

SUMMER INTERNSHIP PROJECT

Summer training at IMPACT GURU

Summer Report -A study to assess the awareness and perception of the people residing in Vadodara towards online medical crowdfunding



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ABOUT IMPACT GURU

- ❖ Impact Guru is an online platform which provides a global crowdfunding solution to NGO's, start-ups, social enterprises and individuals.
- ❖ It was founded in the year 2008 by Piyush Jain and Khusboo Jain.
- ❖ Impact Guru focuses on various categories namely, medical crowdfunding, transplant crowdfunding, cancer crowdfunding, NGO crowdfunding and Film crowdfunding.

MISSION

- ❖ To create 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.
- ❖ Impact Guru aims to be used by lakhs to change lives through timely contributions, fundraisers and actions.

ImpactGuru®



HOW IMPACT GURU WORKS?

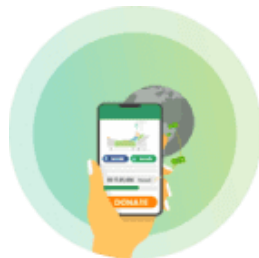
STEP 1: To create
a fundraising
page



STEP 2: To share
the fundraiser
online



STEP 3: Receive
donations from
around the globe



STEP 4: Beneficiary
can transfer funds
directly to the hospital



ROLE & GENERAL LEARNING

- ❖ My role - Business development consultant
- ❖ Region assigned – Kolkata
- ❖ To find new targets and leads to promote the services of the organisation by contacting doctors and hospitals.
- ❖ Was assigned to assist and guide the patient to start a fundraising page.



PART 2

PROJECT REPORT

- ❖ Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.
- ❖ **RESEARCH QUESTION:** A study to assess how much the people are aware and what is their perception towards online medical crowdfunding, in a population of 20 – 60 years old in Vadodara.
- ❖ **RATIONALE:**
 - Medical crowdfunding is a ray of hope for the patients who do not undergo treatment due to lack of money. This awareness should not only be among the people in distress but also among the elite people who can afford to donate.
 - The aim of this study is to create awareness and analyse the perception of people residing in Vadodara towards medical crowdfunding.



OBJECTIVES:

- To assess whether the residents of Vadodara know about crowdfunding and that it can be used to cover their medical expense.
- To understand their attitude and perception of crowdfunding
- To study the willingness to share and donate irrespective of the recipient

RESEARCH QUESTION: A study to assess how much the people are aware and what is their perception towards online medical crowdfunding, in a population of 20 – 60 years old in Vadodara.



METHODOLOGY

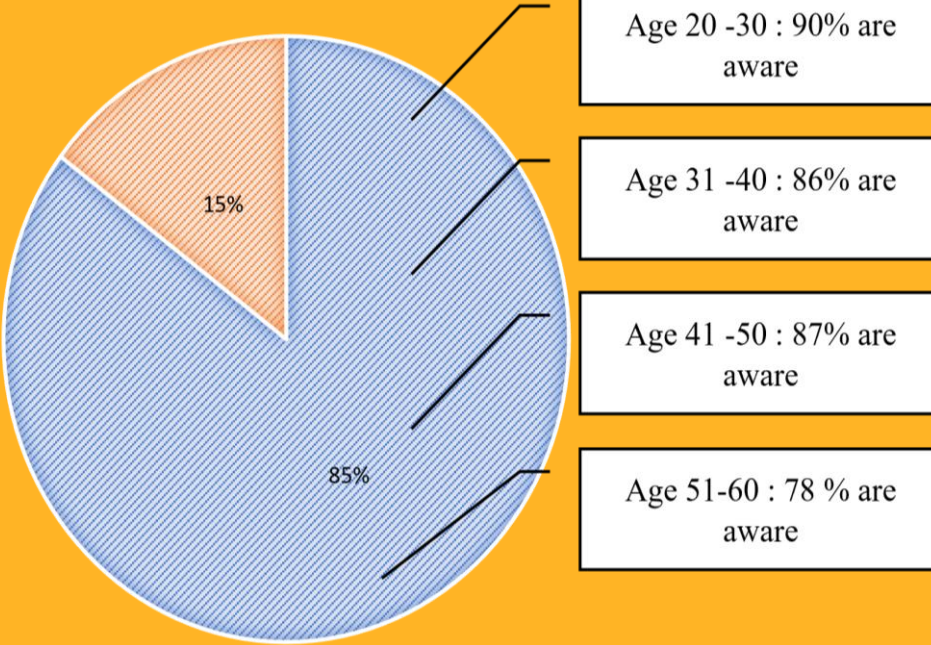
- ❖ **Study Area:** The area of study includes urban areas of Vadodara.
- ❖ **Research Design:** Descriptive study
- ❖ **Sampling Technique:** Convenient sampling method
- ❖ **Sample size:** 100
- ❖ **Source of Data:** primary research, structured questionnaire
 - Inclusive criteria- Male/Female between the range 20 to 60 yrs., living in urban areas of Vadodara.
 - Exclusive Criteria- Government employees who are entitled for medical expenses for them and their family members.



