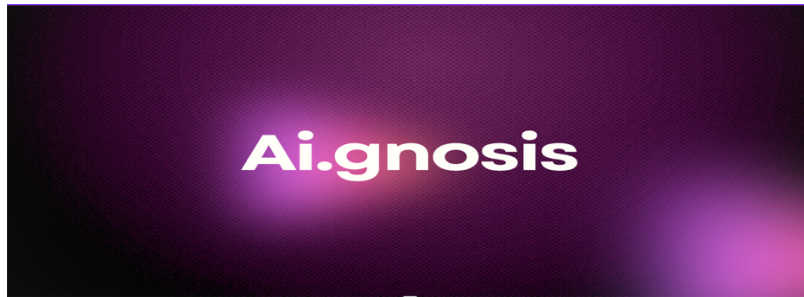


SUMMER INTERNSHIP PROGRAM

at



From **15.05.2025** to **19.07.2025**

A REPORT BY
MOHIT SHARMA

Master of Business Administration
Development Management

Roll No. **0059**

2024 – 2026

Under the Mentorship of
Dr Hemant Kumar Mishra
(Professor & Proctor)



Internship Completion Certificate

Date: 20th July, 2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mohit Sharma** has successfully completed their internship at **Aignosis Artificial Intelligence Private Limited** in the **Sales and Operations Department** from **15th May, 2025** to **20th July, 2025**.

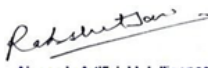
During the internship period, He demonstrated a strong willingness to learn, a professional attitude, and the ability to adapt quickly to assigned tasks. His contributions to the team, particularly in supporting data collection efforts, including visiting multiple child development centers in Jaipur, conducting cold calls across various cities, carrying out the screening process, and assisting in various operational tasks, were greatly appreciated.

We found Mohit Sharma to be sincere, punctual, and dedicated throughout the internship. We wish him all the best in future academic and professional endeavors.

This certificate is being issued upon successful completion of the internship program.

For Aignosis Artificial Intelligence Private Limited


i.gnosis Artificial Intelligence
Private Limited


Ai.gnosis Artificial Intelligence
Private Limited

Authorised Signatory

Divyansh Mangal and Raksheet Jain

Co-Founders

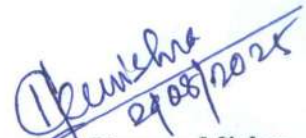
Aignosis Artificial Intelligence Private Limited

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Mohit Sharma** of the academic year 2024-26 **School Of Development Studies** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, reading 'Hemanta Kumar Mishra' with the date '29/08/2025' written below it.

Dr. Hemanta Kumar Mishra

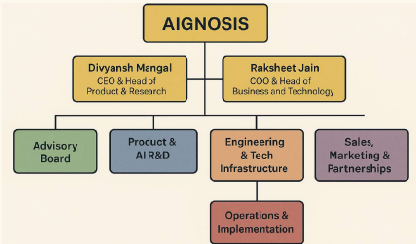
Asst. Professor

IIHMR University, Jaipur

Brief History and Organisation Description

- Organisation Overview**- Founded in 2023 by Divyansh Mangal and Raksheet Jain, Aignosis uses AI and a standard webcam to enable early, affordable autism screening. Backed by top pediatricians and incubated at AIMS and IIMA Ventures, it was featured on Shark Tank India, gaining national recognition for its impactful, scalable health-tech solution.
- Organisation Mission**- Is to Conduct Autism screening tests on a mass scale to every child development centers
- Organisation Vision**- Is to destigmatize Neurotypical conditions like 'Autism' In India

Organisation Structure



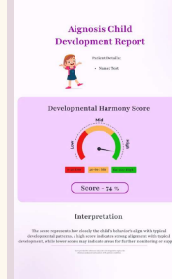
Methodology.



