

SUMMER INTERNSHIP PROGRAM

at

HMS Advisors Pvt. Ltd.

From 12/05/2025 to 20/07/2025

A REPORT BY

Jay Wandile

Master of Business Administration Hospital and Health Management

Roll no.: 2113

2024-26

under the Mentorship of

Dr. Anupam Mehrotra, Assistant Professor, IIHMR



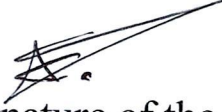
CERTIFICATE

This is to certify that **Mr. Jay Wandile** of 2024-2026 of IIHMR University Jaipur has worked with our organization **HMS Advisors Private Limited** for his summer internship from **12th May 2025** to **20th July 2025**

The overall performance shown by him during the period was excellent.

This certificate is being issued to meet the requirements of the IIHMR University.

Date: 20/07/2025


(Signature of the organisation Mentor)

Name: Akhilchandra Dave

Designation: Principal Consultant & Founder

Seal of the organisation

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Jay Wandile** of academic year 2024-26 **Institute of Health Management Research** 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 black ink, appearing to read 'Anupam', with a stylized flourish at the end.

Dr. Anupam Mehrotra

Assistant Professor

HEALTHCARE MARKETING CONSULTANTS

Founded by Mr.Akhil Dave in August 2024, Healthcare Marketing Consultants helps doctors, clinics, and hospitals across India improve patient footfall, build powerful brands, and implement ROI-driven marketing strategies.

MISSION

The mission is to empower hospitals, clinics, and healthcare professionals with innovative, data-driven marketing solutions tailored to the unique dynamics of the healthcare industry.

VISION

The vision is To be India's most trusted healthcare consultancy , driving trasformatip through innovative strategies, operational excellence, and patient-centric digital solutions.

ORGANISATION STRUCTURE



Exposure to diverse tasks with shifting responsibilities daily.

Tasks and assignments changed frequently without structured follow-up or feedback, which required us to stay adaptable and self-driven throughout the internship.

Exposure to Multiple Domains

While working with various clients (hospitals, clinics, labs), the diversity of tasks sometimes led to a lack of depth in any single area, making it harder to gain specialized skills.

CHALLENGES FACED

Limited Guidance from Seniors

Since the core team was small and busy handling multiple clients, we didn't always get regular guidance. I had to take initiative and learn tools like Canva, Ubersuggest, and Google Analytics by my own.

Unclear Role Definition

As interns, responsibilities were not always well-defined, leading to confusion about expectations and deliverables.

SUGGESTIONS FOR IMPROVEMENT

Define Roles and Responsibilities Clearly

Prepare a document or orientation session detailing each team member's role, including interns, to avoid confusion and improve accountability.

Implement Regular Feedback Sessions

Schedule weekly or bi-weekly feedback meetings to talk about completed work, challenges faced, and areas for growth.

Regular Feedback from Interns

Create a feedback mechanism where interns can share their experiences, challenges, and suggestions anonymously. This can help the organization identify areas for improvement from a fresh perspective.

KEY LEARNINGS

-MARKET RESEARCH

Conducted secondary and primary research using tools like AnswerThePublic, Ubersuggest, and Google Analytics.

-WEBSITE DEVELOPMENT

Contributed to sitemap design and SEO-friendly content creation.

-AI TOOLS

Used ChatGPT, Gemini, and Synthesis for research, content ideation, and trend forecasting.

-SOCIAL MEDIA STRATEGY

Designed cross-platform content calendars with Canva and SEO inputs.

-CLIENT INTERACTION

Attended meetings, prepared MOMs, and understood client mindset and expectations.

-COMPETITIVE ANALYSIS

Identified key competitors, compared services, pricing, and digital presence to position our brand uniquely and strategically.

STRENGTHS

- Led by a founder with over 24 years of experience in healthcare marketing.
- specialize in marketing for clinics, diagnostic labs, and small hospitals offering budget-friendly, customized solutions tailored to the unique needs of smaller healthcare setups.
- Comprehensive consultancy services from strategy to digital execution.
- Strong secondary research capabilities for data-driven insights.

WEAKNESSES

- Limited brand recognition as a new entrant in the consultancy space.
- Lean team size may constrain concurrent handling of large or multiple projects.
- Absence of in-house primary research may restrict deep market understanding.
- Strategic decision-making is currently centralized around the founder.

THREATS

- Heavy dependence on external digital or tech partners could impact service quality.
- Changes in healthcare marketing regulations may affect campaign strategies.
- Negative feedback or unsuccessful campaigns could harm brand credibility.
- Emerging competition from AI-powered automated marketing platforms.
- Budget constraints among small clinics may affect long-term client retention.

