

SUMMER INTERNSHIP PROGRAM

at

SEARCH Social Education
of Awareness &
Research in Health

From **15.05.2025** to **25.07.2025**

A REPORT BY

SHREYANK SHARMA

Master of Business Administration

Development Management

Roll No. **0064**

2024 – 2026

Under the Mentorship of

Dr Goutam Sadhu

Professor and Proctor

School of Development Management



26/07/2025

INTERNSHIP COMPLETION CERTIFICATE

That is to certify that **Mr. Shreyank Sharma**, resident of Jaipur, has successfully completed his internship with the CSR Division of SEARCH SANSTHA from 15th May 2025 to 25th July 2025.

During his tenure, Mr. Sharma actively contributed to various Corporate Social Responsibility (CSR) programme initiatives undertaken by our organization. His responsibilities included:

- Assisting the regional and operations departments with ongoing CSR-related activities and documentation.
- Conducting research and providing valuable insights aligned with our foundation's social responsibility objectives.
- Contributing to the design, execution, and evaluation of community development programs.
- Participating in Sasaket Beti Programme, social campaigns and health-related camps such as Eye Check-up and General Health Camps.

Mr. Sharma exhibited excellent commitment, initiative, and a proactive approach toward learning and contributing to social impact projects. His performance throughout the internship was commendable, and he showed strong communication, teamwork, and problem-solving skills.

We appreciate his contributions and wish him all the best in his future endeavours.

For SEARCH SANSTHA

(Signature)
C.M. Dadhich
Director

Date: 26/07/2025
Place: Jaipur

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shreyank Sharma**, of academic year 2024-26, of the 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.

(Signature of Faculty Mentor)

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

Name: Dr. Goutam Sadhu

Designation: Professor and Dean

Date:

STRENGTHENING RURAL HEALTH THROUGH CSR: EYE CARE, WOMEN EMPOWERMENT & LIVESTOCK WELFARE

SEARCH

Social Education of Awareness & Research in Health

INTRODUCTION

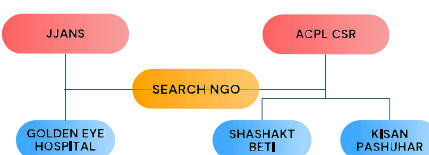
SEARCH NGO (Social Education of Awareness & Research in Community Health) is a Rajasthan-based non-profit organization focused on improving community health and social well-being through awareness, research, and structured CSR interventions. It has been actively involved in executing health camps, women's hygiene programs, and livestock productivity projects. SEARCH collaborates with corporates like ACPL and institutions like Golden Eye Hospital, and implements government-funded community development programs.

VISION & MISSION

Vision: To empower communities through sustainable health, hygiene, and livelihood solutions, ensuring equity and access for all.

Mission: To act as a catalytic agency facilitating impactful CSR and government welfare programs in Rajasthan, by promoting healthcare access, empowering women, and enhancing rural productivity through strategic partnerships.

STRUCTURE



IMPLEMENTATIONS

During my internship at SEARCH NGO, I implemented several key strategies through hands-on involvement in community-based CSR initiatives. I contributed to the planning and execution of mobile eye screening camps by assisting with Golden Eye Hospital, managing beneficiary feedback, and documenting attendance and outcomes. I designed both Google Forms and manual feedback tools to collect real-time data, which were field-tested and adapted for better usability. Applying my knowledge of Behavior Change Communication (BCC), I created culturally appropriate IEC materials and awareness posters, particularly for the "Shashakt Beti" women's hygiene project.

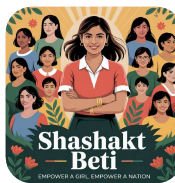
EXPOSURE & LEARNING

Classroom Learnings:

- CSR strategy, policy framework
- Monitoring & Evaluation (M&E) tools
- Communication for development
- Gender and public health theory

Practical Exposure:

- Execution of CSR camps and reporting
- Used Google Forms, Excel dashboards
- Created awareness posters and feedback tools
- Worked on menstrual hygiene under Shashakt Beti



S-O

- Use government recognition and hospital links to launch app-based health services.
- Leverage CSR funding to introduce digital dashboards and mobile data collection.
- Expand outreach via government health workers and ASHA/ANM networks.

W-O

- Digitize manual processes using easy-to-use mobile apps or tabs in camps.
- Conduct short training modules for volunteers on data handling and follow-up.
- Introduce structured SOPs for IEC delivery and form collection.

