

SUMMER INTERNSHIP PROGRAM
at
AADESH CHARITABLE FOUNDATION

12Th of May 2025 –30th of June 2025

A REPORT BY

Reya Raina

Master of Business Administration

Hospital and Health Management

Roll no-0685

2024-26

Under the Mentorship of

Dr. Susmit Jain

Associate Professor





Registration No. **AALTA0324QF2024101**

Offer of Employment at Aadesh Foundation

Internship Completion Letter

To,
Ms. Reya Raina,

Subject: Internship Completion Certificate

This is to certify that Ms. Reya Raina, has successfully completed an internship program at Aadesh Charitable Foundation, from 12th May 2025 to 30th June 2025 in the area of Human Resources.

The internship period, she was involved in various tasks which were executed satisfactorily. She 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. She has shown proficiency in data analysis & project management, contributing positively to our projects.

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



Aadesh Charitable Foundation

Name : Niharika Mishra

Designation : Sr. Hr

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Rushank Sawalkar** 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: 30/07/2025

A handwritten signature in black ink, appearing to read 'Dr. Seema Mehta'.

Dr. Seema Mehta

Professor

IIHMR University, Jaipur

Summer Internship Program 2024-2026 Aadesh Charitable Foundation , Noida

About Organization

The foundation was originally launched in 2022 as Aadesh Charitable foundation – Kingship for Humanitarian social and holistic intervention in India. Legal designation for Non- Profits based in Noida. Other organization with similar titles – Gujarat based Aadesh foundation and trademarked Aadesh foundation from Maharashtra.

Mission

To combat hunger, malnutrition by providing nutritious food To underserve communities through collaboration.

Vision

Hunger free world every person regardless of their socio-economic background, has access to healthy and nutritious food. Aadesh foundation strives to empower community by addressing food insecurity, promote culture of care, dignity and well-being .

Organization structure

Board of Trustees

Chief executive officer

HR

Finance

Operations /
field
management

Volunteers/ Interns

Practical knowledge

- Learned to manage the tasks with poor communication and less supervision from HR.
- Managed working time efficiently
- Made reports on fundraising, organization policies
- Generated posters on awareness campaigns
- Used Communication skills more effectively

Theoretical knowledge

- Understood NGOs Structure, Mission, vision.
- Awareness generation and understood donor behaviour
- Gained insights on Hr policies, Code of conduct, workplace ethics, harassment policies.
- Gained more knowledge o organizations roles and responsibilities.

SWOT Analysis

Strengths

- Foundation supports underprivileged communities through food, education and health.

Weaknesses

- Resources constraints.
- Less communication with intern.

opportunities

- Increase Volunteering base.
- Leveraging Technology or Digital Technology

Threats

- High competition for grants.
- Changing donor priorities.
- Economic Instability.



TOWS Analysis

Strength – Opportunities
Expansion of volunteer base.
Increase in fundraising initiatives.
Strength - Threats
Highly compete with other organization.

Weakness – Opportunities
Leveraging technology for more donation
Weakness – Threat
Forming partnership with the same mission of organization..

Challenges Faced

- Orientation was informal and unclear.
- Difficulty in communication.
- Unclear tasks with poor communication

Major Learnings

- Good communication skills.
- Handling unclear task proficiently

Suggestions

- Work from office could be better than work from home
- weekly task list could be improved on time.
- Detail orientation could be conducted on time .
- Weekly meeting could be arranged.
- Schedule periodic feedback sessions.

Total Donation amount received

Dear Reya Raina ,
Your Referral Code :
AF-6818a2ca5a32a



10

Total Donors



6008

Total Donation Received



Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Volunteering in fund raising

Name of the Student: REYA RAINA

Roll no: 2051

Stream: HOSPITAL AND HEALTH MANAGEMENT

Week no: 01

From: 12/05/2025 to 17/05/2025

Activity Done	Participated in fund raising activity and have successfully raised Rs. 2503
Linking theory (Classroom learning) with practice at your organisation	Understood consumer behaviour and convinced customers to donate, build connections and networks that are essential throughout internship program. Involvement from start will provide valuable hands on experience and uplift my skills that last a lifetime.
Gaps identified on the working area.	Underuse of social media and digital platforms for outreach. Limited availability of brochures, posters, stories and testimonials.
Suggestionsfor improvement	Need to increase engagement on social media platforms to reach a wider audience.
Plan for the next week	Execute a digital campaign using posters that I have already created. Conduct online fundraising drives via social media platforms.