During my internship I took part in the following tasks

- 1) Using Capcut for showing the impact of our research camp
- 2) Visited different CDC's in Jaipur and explained them about our product
- 3) Marketed our research collaboration
- 4) Called various candidates on linked in for internship opportunities in cities like Bangalore, Delhi.
- 5) Created dashboard on Joho People for smooth HR functioning

About Product:



Aignosis have developed a autism screening tool which detects the risk of autism in a children by just simply showing a 5 minutes video and collecting some biomarkers ehich a children show while the process of the screening, Our business model is a B2B business model in which we will have to target pediatricians all over india so that we can have a aignosis screening booth over there centers, our product cost would be ranging between 800-1400 Rs which is a very competitive pricing as compared to market which cost around 5000 Rs and takes lots of time of the parents to get there children screen

SWOT Analysis

SWOT Analysis

AIGNOSIS

Strengths	Weaknesses
- Advanced AI capabilities - Strong research team - Innovative solutions	- Limited market presence - High dependency on research funding - Narrow focus areas
Opportunities	Threats
- Growing AI market - Potential partnerships - Expansion into new domains	- Rapid technological changes - Competition from larger firms - Ethical and legal issues

Objective of the Research

While the time of my internship i was a part of a comprehensive research in which we were checking the accuracy and sensitivity of our tool in the market by collecting the datapoints from autistic childrens and comparing it with the options available in the market for detecting autism which included tests like ISSA, INCLIN, CARS, MCHAT. Once the research gets completed we could validate our product and scale it in the market as mass

Difference between practical exposre and theoretical understanding

Theory

- Classroom Based Theories
- happens in lecture halls, classrooms, or through books
- Often passive, involving listening, note-taking
- Develops analytical thinking, critical reasoning, and understanding of concepts

Practical

- Focuses on application of knowledge in real or simulated settings
- Takes place in labs, fieldwork, internships, workshops, or real-world environments.
- More active and experiential, involving doing, experimenting
- Builds technical skills, soft skills (like teamwork), and decision-making under real-world constraints

Challenges Faced During the Internship

One of the major challenges i faced during this internship was adapting to frequent role transitions. The internship Provide me with a holistic Experience across various aspects of system functioning, Including Operations, Sales, Marketing, HR. Shifting between these diverse roles on a weekly basis was a big challenge for me

Adapting to new roles within such short intervals required me to quickly grasp the core objectives, responsibilities, and workflows of each function. This rapid transition often led to a steep learning curve, as I needed to familiarise myself with different team dynamics, tools, and strategies in a limited timeframe. Additionally, managing expectations and delivering results while still acclimating to new tasks was demanding, often pushing me beyond my comfort zone.

Key Findings:

During my internship I concluded following findings:

- 1) Pediatricians where keen to know about the new innovation in the healthcare sector and were generally interested towards it
- 2) Startups generally have a dynamic role distributions
- 3) The founders of the company were very generous and keen to learn flaws about there project and improvise the same

Key Learnings

A key learning from this experience was the development of adaptability and a multidisciplinary mindset. Rotating between different roles taught me how to quickly understand new functions, collaborate with cross-functional teams, and manage diverse responsibilities. It also helped me build a broader perspective on how various departments contribute to overall business success.

Suggestions

The major suggestion for improvement for this organisation is to improve there organisation structure by having a HR team which introduce things like work ethics and Track employee wellbeing

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Compiled Report

Linking Theory With Practices

The internship provided a **practical test-bed** to apply classroom theories across operations, marketing, and HR tasks. Key linkages include:

Marketing Frameworks & Strategy:

- **4Ps of Marketing** were consistently applied while assessing the product-market fit for the autism screening tool. I helped define the **Product's** unique value proposition, strategized **Pricing** for affordability and premium positioning, analyzed **Place** via CDC network reach, and crafted **Promotional** messaging for digital campaigns.
- Applied **STP (Segmentation, Targeting, Positioning)** to tailor messaging for pediatricians, therapists, and parents.
- Used **AIDA (Attention, Interest, Desire, Action)** model to build narrative structures for awareness posts, campaign storylines, and CTAs (calls to action).
- Collaborated on **content calendars**, storyboarding reels, writing captions and hashtags, and executing carousel designs using Canva, CapCut, and Notion.

