

INTERNSHIP REPORT

Title: Bano Udyami (FCRA) Project

Internship Organization: PURE India Trust

Intern Name: Nikhil Sain

Internship Period: 11 Mar 25 to 11 Jun 25

Course: MBA in Development Management

Institute: IIHMR University, Jaipur

1. INTRODUCTION

The internship aimed to provide a practical learning experience in the area of development management through active engagement in a live community development project. Working with PURE India Trust, I contributed to a mission focused on women empowerment through entrepreneurship. The project provided a unique opportunity to work closely with vulnerable groups, particularly incarcerated women at Sanganer Open Jail, and support their entrepreneurial aspirations. This report presents the insights, learnings, and impact of my three-month internship under the Bano Udyami (FCRA) initiative.

2. ORGANIZATION PROFILE

PURE India Trust is a non-profit organization dedicated to empowering underprivileged individuals through education, entrepreneurship, and employability-focused interventions. It primarily works across Rajasthan and other regions of India. Supported by CSR and FCRA funding, the organization targets women, youth, and marginalized communities. Its flagship initiative, Bano Udyami, promotes women-led micro-enterprises through training, mentoring, and financial aid. The Trust also collaborates with government departments, correctional institutions, and corporate donors to build sustainable development models. By combining grassroots-level implementation with data-driven strategies, PURE India Trust delivers measurable social impact.

- Most beneficiaries had no formal experience in running a business, making it difficult for them to understand operations, customer handling, and inventory management..
- Since many beneficiaries were from Sanganer Open Jail, their ability to manage external supply chains, marketing, and customer interaction was limited.
- Many women lacked basic knowledge of profit calculation, pricing strategy, and financial record-keeping, affecting their ability to sustain businesses independently.

3. METHODOLOGY

The methodology adopted during the internship was comprehensive and practical, combining participatory, observational, and analytical approaches. Field visits were conducted to directly engage with beneficiaries, assess business setups, and understand on-ground realities. I coordinated and helped facilitate workshops, ensuring smooth execution and participant engagement. In-depth interviews with stakeholders offered insights into the challenges and opportunities faced during implementation. I maintained daily records of project activities and compiled qualitative feedback. Additionally, I reviewed Primary data, analyzed existing documentation, and prepared visual presentations and summary reports for internal and external stakeholders.

4. FINDINGS AND RESULTS

The Bano Udyami (FCRA) Project demonstrated positive outcomes. 32 women successfully started their own micro-enterprises inside Sanganer Open Jail. Most of them generated income between ₹2,000 to ₹20,000 per month. Participation in workshops improved their knowledge and confidence in running a business. Financial and digital literacy levels showed significant improvement. Despite infrastructure and logistical limitations, the project proved that with the right support, incarcerated women can become economically independent.

5. CONCLUSION

The internship at PURE India Trust provided an enriching and transformative experience. Working on the Bano Udyami (FCRA) Project allowed me to apply academic learning in real-world settings, especially in the context of women's economic empowerment. I gained hands-on exposure in project implementation, capacity building, and grassroots engagement. The opportunity to work closely with marginalized women helped build empathy, responsibility, and leadership skills. This experience has inspired me to pursue a career committed to social innovation, inclusive development, and sustainable change, particularly in the space of women-led entrepreneurship.

Recommendations:

Engagement & Counseling

- Conducted informal counselling sessions to build trust and boost self-confidence among women participants.
- Engaged beneficiaries in motivational group talks to help them identify personal goals and overcome fear of failure.

Address Psychological Barriers

- Encouraged self-expression through open discussions to reduce anxiety and internal hesitation.
- Used real-life success stories to motivate participants and shift negative self-perception.

6. LEARNINGS DURING INTERNSHIP

- Understood the end-to-end implementation process of a grassroots entrepreneurship project. Patient Behaviour & Barriers.
- Gained practical experience in coordinating with vendors, donors, and institutional stakeholders. Field Data Collection & Ethics.

Learned how to address psychological and social barriers through informal counseling and engagement Built presentation and reporting skills by creating impact reports and visual project summaries.

1. Data Analysis & Interpretation

Analyzed monthly revenue and profit trends across 20 businesses, identifying that **Tiffin Centres** generated the highest average income, while **Flour Mills** had the lowest profitability.

2. Health Communication Challenges

- Limited digital and health literacy among beneficiaries made it difficult to communicate basic hygiene and wellness practices effectively. Community Engagement & Cultural Sensitivity
- Learned the significance of involving family members, local influencers, and volunteers to improve trust and participation in healthcare services in rural communities.

3. Interdisciplinary Collaboration

- Collaborated with legal authorities, correctional staff, and development professionals to coordinate the setup of enterprises within the open jail.
- Worked alongside finance and communications teams to align project documentation, budgeting, and stakeholder reporting

4. Research Writing & Documentation

- Prepared field reports, workshop summaries, and beneficiary case studies in a clear and structured format. Time & Resource Management
- Assisted in drafting donor presentations, monthly updates, and FCRA-compliant documentation for project reporting

5. Empathy & Human-Centered Perspective

- Gained deeper sensitivity toward the personal struggles and aspirations of incarcerated women while working directly on enterprise development in jail settings.
- Developed a deeper understanding of the emotional and social realities faced by incarcerated women, which enhanced my ability to design interventions with compassion and relevance.