



Internship Report

**ASSESSMENT OF KNOWLEDGE, ATTITUDES, AND PRACTICES AMONG
PHYSICIANS, PAEDIATRICIANS, AND GYNECOLOGISTS IN KOCHI
REGARDING HPV VACCINE PRESCRIPTION**

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INTRODUCTION

This report documents my internship experience at the Centre for Behavioural Sciences (CBS) at IIHMR University, Jaipur from March 10 to May 31, 2025. During this twelve-week period, I had the opportunity to work under the guidance of Dr. Mamta Chauhan and contribute to various projects that utilize behavioural science approaches to address social development challenges in Rajasthan. As part of my academic requirements, I also conducted a dissertation on "KAP Study on Doctors," which I chose to understand how the behavior and attitudes of doctors can influence the uptake of HPV vaccines.

The internship provided practical exposure to the application of behavioural insights, social and behavioural evidence, and human-centered design in developing effective interventions for complex social issues. Working at a centre established in partnership with UNICEF Rajasthan allowed me to observe firsthand how evidence-based approaches can maximize the effectiveness of public programmes at scale.

OBJECTIVES OF INTERNSHIP

1. To gain practical understanding of behavioural science applications in social development contexts
2. To develop skills in creating content that effectively communicates complex behavioural science concepts
3. To contribute to research activities that support evidence-based policy recommendations
4. To learn how behavioural insights can be applied to persistent social challenges in Rajasthan
5. To understand the collaborative processes between academic institutions like IIHMR University and implementation partners like UNICEF
6. To develop professional competencies in a research-focused organizational environment

ORGANIZATIONAL PROFILE

The Centre for Behavioural Sciences (CBS) was established at IIHMR University, Jaipur in partnership with UNICEF, Rajasthan. The centre is dedicated to advancing social development throughout Rajasthan through interventions informed by:

- Social and Behavioural Evidence
- Behavioural Insights
- Human-Centred Design

CBS plays a crucial role in enhancing the effectiveness and efficiency of public programmes at scale by providing evidence-based and right-holder-centric solutions. The centre recognizes that human decision-making is not always rational and is influenced by cognitive

biases, social norms, and environmental factors. This understanding forms the foundation of CBS's approach to addressing complex "sticky problems" that persist despite traditional interventions.

The organizational structure is designed to facilitate collaboration between behavioural and social researchers, academicians, policy makers, and practitioners, creating transdisciplinary networks for knowledge creation and sharing.

SERVICES PROVIDED BY ORGANIZATION

The Centre for Behavioural Sciences offers a comprehensive range of services aimed at utilizing behavioural science to address social development challenges:

1. Behavioural Research and Testing

CBS conducts rigorous research to understand the underlying behavioural factors contributing to social issues. This includes identifying cognitive biases, social norms, and environmental influences that affect decision-making and behaviour.

2. Behavioural Interventions

Based on research findings, CBS designs and implements tailored interventions that leverage behavioural insights to create meaningful change. These interventions are designed to address specific behavioural barriers identified during the research phase.

3. Capacity Enhancement

The centre works to build capacity among stakeholders, including government officials, program implementers, and community workers, to apply behavioural science principles in their work. This ensures sustainable integration of behavioural approaches into existing programs.

4. Knowledge Management

CBS actively documents, synthesizes, and disseminates knowledge generated through its projects. This includes developing materials like newsletters, research papers, and concept notes that communicate behavioural science findings to various audiences.

CBS's work is aligned with the Sustainable Development Goals, with a focus on ensuring "no one is left behind." The centre collaborates with a wide range of stakeholders, including rights holders, service providers, and unconventional partners to address immediate challenges while building foundations for sustainable and equitable development.

KEY ACTIVITIES/PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

During my internship at CBS, I was involved in the following key activities:

1. Dissertation on KAP Study on Doctors

While this was my primary academic project, it deserves mention as it was closely aligned with CBS's focus on behavioral science. I conducted a Knowledge, Attitude, and Practice

(KAP) study on doctors to understand how their behavior and attitudes influence HPV vaccine uptake and recommendation practices. This research was motivated by my interest in understanding the behavioral factors that affect preventive healthcare implementation, particularly for vaccines that can prevent cancer.

2. CBS Newsletter Content Development

- Researched and developed content for the CBS newsletter
- Synthesized complex behavioural science concepts into accessible language for diverse audiences
- Collaborated with team members to ensure content alignment with CBS's strategic communication goals
- Assisted in the editorial process, including proofreading and formatting

2. Research Support for Content Development

- Conducted literature reviews on behavioural science topics relevant to ongoing projects
- Gathered evidence and case studies showcasing successful behavioural interventions
- Synthesized research findings into concise summaries for use in various communication materials
- Supported data collection and analysis for project documentation

3. Concept Note on Prevention and Management of Snakebite in Rajasthan

- Contributed to the development of a concept note addressing snakebite prevention and management in Rajasthan
- Researched behavioral aspects related to snakebite incidents and treatment-seeking behavior
- Identified potential behavioral interventions to improve prevention practices and emergency response
- Documented best practices from other regions that could be adapted for the Rajasthan context

KEY LEARNINGS FROM INTERNSHIP

My internship at CBS provided valuable insights and learning experiences:

1. Behavioural Science Applications

- Gained practical understanding of how behavioural science principles can be applied to address complex social challenges

- Learned how to identify and analyze cognitive biases and social norms that influence decision-making
- Understood the importance of context in designing effective behavioral interventions

2. Research and Content Development Skills

- Developed skills in conducting focused literature reviews and synthesizing research findings
- Enhanced ability to translate complex academic concepts into accessible content for diverse audiences
- Improved writing skills for different formats including newsletters and concept notes

3. Collaborative Work Environment

- Experienced the dynamics of working in a transdisciplinary team with experts from various fields
- Understood the importance of stakeholder engagement in designing effective interventions
- Observed the collaboration between academic institutions and implementation partners like UNICEF

4. Project Management Insights

- Gained exposure to the project lifecycle from conceptualization to implementation
- Learned about evidence-based program planning and evaluation methodologies
- Understood the importance of continuous learning and adaptation in behavioral intervention projects

5. Professional Development

- Enhanced time management and prioritization skills while working on multiple projects
- Developed professional communication skills for interacting with team members and stakeholders
- Gained confidence in presenting ideas and contributing to discussions in a professional setting

6. Understanding of Social Development Challenges

- Developed deeper insights into the social development landscape of Rajasthan
- Recognized the complexity of issues like maternal nutrition, foster care systems, and vaccine hesitancy

- Appreciated the potential of behavioural approaches to complement traditional development strategies

7. Dissertation Research Insights

- Gained valuable experience in designing and conducting KAP studies
- Developed deeper understanding of how healthcare providers' attitudes influence preventive healthcare practices
- Identified potential behavioral interventions that could improve HPV vaccine recommendation and uptake rates
- Learned to analyze the interplay between knowledge, attitudes, and practices in healthcare delivery

This internship experience has significantly contributed to my professional growth and has reinforced my interest in pursuing a career at the intersection of behavioural science and social development. The practical skills and knowledge gained during this period will be invaluable as I continue my academic and professional journey.