavirus is high and this is resulting in a lack of customers and the health and food have become the top priority.

Conclusion

- I have worked as a Management Trainee in HEAL Foundation. I have worked in the "Development organizations mapping and CSR connects" Project. Along with that, in an ongoing research project called "COVID Fighters". These projects helped me to understand the work ethics and the working system of a developmental organization. It took little time to understand the organization's culture. Hesitation in asking questions, competitive Co-Interns, issues with network connections were some of the challenges I faced.
- I have learned to take initiative and curiosity to learn and understand new things. Being responsible, adaptable, and curious were some of the key learnings. Sometimes working with unexpected tasks was challenging. It also allowed me to find out my strengths and weaknesses. This helped me to define what skills and knowledge I should improve in the coming time. This experience has been quite good and helped me where I stand and how can I improve myself. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time.

Report on Online Course

- **Name of the course:** Fundamentals of digital marketing by Google.
- **Course Description:** It is a free interactive course on digital marketing from Google that has 26 modules to explore, which are all created by Google trainers with full of practical exercises and real-world examples to turn the knowledge into action.

Objectives of the course

- It is a 40-hour course that aims at developing an overall understanding of digital marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, pay per click, and other strategic techniques.

Learning methodology

- The course has video lectures with practical examples and assignment questions at the end of every topic and every module.
- It also has cases to solve after every topic.
- At the end of the course it also has an exam.

Key learnings

- Have a clear goal for online marketing efforts.
- Have a mission statement and to understand the USP of the business.
- Start small and can grow sooner and you do not need to spend lots on digital marketing.
- Starting with basics is important in a business like getting listed locally.
- SEO- Learn and understand what gets you a higher ranking in search engine results.
- SEM- learn and understand how to pick longer tail, less competitive keywords to target and focus on the bid amount as well as the relevance of the ad to the business.

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- Content marketing- focus on answering the questions that your customer really wants to be answered.
- Social media- it helps to focus on engaging with your customers to let them know more about the business and how could we improve the product or service.
- Usage of analytics to assess, test, and then improve the online marketing efforts by interpreting the analytics.

Thank you