

Annexure F

SUMMER INTERNSHIP PROGRAM

at

AADESH CHARITABLE FOUNDATION



FROM 12th may to 21st July 2025

A REPORT BY

Sourav kundu

Master of Business Administration

Healthcare Analytics-0026

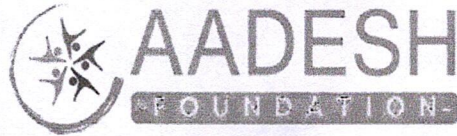
2024-26

**under the Mentorship
of**

Dr. Swapnil Gadhave

Assistant Professor





Registration No. AALTA0324QF2024101

Offer of Employment at Aadesh Foundation

Internship Completion Letter

To,
Mr. Sourav Kundu,

Subject: Internship Completion Certificate

This is to certify that Mr. Sourav Kundu, has successfully completed an internship program at Aadesh Charitable Foundation, from 12th May 2025 to 30th June 2025 in the area of Healthcare Analytics.

The internship period, he was involved in various tasks which were executed satisfactorily. He has demonstrated a keen interest in learning, a strong work ethic, and the ability to work effectively both independently and as part of a team. He has shown proficiency in data analysis & project management, contributing positively to our projects.

We appreciate his dedication and enthusiasm during the tenure with us and wish him all the best in future endeavors.



Aadesh Charitable Foundation
Name : Niharika Mishra
Designation : Sr. Hr

Annexure B

IIHMR University Faculty Mentor Approval

This is to certify that Dr./Mr./ Ms. SOURAV KUNDU _____ of academic year 2024-26 of SCHOOL OF DIGITAL HEALTH (Name of the school) has prepared a poster with respect to his/her summer internship held during May-July 2025.

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

Date: 29/07/2025


(Signature of Faculty Mentor)

Name: Dr. Swapnil gadhave

Designation: assistant professor

- **Measures hemoglobin without needles using light sensors (fingertips, smartphones).**
- **Benefits:** Painless, safe, results in 30-60 seconds.
- **Uses:** Anemia screening, surgeries, chronic disease management.
- **Key Technologies**
- Pulse CO-Oximetry: Precise Hb readings (Masimo).
- AI & PPG: Smartphone-based screening (Quick Vitals).
- **Device Types:** Continuous (hospitals), spot-check (clinics), wearables (home).
- **Competition**
- Global: Masimo (premium), OrSense (cost-effective).
- India: EzeRx (affordable, rural), Quick Vitals (AI app).
- **Trend:** Local startups focus on cost and access
-

Strategic Moves

- Solve skin-tone accuracy for diverse populations.
- Partner with government for mass screenings.
- Develop low-cost, rugged devices for rural India.

Future Vision

- AI improves accuracy and predicts health risks.
- Wearables enable home monitoring.
- Multi-vital devices for holistic care.

SWOT ANALYSIS

Strengths

- Strong brand recognition and clinical validation (for MNCs).
- Access to advanced, proprietary technology (e.g., Pulse CO-Oximetry).
- Established global supply chains and manufacturing expertise.

Weaknesses

- High product and operational cost structure.
- Lack of an established distribution network in rural India.
- Potential for technology to be misaligned with local needs (e.g., skin-tone bias, lack of ruggedness).

Opportunities

- Massive unmet clinical need due to high anemia prevalence.3

Threats

- Strong government support via 'Make in India' and public health programs (Anemia Mukt Bharat).3

- High smartphone penetration enabling disruptive Sa/D models.48

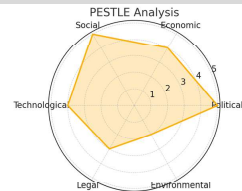
- Growing healthcare expenditure and insurance coverage.32

- Intense price sensitivity and government tender system favoring lowest cost.13

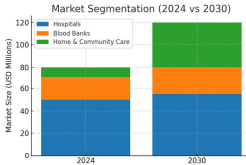
- Bundled payment/reimbursement model (IPM-UM) disincentivizes high-cost tech adoption.32

- High threat from low-cost, locally developed substitutes (both invasive and non-invasive).41

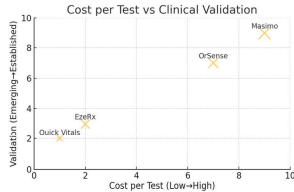
- Complex and evolving regulatory (CDSCO) ID and environmental (BPR) compliance landscape.51



- Legal (3) shows evolving regulatory environment; Environmental (2) reflects minor e-waste considerations.
- Economic (4) and Technological (4) highlight cost constraints and enabling technologies.
- Social impact scores 5 due to high anemia prevalence necessitating solutions.
- Political factors score 5, driven by government health initiatives.