S-T

- Use strong community trust to build long-term donor relationships.
- Utilize corporate backing to negotiate longer-term MoUs with the government.
- Create audio-visual IEC tools to address literacy-related communication gaps.

W-T

- Automate follow-up (e.g., SMS reminders, WhatsApp messages for spectacles/surgery).
- Establish SOPs and form templates to reduce inconsistency across departments.
- Rotate trained interns or staff to monitor camp quality and reporting standards.



Fig 1. Detailed distribution of CSR activities in areas near JAIPUR

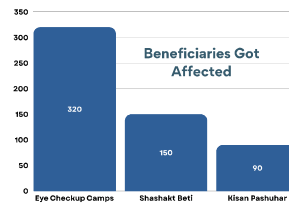


Fig 2.



CHALLENGES

- Delay in documentation due to low digital literacy
- Limited data standardization across departments
- Communication barriers in low-literacy rural populations
- Taboo in menstrual hygiene topics during outreach

SUGGESTIONS

- Introduce digital beneficiary tracking via mobile tools
- Translate feedback forms and IECs into vernacular languages
- Create standard templates for camp reporting and case documentation
- Introduce post-camp referral follow-up system (especially for spectacles/surgery)

LEARNINGS

- Real-time exposure to CSR operations and field-level documentation
- Gained knowledge in designing IEC material and data collection tools
- Understood behavioral change communication (BCC) at grassroots level
- Learned ethical field storytelling through interviews and case studies

Compiled Summer Internship Report – SEARCH NGO

By Shreyank Sharma

Activities Done (May – July 2025)

In my Internship at SEARCH NGO, I participated in many events conducted by the organisation under the CSR initiatives. All the CSR initiatives were executed in the partnership with ACPL & Golden Eye Hospital which helped in the management and execution of the initiatives. The main target of the organisation was to focus on providing essential services and health services to the people of area which is not addressed easily around Jaipur.

I helped in attending and supporting with the mobile eye screening camps in rural Jaipur as the member of the organisation and volunteer manager making the essential visits to the places of camps.

Also helped in managing the beneficiaries registrations, co-ordinating with the logistics team and the volunteer team on ground as well as supporting the follow up process.

Designing of the google forms for the feednback from the beneficiaries and here are the forms :-

MEDICAL TEAM FORM

7/16/25, 7:49 PM	Medical Team - SEARCH NGO
Medical Team - SEARCH NGO	
This survey is part of a study being conducted during my internship at SEARCH NGO to understand your experience at Eye Checkup Camp. Your responses will help improve the quality of training, guidance, and support provided at Eye Checkup Camp. Your identity will be kept confidential, and this form will take only 5-7 minutes to complete.	
1. Name	
2. Designation	
3. How was your overall experience during the eye check-up camp?	
Mark only one oval.	
☐ Very good	
☐ Satisfied	
☐ Stressful	
4. Approximately how many patients did you examine per day during the camp?	
5. Which age group did you observe the most during the camp?	
Mark only one oval.	
☐ Below 15	
☐ 16 - 25	
☐ 26-35	
☐ 35 - 45	
☐ 45 above	
6. Were the camp facilities (equipment, space, lighting) adequate for your work?	
Mark only one oval.	
☐ Yes	
☐ No	
7. What were the most common eye issues you came across during the camp?	
Mark only one oval.	
☐ Refractive errors (vision issues)	
☐ Cataract	
☐ Eye infections/redness	
☐ Other: _____	
8. Did you have enough support staff during the camp?	
Mark only one oval.	
☐ Yes	
☐ No	

