



SUMMER TRAINING REPORT

A REPORT BY KESHAV NAUTIYAL

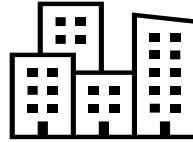
MBA HEALTH AND HOSPITAL MANAGEMENT

2020-22

UNDER THE GUIDANCE OF DR MONIKA CHAUDHARY



ORGANIZATION



- ❑ Impact Guru is India's one of most leading crowdfunding platforms.
- ❑ Which offer diverse crowdfunding global solutions for individuals and startups, social enterprises, and non-government organizations.
- ❑ Impact group raises money for various patients irrespective of their diseases for their medical expenses.

ImpactGuru[®]





OBJECTIVES

The main objective of impact Guru is to bring a ray of hopes and lights to the situation.

Impact Guru believes that no individual should be deprived of healthcare because of a lack of money for their treatments and medical expenses.

Impact guru's main objective is to make the fundraising process very efficient, fast, cost-effective, and easy to use.



MODE OF DATA COLLECTION

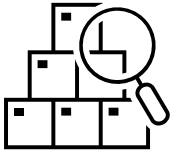
The data at impact group is defined as the patient details or leads that are being collected from various hospitals, doctors or any other social media platforms or other sources.

The primary data collection at the impact Guru is being done by the sales and business development team, using the company's product and technology.

The sales and business development team mainly focuses on creating a link with the IP billing and finance department of various hospitals.

GENERAL FINDINGS ON LEARNING

Department: Business Development



The critical factor in business development is growing and opportunities.



Being a part of a business development team, I can summarize it as ideas, vigour, decisions, and different engaging activities which help in building a Better Business.



The business development team should understand their capabilities.

FACTORS AFFECTING THE FUNCTIONING OF THE DEPARTMENT

BUSINESS DEVELOPMENT



COMMUNICATION



**EXTERNAL
FACTORS**



UNCERTAINTY



RESEARCH WORK

A STUDY TO ASSESS AWARENESS, PERCEPTION, BEHAVIOR
AND ATTITUDE OF PEOPLE TOWARDS MEDICAL
CROWDFUNDING IN INDIA

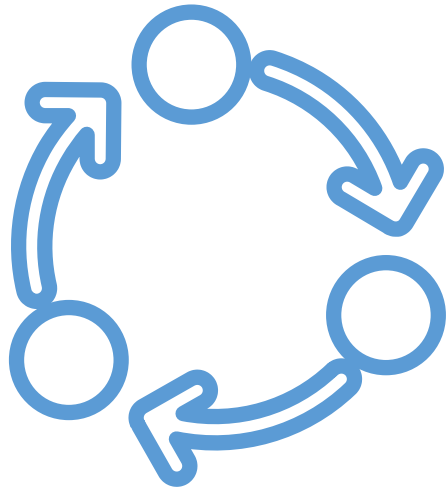
RATIONALE , RESEARCH QUESTION



This study will help determine people's donation behavior, and it will help us understand the potential of people towards medical crowdfunding. It is essential to understand the perception and expectations of people who all are effectively making donations on existing medical crowdfunding platforms in India.

AIM: A study to determine how people behave when it comes to medical crowdfunding, their knowledge, perception, attitude, and awareness towards medical crowdfunding in India.

METHODOLOGY



Type of study: Cross sectional-study

Research Method: Quantitative research method

Sample Size: A total of 53 people of all age group participated in the online survey

Study Tool: A pre-designed self-administered questionnaire (SAQ)

FINDINGS OF RESEARCH

CONCLUSION

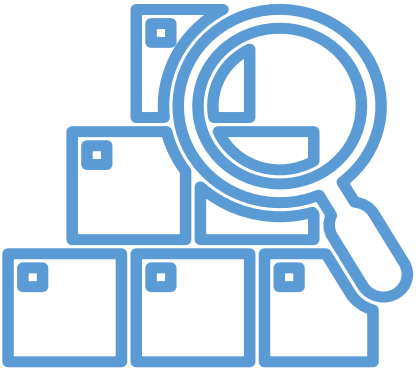


With reference to the primary research to assess people's perception, awareness, knowledge, and behaviour towards medical crowdfunding, it is evident that people have significantly less understanding of medical crowdfunding, especially for social economically deprived people who do not have access to technology and information. However, people are generously coming foremost and contributing to the causes, depending on an individual's ability to perform a donation.

RECOMMENDATIONS



This study indicates that most people do not have adequate information and awareness about medical crowdfunding in India. Awareness Campaigns should be created at both the local community and national level. People residing in rural areas should be informed about the benefits of medical crowdfunding, which people can utilise for their treatment and medical expenses.



THANK YOU 😊