OPPORTUNITIES

- There's a huge chance to grow by creating a strong network of healthcare marketers, freelancers, and partner agencies across India
- We're in a unique spot one of the very few consultancies in India that focus only on healthcare marketing. That gives us a real edge.
- With increasing regulations, hospitals now need to communicate in ways that are not just effective, but also ethical and compliant. We can help fill that gap.

VALUE ADDITION

Communication & Collaboration:

Developed confidence in presenting ideas to internal teams and stakeholders

Research Excellence:

Mastered secondary research tools to analyze healthcare trends, competition, and digital gaps

Networking And Communication Building

Builds a network by taking membership of AHMP India foundation where there is a chain of Hundreds of Doctors.

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Week no: 01 **From:** 12/05/2025 to 17/05/2025

Activity Done	Day 1 : Orientation & Brand Philosophy. • Joined the internship formally. • Introduction to HMS Consultants, team members, and organizational goals. Day 2 : Attended onboarding session by Mr. Akhilchandra Dave on: • Brand philosophy of HMS: emotion-driven storytelling over service-selling. • Importance of understanding founder psychology before business positioning. • Overview of the Indian small hospital ecosystem and typical client personas. Day 3 : Customer & Brand Persona Framework • Got a rough idea about about what Brand and Customer persona is. Day 4 : Client Inquiry meeting • Attended Client Inquiry meeting with the Founder of HMS (Mr. Akhil Dave) and submitted the Minutes of Meeting report to him of the same. Day 5 : Preparation of raw data of 4 content pillars • I prepared raw data on the 4 content pillars for the marketing of HMS Consultants firm, where I learnt on what to make, how to plan, prepare and execute it.
Linking theory (Classroom learning) with practice at your organisation	• How to study an existing brand's mission, vision, goal, etc. • How to do SWOT analysis and other marketing tools, to effectively and efficiently market any brand in a market.
Gaps identified on the working area.	• The Founder Akhil sir did not tell us about anything 100%, they always told us about a particular topic 10 to 20 % and the rest they expect that we should learn by our own.
Suggestions for improvement	• The self-learning approach at HMS really helped us become independent and take initiative, which was great. But one thing that could make the experience even better is having a

	bit more structured guidance in the beginning. Since most topics were introduced briefly (only around 10–20%), it sometimes became tough to fully understand the concepts or how to apply them in real work. Maybe having a weekly plan, some basic reading materials, or small explanation sessions could make it easier for new interns to connect the dots and learn faster.
Plan for the next week	• Going to conduct a detailed review on the HMS digital presence. • Implementation of strategies that are planned for this week.

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Week no: 02 **From:** 19/05/2025 to 23/05/2025

Activity Done	• In Week 2, we began implementing the digital marketing strategies planned earlier, focusing on improving HMS Consultants' online presence. Tasks included scheduling posts, maintaining brand consistency, and targeting the right audience on social media platforms like Instagram, LinkedIn, and Facebook. • We were introduced to Canva, where we learned to design platform-specific posts using templates, brand colors, fonts, and logos. Key design principles such as alignment, spacing, and visual hierarchy were also covered. • We created engaging posts tailored to each platform — visual storytelling for Instagram, professional updates for LinkedIn, and community-oriented content for Facebook. • An introduction to blogging was also provided. We learned the structure of a blog post, how to write headlines, identify target readers, and use keywords for SEO. We also explored platforms like WordPress and Medium. • Overall, this week strengthened our practical skills in visual content creation, audience engagement, and content writing, aligning classroom theories with real-world marketing execution.
Linking theory (Classroom learning) with practice at your organisation	• In college, we mostly learned the theoretical side of branding, like understanding your audience, defining brand identity, and planning content strategies. During my internship at HMS, I got the chance to actually apply all of that in a real-world setting. • For example, the concepts of brand positioning and audience targeting that we studied in class helped me understand why content needs to be different for platforms like Instagram, LinkedIn, or Facebook. I could finally see how theory turns into actual posts that people engage with. • Even though tools like Canva and blogging were new for me, the classroom foundation in communication and marketing helped me pick things up quickly. I understood why certain

	content works better and how to plan it based on the brand's goals. • Overall, the experience helped me connect what I've learned in class with how things work in a professional marketing environment.
Gaps identified on the working area.	• The internship gave me a lot of hands-on exposure, which I really appreciated. But there wasn't any proper step-by-step guidance, especially when it came to using tools like Canva or writing content. I had to figure out most of it on my own, which was a bit overwhelming at first. • Also, sometimes I wasn't fully clear about the actual purpose of the task I was doing. Without knowing the bigger picture, it was a little difficult to make sure my work aligned with the brand's goals and expectations.
Suggestions for improvement	• Sometimes I felt that if we were given a clearer idea about what exactly the task was for and what outcome was expected, it would've helped a lot. Knowing the purpose behind the work would've made it easier to connect it with the brand's bigger goals and do the task more confidently.
Plan for the next week	• We have to create the targeted marketing content on the social media platforms to generate interest among potential client.