PATIENT FORM

7/16/25, 7:51 PM	Patient at Eye Checkup Camp	7/16/25, 7:51 PM	Patient at Eye Checkup Camp
Patient at Eye Checkup Camp This survey is part of a study being conducted during my internship at SEARCH NGO to understand your experience at Eye Checkup Camp. Your responses will help improve the quality of training, guidance, and support provided at Eye Checkup Camp. Your identity will be kept confidential, and this form will take only 5-7 minutes to complete.			
1. Name 		5. How did you receive information about the camp <i>Mark only one oval.</i> ☐ ASHA worker ☐ NGO staff ☐ Panchayat members ☐ Posters/Banners ☐ Word of mouth ☐ Other:	
2. Age <i>Mark only one oval.</i> ☐ below 15 ☐ 16 - 25 ☐ 26-35 ☐ 36 - 50 ☐ 50 above		6. Did you attend the camp <i>Mark only one oval.</i> ☐ Yes ☐ No	
3. Gender <i>Mark only one oval.</i> ☐ Male ☐ Female ☐ Others		7. What kind of check-up did you receive during the camp <i>Tick all that apply.</i> ☐ General eye check-up ☐ Vision test ☐ Cataract screening ☐ Spectacle recommendation ☐ Other:	
4. Were you aware that an eye checkup camp was organized . <i>Mark only one oval.</i> ☐ Yes ☐ No		8. Were you provided with free spectacles or medicines during the camp <i>Mark only one oval.</i> ☐ Yes ☐ No	

7/16/25, 7:51 PM	Patient at Eye Checkup Camp
9. How was the behavior of the medical staff during the check-up <i>Mark only one oval.</i> ☐ Very good ☐ Satisfy ☐ Dissatisfy	
10. How would you rate the facilities provided at the camp (cleanliness, waiting time, arrangement) 1 2 3 4 5 ☆ ☆ ☆ ☆ ☆ 	
11. Do you think such camps should be conducted regularly <i>Mark only one oval.</i> ☐ Yes ☐ No	
12. What improvements would you suggest for future eye camps 	
This content is neither created nor endorsed by Google. Google Forms	

As I also worked upon the designing part for the organisation so I made a graphic photograph for the organisation which was then proudly circulated and here is the photo graph -



I also worked upon the data management and my communication skills as I have to go on the fields and meet the people as well as communicate. Working upon the data collection and summary reports of eye checkups and hygiene drives.

Linking Theory With Practices

This Internship helped me in learning a lot of things such as the process of preparing a field report that can be used for the data collection as well as donor presentations and funding reviews. I also got a hands-on experience in the field visits as mostly the camps which were organised were at the nearby areas of Jaipur or we can say the outskirts so there I got to understand the narrative of storytelling.

Engagement with the local ASHA workers, Panchayat and the political leaders thereby.

The CSR models which I got to learn in my college were implemented there in real time specially the role of my NGO in conducting the corporate funded health checkup camp. My internship at SEARCH NGO turned out to be the perfect opportunity to connect my learning from the class room to the actual world and see the working of the people in real life or real time.

- ✓ Monitor and evaluation (M&E) concept was also used in the form making and evaluation of the outcomes.
- ✓ BCC (Behaviour Change Communication) strategies were used too in communication with the low-literacy communities to connect with them properly and not use any such abbreviations which can be found as hurtful or against there sentiments. As well as maintaining the professionalism.
- ✓ Sustainability concepts from the class were also came in handy as I was able to relate the working of the NGO and organisation on field with my learning from the class room.

Gaps Identified in the Working Area

The programmes which were under SEARCH NGO were very impactful but according to my understanding there were some areas which lack the overview and working ethics such as :-

- ✓ The Documentation done was manually which leads to high chances of error and risk the authenticity as the direct data available was not used.
- ✓ There was not well planned system at the camps to gather the beneficiaries data so there was not systematic followup for patients needing follow up
- ✓ The Volunteers were not well trained so there is a need for the training programmes for the volunteers as well for the propoer execution of the task and working on the field as well as maintain a proper data management.
- ✓ Major issue faced in the discussing women health problem as the topic is considered taboo in rural areas.
- ✓ Limited staffing in rural areas.

Suggestions for Improvements

To get those gaps fixed, these are the ways I think which could be helpful.

- ✓ Need to digitalise the process and introduce some digital tools or tech for the hurdle free working of the camp.
- ✓ Also need to create some training sessions for the volunteers on monitor and evaluation.
- ✓ As the areas are not easy to approach so there should be a dedicated follow up teams for each village area.

Key Learnings

Learned at the grass root level about the executions and implementations of the CSR activities in real life and what are the ups and downs for the organisation that is what are the challenges and the hurdles faced by the organisation in the execution of the strategies as well as the data collection by being on field and data management. Also learned the communication skills and interaction ways with the people on behalf of the organisation because according to me what I feel is if you are on the field and there doing some work than you are not a sole person or an individual, there you are a presenter of the organisation and you learn the behaviour of utmost gratitude towards everyone and stay calm in the chaotic conditions. I also managed a team of volunteers which helped me gain experience upon the managing roles in the organisation.