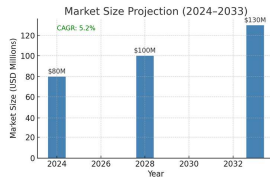


- Blood Banks show moderate growth, indicating stable demand in that segment.
- By 2030, Home & Community Care grows significantly from \$10M to \$40M.
- Hospitals remain the largest segment in 2024 with \$50M share



EzeRx and Quick Vitals target lower-cost segments with emerging validation, signaling opportunities for cost-sensitive markets.

- OrSense is well-validated with mid-to-high cost positioning.
- Masimo occupies the high-cost, high-validation quadrant, indicating a premium, proven solution.



Reflects increasing adoption of non-invasive hemoglobin monitoring technology over the decade.

- A compound annual growth rate (CAGR) of 5.2% indicates steady expansion.
- The market is projected to grow from \$80M in 2024 to \$130M in 2033.

Global Market

- **2024:** USD 320M.
- **2033:** USD 634-864.9M (CAGR: 8.2%).
- **Drivers:** High anemia rates, demand for quick diagnostics.
- **Challenges:** Skin-tone accuracy issues, high costs.
- **>India's Opportunity**
- Market: USD 80M (2024) → USD 130M (2033, CAGR: 5.2%).
- **Why India?:**
- Anemia affects 57% of women 67% of children.
- Anemia Mukt Bharat program drives demand.
- Smartphone penetration supports AI diagnostics.
- Challenges: Complex regulations price sensitivity, rural access.
-

Reporting Format (Weekly)

Name of the Organisation: - aadesh foundation

Area/ Department/ Project of Summer Internship Program: - not assigned yet

Name of the Student: sourav kundu

Roll no:0026 **Stream:** MBA-HA

Week no: 01 **From:** ..12/05/25 **To** 17/05/25

Activity Done	Found raising task rs – 20000-25000 for 15 day to achive tl
Linking theory (Classroom learning) with practice at your organisation	Lesion used form- principal of management organization:
Gaps identified on the working area.	There was lack of support from the senior management d They were not supportive and proper guidance was lackin,
Suggestions for improvement	The organization need to improve their social media prese on creating more inclusive work culture.
Plan for the next week	We are planning to reach out organization that are actively Found donation invite them to participant in our foundrais

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.*

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: - aadesh foundation

Area/ Department/ Project of Summer Internship Program: - not assigned yet

Name of the Student: sourav kundu

Roll no:0026 **Stream:** MBA-HA

Week no: 01 **From:** ..12/05/25 **To** 17/05/25

Activity Done	Found raising task rs – 20000-25000 for 15 day to achive this.
Linking theory (Classroom learning) with practice at your organisation	Lesion used form- principal of management organizational behavior
Gaps identified on the working area.	There was lack of support from the senior management during this week They were not supportive and proper guidance was lacking.
Suggestions for improvement	The organization need to improve their social media presence and working on creating more inclusive work culture.
Plan for the next week	We are planning to reach out organization that are actively engaging in Found donation invite them to participant in our fundraising.

Signature of the Student

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Reporting Format (Weekly)**Name of the Organisation: - IIHMR UNIVERSITY JAIPUR****Area/ Department/ Project of Summer Internship Program: - Non invasive hemoglobin meter****Name of the Student: -sourav kundu****Roll no:- 0026 Stream: MBA- HA****Week no: 02 From:.....19/05/25.....to.....25/05/25.....**

Activity Done	Finding 5 years market size & sales report
Linking theory (Classroom learning) with practice at your organisation	Lesion used for – analysis the report
Gaps identified on the working area.	There most of the report are paid and highly priced
Suggestions for improvement	Not need to improvment
Plan for the next week	Competitive benchmarking and matrix

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 Stream: MBA-HA

Week no: 03 From:.....26/05/25.....to.....1/06/25.....

Activity Done	Matrix and company sharing and swot analysis
Linking theory (Classroom learning) with practice at your organisation	Lesson learned -matrix swot analysis mean statistics
Gaps identified on the working area.	Mostly reports are paid and not useful
Suggestions for improvement	No suggestion for improvement
Plan for the next week	Regulatory & reimbursement guide.