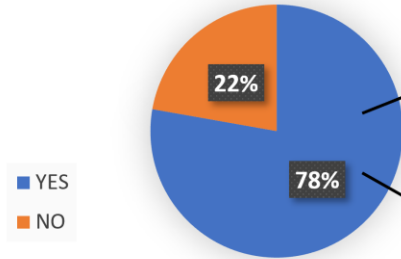
FINDINGS & INTERPRETATION

- Nearly 85% of people were familiar with the term CROWDFUNDING.
- And out of which only 29% from the age group of 50-60 knew about online platforms like Ketto & Impact Guru.
- Whereas the age group of 20-30, 87% were aware of online crowdfunding platform. And under 31-40, 67% and for age group 41-50 about 71%.
- This was mainly due to the lack of digital awareness among older generation

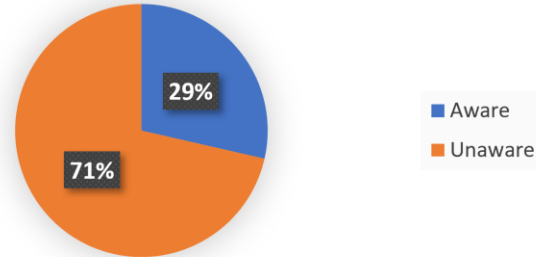
■ Aware ■ Unaware



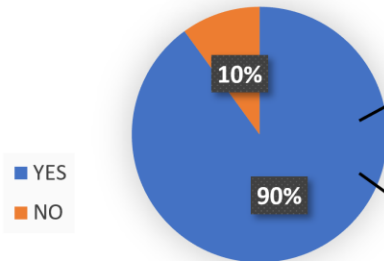
AGE: 51-60, AWARENESS OF CROWDFUNDING



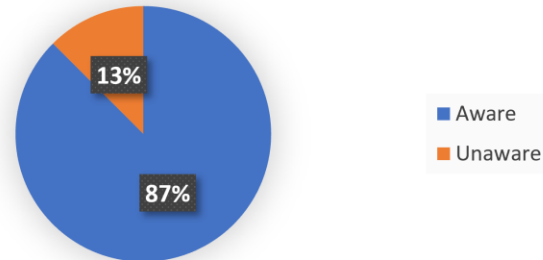
Awareness of online crowdfunding platform