- ✓ My development of skills in community engagement, planning and co-ordination also enhanced as being on field teaches a lot.
- ✓ I got to learn a lot about the IEC material and how to work upon them to make them look like interactive and make people like them.
- ✓ Developed adaptability, empathy and leadership skills through real world exposure.

Weekly Report 1st to 10th

Week Report 1

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

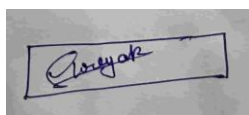
Roll no.: 0064

Stream: MBA Development Management

Week no : 1

From: 15.05.2025 – 16.05.2025

Activity Done	• This was my 1st week where I got to know about the organisation and people of the organisation. • I also got to understand the role of SEARCH NGO in CSR activities.
Linking Theory (Classroom learning) with practice at your organization.	• Tried to relate the working with my classroom learnings as a new joinee. Got to understand how NGO play the role of mediator
Gaps identified in the working area.	• The data was all on papers and not digital mostly so there was need to digitalise the data.
Suggestion for improvement.	• NA
Plan for the next week:	• Nothing much for now as I just got to know the people around.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 2

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

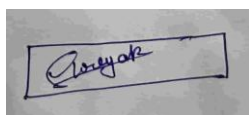
Roll no.: 0064

Stream: MBA Development Management

Week no : 2

From: 19.05.2025 – 23.05.2025

Activity Done	• I paid a visit to the GOLDEN EYE hospital in the malivya nagar. • Did the reporting for the visit to the NGO back • Made a google form for the data collections and updating work in the website of SEARCH NGO
Linking Theory (Classroom learning) with practice at your organization.	• Used the communication skills strategies to communicate with people in the new organisation
Gaps identified in the working area.	• There is a little lag in collection of data from the volunteers as the data is not perfect
Suggestion for improvement.	• A training session for the volunteers
Plan for the next week:	• Start working upon the strategies to execute the planned socials.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 3

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

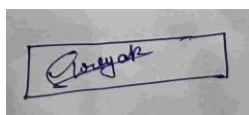
Roll no.: 0064

Stream: MBA Development Management

Week no : 3

From: 26.05.2025 – 30.05.2025

Activity Done	• Designed some google forms and waiting for the approval from the mentor. • Did some graphic work on CANVA for the poster making. • Data management on excel for the organization • Learned about the fund allocation strategies
Linking Theory (Classroom learning) with practice at your organization.	• Used some BCC strategies and communication theories for the progressive relation making in the organization.
Gaps identified in the working area.	• Elderly participants struggle with digital feedbacks and form filling.
Suggestion for improvement.	• Use the photographic content for the IEC materials. Specially on the posters
Plan for the next week:	• Distribution of the IEC materials in the public.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 4

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

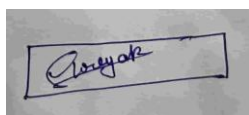
Roll no.: 0064

Stream: MBA Development Management

Week no : 4

From: 09.06.2025 – 13.06.2025

Activity Done	• Did a research on current eye health camps and awareness campaigns which are implemented in Jaipur • Coordinated with the team on the field for the working • Did some reportings and graphic work on canva
Linking Theory (Classroom learning) with practice at your organization.	• The CSR learnings from the classroom helped a lot in managing the documentation and designs.
Gaps identified in the working area.	• There is a need of proper integration and reporting system from the lower to upper level.
Suggestion for improvement.	• N/A
Plan for the next week:	• Start reporting and work upon the graphics for the new campaigns and socials.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 5

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

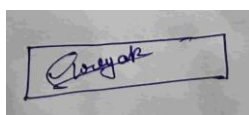
Roll no.: 0064

Stream: MBA Development Management

Week no : 5

From: 16.06.2025 – 20.06.2025

Activity Done	• Worked upon some adruns on social media and facebook market placefor the Golden Eye hospital about the camps. • Collected results and reported them to the managers • Did the graphic work on CANVA • Reporting on the portal
Linking Theory (Classroom learning) with practice at your organization.	• Applied the learnings of Project Planning and Documentation to assist the organisation workflow
Gaps identified in the working area.	• There is no proper feedback collection system
Suggestion for improvement.	• Add demographics like Age, gender and Location for better targeting
Plan for the next week:	• Complete the impact report and submit it to SEARCH's CSR head for review.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 6