Operations & Workflow Design:

- Supported field outreach at over 10 CDCs, pitching Aignosis' research collaboration and managing scheduling and reporting for data collection.
- Observed and documented internal workflow inefficiencies — e.g., duplication of efforts, poor documentation, and unclear role ownership.
- Suggested creation of **SOPs** and centralized project management through tools like Notion, Asana, or Trello.

Human Resource Management:

- Played a key role in implementing **Zoho People**, streamlining attendance and onboarding processes.
- Conducted **hiring** for multiple intern and RCI psychologist roles across Delhi, Mumbai, and Bangalore.
- Applied HRIS learnings directly by posting job roles, managing onboarding documentation, and designing a **knowledge transfer document** for continuity.

Communication & Presentation Skills:

- Pitched the Aignosis solution to pediatricians and therapists during field visits.
- Learned the importance of **clear messaging, expectation setting, and feedback mechanisms**, especially in early-stage startups.

Branding & Visual Storytelling:

Applied principles from communication and development courses to craft visually compelling narratives around sensitive healthcare issues. Used design thinking and visual hierarchy to create social media content that not only informed but emotionally connected with parents, therapists, and the broader community.

Gaps Identified in the Working Area

- **Unclear Role Distribution:**

Employees and interns frequently juggled multiple responsibilities-sales, HR, and marketing-which led to confusion and inefficiency.

- **Absence of Documented SOPs:**

Recurring tasks (such as content posting or CDC outreach) lacked standardized procedures, causing duplicated efforts and delays.

- **Communication Gaps:**

Coordination between operations and social media teams often slowed due to a lack of centralized communication channels or clear task ownership.

- **HR Infrastructure Deficit:**

Without a dedicated HR manager, tasks like intern onboarding, role clarification, and employee motivation lacked structure.

- **Product-Related Feedback:**

During field assessments, issues with video quality and the interactivity of the AI screening tool were reported.

Feedback from pediatricians suggested the tool could become more immersive to capture children's attention effectively.

- **Internship Role Misalignment:**

Fieldwork tasks, such as on-ground pitches, were not explicitly mentioned in the offer letter, creating mismatched expectations.

Suggestions for Improvements

- **Role Clarity:**

Create clear **job descriptions and KRAs (Key Result Areas)** for interns and employees.

- **Formal HR System:**

Hire an HR professional to structure recruitment, training, and feedback loops.

- **Implement SOPs & Digital Tools:**

Create SOP templates for tasks like CDC outreach, digital marketing workflows, and data collection. Use project management tools (Trello/Asana/Notion) for tracking.

- **Product Enhancement:**

Focus on **video resolution, child engagement features**, and visual elements of the AI screening tool to improve user experience.

- **Weekly Review & Feedback Mechanism:**

A 15-minute review at the end of each week would allow interns to share progress, challenges, and solutions.

- **Employee Engagement Activities:**

Regular brainstorming sessions and light team activities could increase motivation and reduce burnout.

- **Transparent Onboarding for Interns:**

Clearly define expected roles and field responsibilities upfront.

Key Learnings

- **Theory vs. Practice:**

Academic models (4Ps, AIDA, STP) are valuable but need real-world adaptation for high-impact execution in startups.

- **Startup Agility:**

Startups demand **speed, multitasking, and quick pivots**—skills not fully taught in classrooms but learned through direct exposure.

- **Communication & Coordination:**

Team alignment and workflow clarity are as critical as individual performance. Miscommunication can derail campaigns and operations.

- **Fieldwork Builds Perspective:**

Direct interaction with pediatricians and parents provided insights into **customer psychology**, which theoretical studies often overlook.

- **Importance of Systems Thinking:**

Even small improvements in **workflow documentation and SOP creation** can dramatically improve efficiency and reduce delays.

- **Impact-Driven Work:**

Working at Aignosis reinforced the value of meaningful work. Every activity—whether a social media post or a pitch—contributed to the mission of **early autism detection**.

Some Additional Observations:

- The **combination of tech and healthcare operations** is complex yet rewarding, requiring coordination between technical teams and medical experts.