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 Stream: MBA-HA

Week no: 04 From:.....02/06/25.....to.....08/06/25.....

Activity Done	Regulatory and reimbursement guidelines and approval pathway or time Line.
Linking theory (Classroom learning) with practice at your organisation	Lesson learned – regulatory guideline and timeline
Gaps identified on the working area.	No gaps finding
Suggestions for improvement	No suggestion for improvement
Plan for the next week	• Reimbursement landscape • Strategic recommendation

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 Stream: MBA-HA

Week no: 05 From:.....09/06/25.....to.....15/06/25.....

Activity Done	Reimbursement landscape of country
Linking theory (Classroom learning) with practice at your organisation	Lesson learned – many country reimbursement landscape
Gaps identified on the working area.	No gaps identified
Suggestions for improvement	No suggestion for improvement
Plan for the next week	Strategic recommendation

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 **Stream:** MBA -HA

Week no: 06 **From:**.....16/06/25.....**to:**.....22/06/25.....

Activity Done	Create prioritize planing
Linking theory (Classroom learning) with practice at your organisation	Lesion learned - financing
Gaps identified on the working area.	No gaps identified
Suggestions for improvement	No suggestion of improvement
Plan for the next week	- Analyzing remaining time line - Risk analysis

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 Stream: MBA -HA

Week no: 07 From:.....23/06/25.....to.....27/06/25.....

Activity Done	Strategic action planing
Linking theory (Classroom learning) with practice at your organisation	Lesion learned – financing analysis
Gaps identified on the working area.	No gaps identified
Suggestions for improvement	No suggestion of improvement
Plan for the next week	• Risk migration tactics

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 **Stream:** MBA -HA

Week no: 08 **From:**.....30/06/25.....**to**...6/07/25.....

Activity Done	• Risk migration tactics • Reference added
Linking theory (Classroom learning) with practice at your organisation	Lesion learned – risk management
Gaps identified on the working area.	No gap identified
Suggestions for improvement	No suggestion of improvement
Plan for the next week	Start main report.

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 **Stream:** MBA -HA

Week no: 09 **From:**.....07/07/25.....**to...**13/07/25.....

Activity Done	• Market over view • Indian imperative • Dynamic competitive
Linking theory (Classroom learning) with practice at your organisation	Lesion learned – behavior of market management
Gaps identified on the working area.	No gaps identified
Suggestions for improvement	No suggestion for improvement
Plan for the next week	• Explain competitive dynamics

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Annexure-E

Reporting Format (Weekly)

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 **Stream:** MBA -HA

Week no: 10 **From:**.....14/07/25.....**to:**.....20/07/25.....

Activity Done	• PESTLE Analysis • Cost benefit analysis • references
Linking theory (Classroom learning) with practice at your organization	Lesson learned – r language for analysis
Gaps identified on the working area.	No gaps identified
Suggestions for improvement	No suggestion of improvement
Plan for the next week	

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Compile report

Name of the Organization: - IIHMR UNIVERSITY JAIPUR

Area/ Department/ Project of Summer Internship Program: Non invasive hemoglobin meter

Name of the Student: sourav kundu

Roll no: 0026 Stream: MBA -HA

Activity Done	• PESTLE Analysis • Cost benefit analysis • Statistics • Financial analysis
Linking theory (Classroom learning) with practice at your organization	Lesson learned – R language for analysis , financial analysis, behavior • Science and finance management • Knowledge of matrix, SWOT analysis, and mean statistics was applied.
Gaps identified on the working area.	the primary recommendation is to improve the internship's structural support by addressing the two main gaps identified: a lack of senior management guidance and the challenge of accessing expensive market data. This can be achieved by implementing a formal mentorship program with regular check-ins and directing interns toward university-subscribed databases and publicly available reports to ensure they have the necessary guidance and resources for their projects
Suggestions for improvement	suggestion for improvement offered was for the Aadesh Foundation to enhance its social media presence and focus on creating a more inclusive work culture
Key Learnings	the key learning was the practical, end-to-end application of strategic analysis for a healthcare product, which included conducting SWOT analysis , researching regulatory and reimbursement guidelines , performing financial and risk analysis , and using the R language for cost-benefit analysis.

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