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Summer Internship

Under the guidance of :-
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India's #1 healthcare financing platform



Introduction-



ImpactGuru was founded in 2014 to provide an additional compassionate solution to those suffering from serious diseases and to enable people all over the world to financially assist those in need.

Today, we be aware of that greater healthcare financing alternatives for all Indians are necessary, that health emergencies take place extra frequently than we assume and that we are much less organized than we think, and we are all inclined irrespective of our economic status.

There are mainly three types of Crowdfunding-

- a) Donation based
- b) Equity based
- c) Reward based

ImpactGuru deals with donation type of crowdfunding and mainly Medical crowdfunding.



Company's main mission is:

“Make healthcare affordable to save lives today while securing families for a better tomorrow.”

Key Learnings from this Organizations?

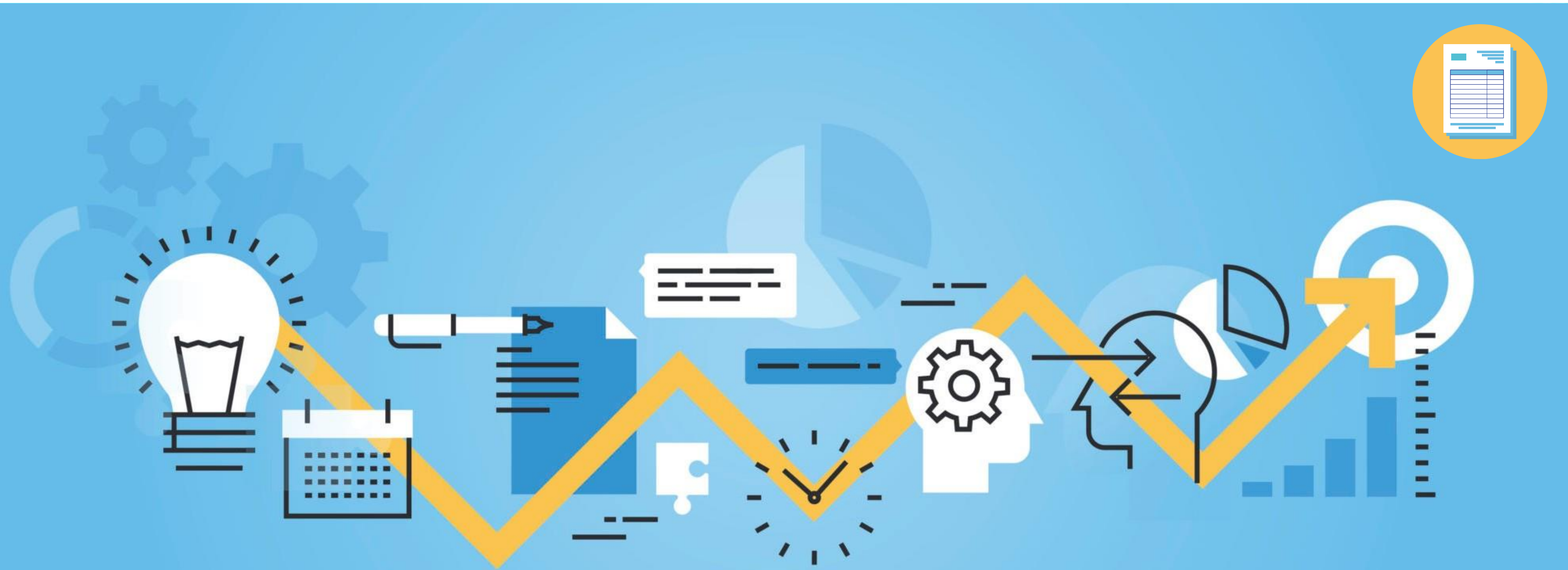
- Generating leads by Cold calling prospective clients.
- Convincing potential clients.
- Managing a client's portfolio.
- Managing sales process.
- Identifying new development channels.
- Follow-up of campaigns.
- Promoting the company by educating about companies modus operandi.



How do we get more involved?

- a) Maintaining flexible work hours for interns.
- b) Including interns in the core team of the organization.
- c) Permitting interns to attend high order meetings to gain experience.
- d) Providing interns with real work assignments.
- e) Increase the pay scale.
- f) Organizations should organise some webinars or meetings with the company's executive rank individuals that could boost our confidence.





PROJECT REPORT ON-

‘Understanding the perception of people towards Medical Crowd-Funding in India’

Background of the Study-



We know that public healthcare facilities in India are far away from being at par level and the private healthcare facilities are so expensive. So, to bridge this gap we have major online crowdfunding organizations such as Impactguru, Ketto, Milaap, etc. In this project report, the main purpose was to analyze how people in India deal with the concept of medical crowdfunding, the challenges related to it, and the perception of crowdfunding in India.

Research Question-

The Purpose of the research is to understand the perception of the people towards medical crowdfunding through various factors such as age, income, qualification, legalities and knowledge about crowdfunding.



Methodolgy

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1

Primary Research Method was used by floating a questionnaire via google form.

2

Sample Size was a total of 60 students from 2-3 colleges.

3

Convenience Sampling Technique was used as the respondents were selected based on their availability and willingness to participate.



Conclusion



From the research, it can be concluded that

a) Majority of the respondents believe in crowdfunding and checks the legalities of the company before donating.

b) Age, qualification, and household income does not have any impact on the beliefs and decisions made by the respondents about crowdfunding.

Recommendations:-

1

Return on investment should be prioritized when an investor invests or donate funds on such platforms.

2

If targeted funds are not raised then all the amount is returned to investors which in turn brings nothing to the organization.

3

Awareness campaigns should be developed by the companies so that citizens have more information on how crowdfunding works, and how it will help them to prosper

4

There should be enough marketing of these platforms so that it reaches every part and corner of the country whether it is rural or urban.



Thank you!