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Week no: 03 **From:** 26/05/2025 to 31/05/2025

Activity Done	During this period, I actively contributed to the marketing efforts for the Healthcare Management Consultants (HMS) by creating targeted marketing content. The objective was to enhance visibility, communicate key features effectively, and generate interest among potential clients.
Linking theory (Classroom learning) with practice at your organisation	- In the classroom, we studied the importance of understanding your target audience, crafting clear messaging, and using strategic communication to build brand awareness. At HMS, I got the chance to apply these concepts directly while creating marketing content aimed at small hospitals, clinics, and diagnostic labs. - I used my academic knowledge of marketing principles like segmentation, positioning, and message clarity to design content that not only looked appealing but also communicated HMS's key services in a way that would connect with potential clients. This experience helped me bridge the gap between theory and practice, showing me how classroom learning can drive real business impact in the healthcare industry.
Gaps identified on the working area.	NA
Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing segment so I cant suggest any improvement for now.
Plan for the next week	How SEO works and Planning to understand the Healthcare Marketing awareness Content.

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 Stream: Hospital and Health Management

Week no: 04 From: 02/06/2025 to 07/06/2025

Activity Done	• Created Healthcare Marketing Awareness content for HMS CONSULTANTS and understood how SEO works for website traffic and how to take advantage of it.
Linking theory (Classroom learning) with practice at your organisation	• In class, we learned how content and communication are important for building awareness. At HMS, I used this knowledge to create marketing content that helps people understand what the company offers. • Even though we didn't study SEO deeply in college, my basic understanding of digital marketing helped me learn how SEO works and how it can bring more people to a website through useful content.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA
Plan for the next week	• NA

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 Stream: Hospital and Health Management

Week no: 05 From: 09/06/2025 to 14/06/2025

Activity Done	• Analyzed HMS Consultants website using SEO and digital tools such as Ubersuggest, Google Analytics, and AnswerThePublic to understand keyword trends, user behavior, and content gaps. • Created marketing content, including SEO-optimized blogs to improve web visibility and awareness for HMS Consultants.
Linking theory (Classroom learning) with practice at your organisation	• In classroom sessions, we learned about market research, digital marketing tools, healthcare branding, and strategic content creation. During my internship: • I applied marketing research methods to explore futuristic healthcare concepts. • Used SEO and web analytics tools practically, which were part of our digital marketing curriculum. • Understood the importance of targeted content and online visibility, which links to our classroom theories on healthcare promotion and communication.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA
Plan for the next week	• NA

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Week no: 06 **From:** 16/06/2025 to 21/06/2025

Activity Done	• During Week 6, I continued working on the strategic development project for Dr. Anjali's luxury wellness retreat for mothers (prenatal to postnatal) in Delhi and Gurgaon. The primary activities included: • Conducting Location Analysis: Evaluated multiple potential sites based on accessibility, demographics, healthcare infrastructure, property leasing costs (3000–4000 sq. ft.), and environmental suitability. • Service Mapping: Researched and compiled a list of high-value services, including prenatal and postnatal care programs, mental wellness therapies, mother-baby bonding sessions, and luxury wellness amenities (spa therapies, herbal treatments, aromatherapy, etc.). • Client Discussion: In the Friday meeting, Dr. Anjali provided additional insights about preferred services, and the HMS founder suggested field visits in Delhi and Gurgaon for deeper location analysis.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare Marketing & Strategy: The theoretical knowledge of healthcare service positioning, segmentation, and consumer behavior learned during MBA classes helped in identifying target demographics and designing service offerings. • Operations & Facility Planning: Classroom concepts about healthcare facility requirements (space planning, cost evaluation, and environmental considerations) guided the location analysis. • Wellness & Public Health: The theoretical understanding of maternal and child healthcare, prenatal and postnatal care models, and mental health support was applied while mapping comprehensive services. • Consulting Approach: Strategic frameworks like SWOT and PESTEL (taught in class) were informally applied to assess location viability and service differentiation.