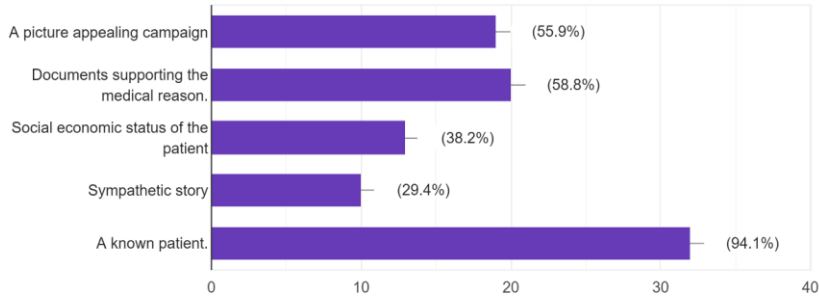
Age: 20-30, Awareness of Crowdfunding



Awareness of online crowdfunding platform

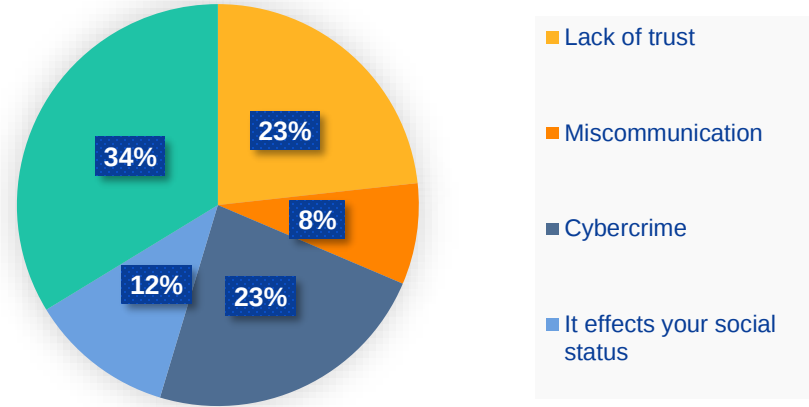


7. According to you what will appeal you to donate funds?



More than 80% were willing to donate money only to known patients.

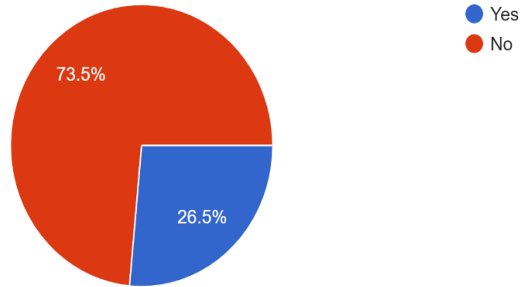
And as for unknown patients, the presence of medical documents, a picture depicting the nature of the patient, and their story might appeal them to donate funds.



According to the survey, The reason people did not opt for medical crowdfunding was due to the lack of awareness and knowledge on how it works.

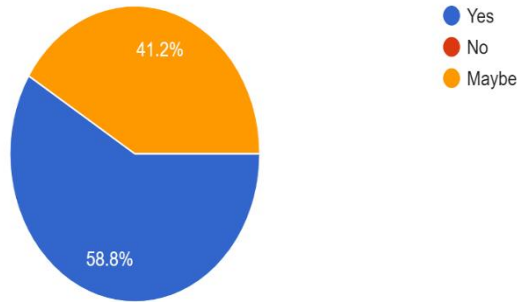
Followed by cybercrime and lack of trust.

10. According to you do you think medical crowdfunding is an alternative to universal health care?



Nearly 73.5% do not perceive medical crowdfunding as an alternative to health care.

9. If you have a chance, will you ever suggest crowdfunding to others?



Though 58.8% would recommend medical crowdfunding and the remaining would consider it as an option

This might be due to the lack of trust and belief. As the concept is yet to be familiarized and moreover no one knows for 100% that they would be able to obtain the full amount of expense timely.

RECOMMENDATION AND CONCLUSION

Most of the residents of Vadodara were aware of the term crowdfunding but the older generation that is above age 50 were not aware of the existence of online crowdfunding. A very few of 50-60 age group had heard about online platforms like Ketto, Milaap and Impact Guru. Whereas the middle age group and the younger generation were well aware of online crowdfunding. This might be due to the lack of digital awareness among the older generation. To increase the awareness of medical crowdfunding, promotion through television, radio and newspaper can be opted.

This research also helped us to understand the behavioural pattern of the people and their perception towards medical crowdfunding, by showing us that people were more than ready to donate money only to known patients. And as for unknown patients, the presence of medical documents, a picture depicting the nature of the patient, their story might appeal them to donate funds.

CONTD.

Medical crowdfunding is an emerging term which can help millions of people from suffering and being aware of such online crowdfunding can help us towards a healthy nation.

It can be considered as one of the option to seek help but not as a complete alternative to healthcare.

These online crowdfunding start-ups also provide a good platform for those individuals who wish to donate for a cause. If crowdfunding platforms are used in a regular basis for seeking and for donating then we could say in future that there no patient with treatable condition.

“

No one has ever become poor by giving
- Anne Frank

THANK YOU