

NMH, MP

Internship report submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

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1. Introduction

This internship was conducted under the National Health Mission (NHM), Madhya Pradesh, during which the intern was assigned to the District Health Office, Burhanpur. The internship aimed to provide hands-on exposure to health systems functioning at the district and block levels, particularly focusing on digital health tools used for maternal and child healthcare delivery. A key component involved observing the field use of ANMOL 2.0, a tablet-based digital platform used by Auxiliary Nurse Midwives (ANMs) to manage real-time immunization and reproductive health records.

2. Objectives of Internship

- To understand the operational structure of district health systems under NHM.
- To observe digital health implementation in real-time through tools like ANMOL 2.0.
- To engage with health workers (ANMs, ASHAs, MOICs, DEOs) and understand field-level challenges.
- To contribute to service delivery improvement by collecting structured feedback and insights.
- To support health awareness and documentation activities at PHCs and outreach sessions.

3. Organizational Profile

The internship was conducted under the National Health Mission (NHM), Madhya Pradesh, with placement at the District Health Office, Burhanpur. NHM is a centrally sponsored scheme launched by the Government of India to provide accessible, affordable, and quality healthcare to the rural and underserved populations. It integrates several health initiatives, including the Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCH+A) strategy and digital innovations like the ANMOL application for real-time service delivery.

Vision:

To achieve universal access to equitable, affordable, and quality healthcare

services that are accountable and responsive to people's needs—especially for women and children.

Mission:

To strengthen the public health system by increasing investment in health infrastructure, enhancing the capacity of frontline workers, and leveraging digital health technologies like ANMOL 2.0 and ABHA ID for better service delivery and health system interoperability.

Organizational Mentor:

Mr. Ravindra Singh Rajput, a senior officer at the District Health Office, served as the official mentor during this internship. His guidance was instrumental in facilitating field visits, coordinating with block-level staff, and providing insights into the operational and administrative aspects of NHM-led health services.

4. Services Provided by Organization

- Routine immunization under UIP
- Antenatal and postnatal care tracking
- Health education and IEC/BCC campaigns
- Data management and health reporting via HMIS, RCH, and ANMOL
- ABHA ID generation under Ayushman Bharat Digital Mission (ABDM)
- VHND planning and community outreach

5. Key Activities / Projects Undertaken (Other than Dissertation)

- Assisted ANMs during Village Health and Nutrition Days (VHNDs) in data entry and beneficiary counseling.
- Participated in ABHA ID awareness drives and helped mobilize community members.
- Attended district review meetings to understand data reporting flow and dashboard monitoring.
- Supported the organization of health camps and immunization drives in urban slums.
- Conducted informal interviews with ASHAs and MOICs on operational

challenges.

- Helped digitize maternal health records in coordination with data entry operators.

6. Key Learnings from Internship

- Gained an in-depth understanding of how digital tools like ANMOL 2.0 are transforming frontline healthcare.
- Identified real-world challenges such as poor connectivity, manual duplication, and device issues affecting service delivery.
- Observed the critical role of ASHA workers in data collection, mobilization, and community trust.
- Understood interdependencies between different health platforms (ANMOL, HMIS, RCH).
- Appreciated the importance of data quality, training, and system integration in strengthening health systems.

Purpose of the Study

The primary purpose of this study is to evaluate how **ANMOL 2.0**, a mobile-based digital health platform developed under the **National Health Mission (NHM)**, is contributing to **immunization service delivery** and **data integration** across India's public health systems.

More specifically, the study aims to:

1. **Assess how effectively ANMOL 2.0 is being used** by frontline health workers (ANMs) for real-time data entry, tracking, and reporting in the field.
2. **Examine the level of integration** between ANMOL and key national health data systems such as **HMIS, RCH Portal, MCTS**, and the **Ayushman Bharat Digital Mission (ABDM)**.
3. **Identify operational challenges** such as data duplication, offline syncing issues, and barriers to ABHA ID usage.

4. **Explore user awareness and field experiences**, especially around ABHA ID linkage and system usability.
5. **Propose actionable recommendations** to improve interoperability, digital infrastructure, and health system efficiency.

Why this study matters:

- India is shifting toward **digitally enabled healthcare**, and platforms like ANMOL are central to that transition.
- If optimized, ANMOL 2.0 can help **increase immunization coverage**, **reduce manual workload**, and improve **data-driven decision-making** in public health.
- This study bridges the gap between **policy design** and **ground-level implementation**, ensuring that digital health solutions are effective, inclusive, and scalable.