Gaps identified on the working area.	• Incomplete Location Data: Lack of sufficient real-time data regarding property availability and cost fluctuations in the Delhi-Gurgaon region. • Service Benchmarking: Limited references for luxury maternal wellness centers in India made it challenging to benchmark services. • Coordination Delays: Real estate complications and slower information exchange between brokers and HMS delayed finalizing location choices. • Need for Consumer Insights: There is insufficient primary data on mothers' preferences for wellness retreats in the NCR region.
Suggestions for improvement	• NA
Plan for the next week	• The plan for the next week is to finalize the Room requirements for the services that she wants to provide in her Luxury Wellness Retreat.

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Week no: 07 **From:** 23/06/2025 **to** 28/06/2025

Activity Done	• This week, the focus was on room requirement finalization for Dr. Anjali's luxury wellness center. We determined the number and types of rooms needed, categorized according to the service offerings (prenatal, intranatal, postnatal, and general wellness). For each room, the required square footage (sq. ft.) was identified to ensure optimal space utilization and patient comfort while maintaining a luxury standard. Additionally, room-wise service allocation was completed, mapping each planned service, such as therapy sessions, consultations, yoga, and meditation, to dedicated spaces like therapy rooms, consultation suites, and activity areas.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare Facility Design: The theoretical knowledge of hospital and wellness center layout planning, taught in healthcare operations and facility management courses, helped in determining room sizes and flow of services. • Space Management & Ergonomics: Concepts of ergonomic design, patient comfort, and functional zoning (from classroom sessions) were applied to ensure that luxury standards are met without compromising utility.
Gaps identified on the working area.	• Unavailability of updated architectural guidelines for wellness centers, requiring reliance on hospital/clinic norms, which may not fully align with luxury retreat expectations. • Insufficient feedback from target customers about space and ambiance preferences for services like yoga, meditation, or therapy.
Suggestions for improvement	• Benchmark against high-end wellness resorts (national and international) to identify room design trends and luxury space standards.
Plan for the next week	• NA

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 Stream: Hospital and Health Management

Week no: 08 From: 30/06/2025 to 04/07/2025

Activity Done	• This week, my focus was on reviewing and refining the previously completed work for Dr. Anjali's luxury wellness center project. I revisited the room allocation and service distribution plan, ensuring that the layout aligned with the luxury and wellness concept while maintaining space efficiency and patient comfort. I gathered feedback from team members at HMS, which helped me make small but meaningful improvements to the structure and logic of the plan. Additionally, I began preparing a Planning Summary Document to outline the reasoning behind room and service assignments. To stay organized, I also created a checklist of pending tasks to streamline the upcoming project steps.
Linking theory (Classroom learning) with practice at your organisation	• Quality Management: Concepts from total quality management (TQM) and strategic alignment learned in class were applied while reviewing and improving the room allocation plan. • Project Management: Tools and methods like checklists and structured documentation, which are part of classroom project planning, helped track progress and next steps.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA
Plan for the next week	• NA

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 Stream: Hospital and Health Management

Week no: 09 From: 07/07/2025 to 11/07/2025

Activity Done	• This week, I worked on completing the Planning Document that explains the logic behind room allocation and service distribution for the luxury wellness center. I collaborated with the HMS team to ensure the document was clear, concise, and client-ready. I also assisted in creating presentation slides that visually represented the wellness center layout and concept, converting key ideas into diagrams and flow visuals. Additionally, I carried out research on global wellness center designs to gather innovative and premium design ideas, focusing on modern aesthetics and customer-centric layouts.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare Marketing & Strategy: Presentation and documentation skills learned in class helped in designing client-ready content.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA
Plan for the next week	• NA

Reporting Format (Weekly)

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 Stream: Hospital and Health Management

Week no: 10 From: 14/07/2025 to 19/07/2025

Activity Done	• This week, I focused on compiling my final internship report and preparing the poster for submission. I gathered and organized all the tasks, research findings, and strategic plans completed during the internship into a structured format. The goal was to present the entire project from location analysis and service mapping to room planning and wellness center design in a clear, concise, and professional manner. I also started summarizing key learnings and outcomes to be highlighted in the final deliverables.
Linking theory (Classroom learning) with practice at your organisation	• Report Writing & Documentation: Academic training in preparing structured reports and presentations helped in compiling the final internship report. • Strategic Healthcare Planning: Concepts of healthcare operations, service planning, and market analysis taught in class were applied throughout the report compilation process. • Visual Communication: Presentation and communication techniques from coursework supported the creation of a professional poster summarizing the project.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA
Plan for the next week	• NA

Compiled Reporting Format

Name of the Organisation: HMS Advisors Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Jay Wandile