- Exposure to **HR processes** (like job posting and intern hiring) showcased the back-end organizational needs of a growing company.

- Learned the importance of **visual storytelling** to communicate sensitive healthcare issues effectively.

Week 1st Report

Name of the Organisation: Ai.gnosis Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing and Operations

Name of the Student: Mohit Sharma

Roll no: 0059

Stream: Development Management

Week no:1 From:15/05/2025. To: 17/05/2025

Activity Done	During my first week of working I was introduced with all of the staff of the organisation and I was gone through with the process of training and development, I was asked with what all roles and responsibilities were I was interested in
Linking theory (Classroom learning) with practice at your organisation	I learned the importance of training and development after joining this organisation and I also understood the importance of having soft skill in an organisation which were being taught to me in the class during modules like marketing management and Organisation Behaviour.
Gaps identified on the working area.	The gaps which I identified in my first day of working was communication flow I have a good communication but maintaining athat flow is also very important in the conversation between teams.
Suggestions for improvement	The scope of improvement can be done in the field of communication and listening skills which I will be learning eventually during my internship.
Plan for the next week	My plan for next week is to be fit for the organisation in helping it's day to day functioning and making the process of workflow smooth and efficient. i have learned a basics course for canva, the skills I have learned there I will apply tose during my next week.



Signature of the Student

Week 2nd Report

Name of the Organisation: Ai.gnosis Pvt LTD

Area/ Department/ Project of Summer Internship Program: Operations and Marketing.

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development Management

Week no: 2 From: 18/05/2025 to:24/05/2024

Activity Done	Till now I have learned about the operational work of the company, I have learned how to do data cleaning and learned basics of google sheets and learned about a new application called notion where we can journal our work
Linking theory (Classroom learning) with practice at your organisation	In our class we have learned about 4 P's of marketing I have applied those things in identifying the people whom to target, I also applied SWOT Analysis to our product in identifying the strength, Weakness, Opportunity, And threats of our product
Gaps identified on the working area.	The gaps which I identified in the workplace are that, there is a lack of roles and responsibilities here, as it is a startup every one have to perform tasks from different feilds like sales, marketing, operations which makes a lack of clarity and confusion
Suggestions for improvement	My suggestion for improvement is that they should hire a proper HR person in the company which is currently missing, So that there can be a proper distribution of roles and responsibilities and employee have a better motivation.
Plan for the next week	My plans for next week is to suggest the company for making SOP's for recurring activities. Currently due to absence of defined workflow there is duplication of efforts and delays in tasks.

Mohit Sharma

Signature of the Student

Week 3rd Report

Name of the Organisation: Ai.gnosis Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development Management

Week no:3 From:26/05/2025 to: 31/05/2025

Activity Done	Till now I have learned about how the screening of our AI tool is done on the Children. And I have also learned about some autism testing tools which are present in the market like ISAA, Inclen, Mchat, CARS. During my week 3 I also suggested to make a content Calander for the social media marketing team of the company
Linking theory (Classroom learning) with practice at your organisation	During my classroom I have learned about how to make Presentation and present them in the class those soft skills are very helpful for me, During this week I visited many CDC's In Jaipur and pitched our research collaboration to them.
Gaps identified on the working area.	The Gaps in the organisation which I felt was there was some tasks which I was asked to perform were not relevant to the offer letter which I received, It was not mentioned that we would be requiring to do some field work in the organisation, but I am doing some task which requires field work.
Suggestions for improvement	I think the company should clearly mentioned what all works they will be providing to the intern so that they have a clear mindset about the work which is needed to be done in the organisation and make decision accordingly.
Plan for the next week	My plan for next week is to line up some more CDC's in Jaipur for getting the data of autistic children so that we can complete our research study soon.