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

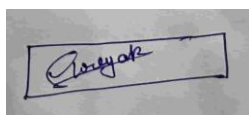
Roll no.: 0064

Stream: MBA Development Management

Week no : 6

From: 23.06.2025 – 27.06.2025

Activity Done	• Planning and co-ordination for the upcoming health camps in the Jaipur • Did the graphic designing and implementation of the strategies for the Golden Eye Hospital • Did the marketing for the Volunteers and there joining.
Linking Theory (Classroom learning) with practice at your organization.	• Field testing of tools highlighted practical challenges in applying theoretical feedback mechanisms in low-resource settings. • Data Management was applied to create and analyze Excel-based strategies
Gaps identified in the working area.	• Difficulty in gathering feedback during crowd hours
Suggestion for improvement.	• N/A
Plan for the next week:	• Started planning a case study based on a beneficiary journey through SEARCH NGO services.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 7

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

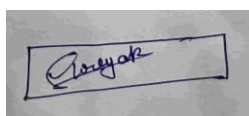
Roll no.: 0064

Stream: MBA Development Management

Week no : 7

From: 30.06.2025 – 04.07.2025

Activity Done	• Got to attend a session upon ethical storytelling for the community people and how to make them understand in easy language. • Did some analysis of demographs upon the data as per gender and age. • Did some graphic designing work for the organization for the upcoming events. • Reporting
Linking Theory (Classroom learning) with practice at your organization.	• The communication course helped me design the case study as well as learning about the AI • Also the gender and learning about health helped in segregating the data
Gaps identified in the working area.	• There is lack of precise tracking for the data.
Suggestion for improvement.	• Need to introduce a follow up programme for the collection of beneficiaries data
Plan for the next week:	• Start compiling learnings and outcomes for the final internship report.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 8

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

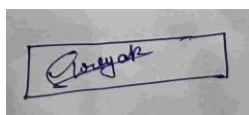
Roll no.: 0064

Stream: MBA Development Management

Week no : 8

From: 07.06.2025 – 11.07.2025

Activity Done	- Completed my beneficiary case study using the AI tools included. Also presented it to the members of the NGO - Worked on the data for the poster making of the college - Helped in designing the content for health awareness programmes.
Linking Theory (Classroom learning) with practice at your organization.	- Used the learning of ethical integrated knowledge to gather the data from the beneficiaries - BCC
Gaps identified in the working area.	Irregularity in data collection leads to delay in data reporting
Suggestion for improvement.	NA
Plan for the next week:	To complete the final report of beneficiary case study and Mid internship summary report



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 9

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

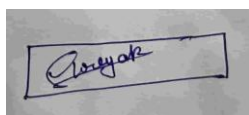
Roll no.: 0064

Stream: MBA Development Management

Week no : 9

From: 14.07.2025 – 18.07.2025

Activity Done	• Helped in planning the community out reach programme • Designed some graphics and advertisement for the organization on Canva • Participated in team meetings to discuss upcoming field activities
Linking Theory (Classroom learning) with practice at your organization.	• Used the Project Management concepts for scheduling and creating the activity board for the organisation
Gaps identified in the working area.	• Need some training programmes for field staff also for the documentation
Suggestion for improvement.	• Need some digital literacy workshops for staff
Plan for the next week:	• Begin drafting the final internship report.



Signature of Student

Approved by the IIHMR University's Mentor.

Week Report 10

Name of the Organization: SEARCH NGO (Social Education of Awareness & Research in Community Health)

Area / Department / Project of Summer Internship: CSR Division – Health Awareness & Community Development

Name of the Student: Shreyank Sharma

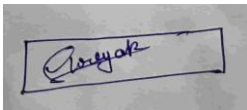
Roll no.: 0064

Stream: MBA Development Management

Week no : 10

From: 21.07.2025 – 25.07.2025

Activity Done	• Did the finalization for the reports • Collected the feedbacks from the workers and volunteers • Reporting • Made some canva designs for the organization and worked on there website which is currently under maintaenance
Linking Theory (Classroom learning) with practice at your organization.	• The skills on layout designs and visual communication
Gaps identified in the working area.	• Interviewing some beneficiaries was hard due to there living location
Suggestion for improvement.	• N/A
Plan for the next week:	• N/A



Signature of Student

Approved by the IIHMR University's Mentor.