Roll no: 2113 **Stream:** Hospital and Health Management

Activity Done	• Week 1 (12/05/2025 – 17/05/2025) • Activity Done: Orientation session with Mr. Akhilchandra Dave. Introduction to HMS's brand philosophy, focusing on emotion-driven marketing. Learned how healthcare marketing differs from general marketing. Participated in workshops on customer persona and branding psychology. Attended a client inquiry meeting and submitted MoM. • Week 2 (19/05/2025 – 23/05/2025) • Activity Done: Executed content strategies. Learned and practiced Canva for designing social media graphics. Created platform-specific content for Instagram, Facebook, and LinkedIn. Introduction to blogging and content structure. Worked on raw content pillars for HMS marketing. • Week 3 (26/05/2025 – 31/05/2025) • Activity Done: Created targeted marketing content for HMS with a focus on Hospital Management System. Enhanced communication and content clarity for B2B healthcare clients. • Week 4 (02/06/2025 – 07/06/2025) • Activity Done: Designed awareness content for HMS. Understood the basics of SEO and its application for increasing website traffic. • Week 5 (09/06/2025 – 14/06/2025) • Activity Done: Conducted a service/concept survey for a client project.
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	Researched international trends in wellness services. Used tools like Ubersuggest, Google Analytics, and Answer the Public for data analysis. Created blog content for HMS's website. • Week 6 (16/06/2025 – 21/06/2025) • Client Project: Luxury Wellness Retreat for Mothers (Dr. Anjali, Pediatrician) • Activity Done: Conducted detailed location analysis in Delhi-NCR. Explored prenatal, postnatal, and mental wellness service offerings. Mapped potential services like yoga, diet consultation, lactation support, trauma therapy, etc. • Week 7 (22/06/2025 – 28/06/2025) • Activity Done: Finalized room requirements based on categories of services. Assigned services to room types (e.g., therapy rooms, consultation rooms). Estimated space (sq. ft.) needed for each room. • Week 8 (30/06/2025 – 04/07/2025) • Activity Done: Reviewed and refined earlier planning work. Collected internal feedback and incorporated it. Created a planning summary document. Developed a checklist for upcoming tasks. • Week 9 (07/07/2025 – 11/07/2025) • Activity Done: Finalized the planning document for the wellness center. Assisted in creating presentation slides. Conducted research on global wellness center design standards. • Week 10 (14/07/2025 – 19/07/2025) • Activity Done: Started compiling the final report. Worked on the internship poster. Organized and summarized all internship work for submission. • Over the 10 weeks of my internship at HMS Advisors Pvt. Ltd., I worked on multiple healthcare marketing and strategic development activities, with a primary focus on the luxury wellness center project for Dr. Anjali. Key activities included:
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	• Understanding Healthcare Marketing: Gained exposure to HMS's brand philosophy and emotional storytelling approach. • Content Creation & Digital Marketing: Developed raw data for content pillars, created social media posts, learned Canva, and explored blogging basics. • SEO & Web Analytics: Analyzed HMS website traffic using tools like UberSuggest, Google Analytics, and Answer the Public. • Strategic Planning for Wellness Center: Conducted location analysis, service mapping, room allocation, and space planning for the luxury wellness retreat. • Quality Checks & Feedback: Reviewed and refined previous plans, prepared a planning summary document, and helped in presentation slide creation. • Final Deliverables: Compiled all work into a final internship report and poster summarizing project insights.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management: Concepts of customer persona creation, brand positioning, and SWOT analysis were practically applied in creating HMS's content and marketing plans. • Healthcare Facility Planning: Theories of space allocation, service flow, and patient-centric design were applied while planning the wellness retreat. • Digital Marketing: Classroom knowledge of SEO and content strategy supported tasks like blog creation and website traffic analysis. • Project Management: The importance of structured planning and quality checks, as taught in coursework, was reinforced while preparing the final report and poster.
Gaps identified on the working area.	• Initially, no major obstacles were faced, but later, • No Structured Framework: There is no standard workflow or process at HMS. Tasks are frequently reassigned, creating inconsistency and a lack of continuity in projects. • Lack of Follow-up & Feedback: There is no regular feedback mechanism or review sessions to assess work and provide timely improvements.
Suggestions for improvement	• Implement a structured task allocation system with timelines. • Create a documentation framework for reporting and client deliverables. • Schedule weekly review meetings with a mentor or supervisor to:

	• Reflect on the previous week's work • Offer constructive feedback • Address doubts or confusion
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Signature of student

Approved by the IIHMR University mentor