Signature of the Student

Week 4th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 4th **From:**2nd June to: 7th June

Activity Done	During this week I visited more child development centres in Jaipur and pitched about our research study collaboration to the paediatricians and occupational therapist present there.
Linking theory (Classroom learning) with practice at your organisation	During my classroom I have learned about how to make Presentation and present them in the class those soft skills are very helpful for me, During this week I visited many CDC's In Jaipur and pitched our research collaboration to them.
Gaps identified on the working area.	The Gaps in the organisation which I felt was there was some tasks which I was asked to perform were not relevant to the offer letter which I received, It was not mentioned that we would be requiring to do some field work in the organisation, but I am doing some task which requires field work.
Suggestions for improvement	I think the company should clearly mentioned what all works they will be providing to the intern so that they have a clear mindset about the work which is needed to be done in the organisation and make decision accordingly.
Plan for the next week	My plan for next week is to line up some more CDC's in Jaipur for getting the data of autistic children so that we can complete our research study soon.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Week 5th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 5th From:9nd June to: 14th june

Activity Done	During this week, I visited more child development centres in Jaipur and pitched our research study collaboration to the paediatricians and occupational therapists present there. Additionally, a new task for this week is to develop a digital marketing strategy — including designing social media content and identifying key platforms — to raise awareness about our study and connect with a wider network of practitioners and parents.
Linking theory (Classroom learning) with practice at your organisation	During my classroom I have learned about how to make Presentation and present them in the class those soft skills are very helpful for me, During this week I visited many CDC's In Jaipur and pitched our research collaboration to them.
Gaps identified on the working area.	The gap which I felt while working this week were: During this week I took assessments of many kids in CDC's like Rehab Buddy CDC and Karn Jiva Hospital, the main issue in the screening was that I felt like there were some things which is still needed to be improved in our product such as video quality and increasing impressiveness in the screening tool
Suggestions for improvement	My suggestion for improvements is that making the screening tool more immersive and seamless will help the organisation to do the screening assessment more faster and effectively.
Plan for the next week	My plan for next week is to help our marketing team to make a content Calander and help identify a good platform for increasing the awareness of our company.



Signature of the Student

Week 6th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 6th From:16th June to: 21st June.

Activity Done	During this week, I worked with the social media team of our company and helped them in making social media reel ideas the channel which we used for our marketing is Instagram and Facebook to increase our brand awareness.
Linking theory (Classroom learning) with practice at your organisation	During my classroom I have learned about 4 p's in marketing, I applied the same in identifying the key pointers about our product and market such as- Who we are targeting? What are our product USP's? and how we will price our product so that It has mass scalability across India
Gaps identified on the working area.	The gap which I felt while working this week were: some time it is hard to work with the team there are certain miscommunication and rigidity while working with the team here which makes the management slow
Suggestions for improvement	My suggestion for improvements is that there should be a focus of human resource in the company and they should include some innovative employee engagement activities so that the effectiveness prolong for a longer time.
Plan for the next week	My plan for next week is to help our marketing team to make a some templates and banners containing news and articles about autism and it's importance for early detection.



Signature of the Student

Approved by the IIHMR University's Mentor

Week 7th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 7th From:23rd June to: 28th June.

Activity Done	During this week, I contributed to the execution of social media content by working closely with the operations and media team. My role included planning concepts for awareness posts and coordinating basic editing tasks. We used Instagram and Facebook as our outreach tools to engage a wider audience and build an online presence for Aignosis.
Linking theory (Classroom learning) with practice at your organisation	In class, we explored the STP model-Segmentation, Targeting, and Positioning—which I found highly relevant during my work. I applied this framework by segmenting our audience based on behavioral and demographic characteristics, identifying specific target groups for our autism awareness campaigns, and contributing to crafting tailored messaging that effectively positioned our services in the minds of potential users.
Gaps identified on the working area.	While working this week, I noticed some typical startup challenges such as communication silos and lack of streamlined processes. The absence of clearly defined roles and structured coordination led to occasional misunderstandings, which in turn affected the team's workflow and slowed down decision-making.
Suggestions for improvement	My suggestion for improvements is that there should be a focus of human resource in the company and they should include some innovative employee engagement activities so that the effectiveness prolong for a longer time.
Plan for the next week	For the coming week, I plan to support the team in designing a carousel post series about developmental milestones in children. This will be supplemented with facts and expert insights to help in better understanding the need for early screening and support.

Mohit Sharma

Signature of the Student

Week 8th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 8th **From:**30th June **to:** 5th June.

Activity Done	During this week, My responsibilities included conceptualizing awareness posts, drafting content calendars, and assisting with copywriting for captions and hashtags. I coordinated basic video and graphic editing tasks using tools like CapCut and Canva, and also monitored engagement metrics to assess content performance.
Linking theory (Classroom learning) with practice at your organisation	The tasks I performed this week closely aligned with concepts studied in the classroom, such as the AIDA model (Attention, Interest, Desire, Action) and the Marketing Communication Mix . For example, while designing awareness posts, I applied the principles of audience segmentation and message targeting to increase relevance and engagement. The content calendar planning reflected my understanding of content strategy and consistency in branding—key topics discussed in digital marketing courses.
Gaps identified on the working area.	While working this week, I noticed some typical startup challenges such as communication silos and lack of streamlined processes. The absence of clearly defined roles and structured coordination led to occasional misunderstandings, which in turn affected the team's workflow and slowed down decision-making.
Suggestions for improvement	My suggestion for improvements is that there should be a focus of human resource in the company and they should include some innovative employee engagement activities so that the effectiveness prolong for a longer time.
Plan for the next week	Next week, I plan to take a more proactive role in content creation and storytelling by developing a mini-campaign focused on user engagement and community-building. I will also support the team in designing motion graphics and reels using CapCut, aimed at increasing reach and interaction rates.

Mohit Sharma

Signature of the Student

Week 9th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 9th From:7th June to: 12th June.

Activity Done	During this week, I performed major activities in the human resource department of the company, I participated in the creation and deployment of Zoho People. I also took part in posting job post on Platforms like Linked in and Instagram.
Linking theory (Classroom learning) with practice at your organisation	In our Human Resource Management and HRIS (Human Resource Information Systems) courses, we studied the importance of digitizing HR processes to improve efficiency, transparency, and data management. Working on <i>Zoho People</i> allowed me to understand firsthand how HR software is configured and implemented to automate functions such as leave tracking, attendance, employee onboarding, and records management.
Gaps identified on the working area.	Gaps which I identified this week are that in the company we often face challenges such as unclear job roles, high workload, limited training and resources, and a lack of structured processes. The fast-paced and constantly changing environment can lead to stress and burnout if not managed properly.
Suggestions for improvement	My suggestion for improvements is that there should be a focus of human resource in the company and they should include some innovative employee engagement activities so that the effectiveness prolong for a longer time.
Plan for the next week	My role for next week is to wrap up all the unfinished tasks in the organisation as it would be the last week of working in this organisation the tasks include to finalise the schedule for data collection part in cities like Bangalore and delhi other than that I will also complete the hiring part of the interns who would be involved in the data collection part of delhi and Mumbai.



Signature of the Student

Week 10th Report

Name of the Organisation: Ai.gnosis

Area/ Department/ Project of Summer Internship Program: operations and Marketing

Name of the Student: Mohit Sharma

Roll no:0059

Stream: Development management

Week no: 10th

From:14th Julye to: 20th July.

Activity Done	During this week, I performed all the left over tasks of the organisation which includes: Hiring for Bangalore intern, Delhi Intern, Mumbai Intern and I also did hire RCI Psychologist in delhi, Mumbai, Bangalore other than that I also made a knowledge transfer document for further knowledge of my office team members
Linking theory (Classroom learning) with practice at your organisation	In our Human Resource Management and HRIS (Human Resource Information Systems) courses, we studied the importance of digitizing HR processes to improve efficiency, transparency, and data management. Working on <i>Zoho People</i> allowed me to understand firsthand how HR software is configured and implemented to automate functions such as leave tracking, attendance, employee onboarding, and records management.
Gaps identified on the working area.	N/A
Suggestions for improvement	N/A
Plan for the next week	N/A



Signature of the Student

Approved by the IIHMR University's Mentor