Signature of the Student

REYA RAINA

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: volunteering in fundraising

Name of the Student: REYA RAINA

Roll no: 2051

Stream: HOSPITAL AND HEALTH MANAGEMENT

Week no: 02

From :19/05/2025 to 24/05/2025

Activity Done	Participated in fundraising and have successfully raised Rs.3505
Linking theory (Classroom learning) with practice at your organisation	Understood consumer behaviour and convinced customers to donate, build connections and network that are essential throughout internship program.
Gaps identified on the working area.	Majority of people these days already are associated with their specific NGO's. They are already keeping aside a fix part of their income for social causes and are not interested in forming new association.
Suggestionsfor improvement	Alongside, development of social media reputation, building a community driven environment where people are apprised about aadesh foundation and what it does for our society
Plan for the next week	Gather more funds by utilising above mentioned suggestions.

Signature of the Student

REYA RAINA

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Fundraising initiatives for organizations

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA- Hospital and health management

Week no: 03

From: 26/05/2025 to 31/05/2025

Activity Done	Reached out to the various potential donors for fund raising task that was assigned already as the task was extended for this week too. Successfully raised fund of Rs. 6008
Linking theory (Classroom learning) with practice at your organisation	Lessons learned – Principles of management, used excellent communication skills, organization behaviour and build connections and networks that are essential throughout the internship program.
Gaps identified on the working area.	There is a huge gap in communication and task management. After the completion of second week fundraising task, further no updates were given for the next week task which leads to the reduction of engagement
Suggestionsfor improvement	Proper schedules should be maintained for the task assignment and good communication should be maintained. Prior planning of tasks, assigned task on time and reduction of uncertainty keep us engaged and highly motivated.
Plan for the next week	Currently waiting for further instructions.

Signature of the Student REYA RAINA

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Fundraising initiatives for organizations.

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA- Hospital and health management

Week no: 04

From: 02/06/2025 to 07/06/2025

Activity Done	Reached out to various potential donors for fund raising task that was already assigned as the task was extended for this week too. Successfully, raised fund of Rs. 7008
Linking theory (Classroom learning) with practice at your organisation	Lessons learned – Principles of management, used excellent communication skills, organization behaviour and build connections and networks that are essential throughout the internship program.
Gaps identified on the working area.	There is a huge gap in communication and task management. After the completion of second week fundraising task, further on updates were given for the next week which leads to the reduction of engagement.
Suggestions for improvement	Proper schedules should be maintained for task assignment also good communication should be maintained. Prior planning of tasks, assign task of time should be ensured which keeps us highly motivated and engaged.
Plan for the next week	Two tasks were given – first was create health awareness banners on health topics (Vaccination, hygiene and nutrition) and display the banner in local areas. Second task was to analyse data on program outcome, identify KPIs and make a report (attach photos and videos) of banners and written report with findings and recommendations.

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Fundraising volunteer in organization

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA- Hospital and health management

Week no: 05

From: 09/06/2025 to 14/06/2025

Activity Done	Made banners by choosing a topic on health – Nutrition. Designed an eye-catching banner with visuals with Aadesh charitable foundation logo and their name. Displayed in local area Collected and analysed the data of nutrition program. Identified Key performance indicators.
Linking theory (Classroom learning) with practice at your organisation	Communicated with the people by spreading awareness about health topic. Educate local community and promote health behaviour. Prepared Google survey form with questionnaire on the topic – Nutrition for the collection and analysis of data.
Gaps identified on the working area.	Weather issues affected display of banners and low communication with people. Need for translation in local tongue for better reach.
Suggestions for improvement	Good communication should be maintained by the organization, proper clarity of task was not provided by the organization.
Plan for the next week	waiting for further instructions

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Fundraising volunteer

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA- Hospital and Health management

Week no: 06

From: 16/06/25 to 21/06/25

Activity Done	Made banners by choosing a topic on health – Nutrition. Designed an eye-catching banner with visuals with Aadesh charitable foundation logo and their name. Displayed in local area Collected and analysed the data of nutrition program.
Linking theory (Classroom learning) with practice at your organisation	Communicated with the people by spreading awareness about health topic. Educate local community and promote health behaviour. Prepared Google survey form with questionnaire on the topic – Nutrition for the collection and analysis of data.
Gaps identified on the working area.	Weather issues affected display of banners and low communication with people. Need for translation in local tongue for better reach.
Suggestionsfor improvement	Good communication should be maintained by the organization. Proper clarity of task was not provided by the organization.
Plan for the next week	I am assigned the task to find out various college names, their placement cell number and have to make it on Google spreadsheet by next week.

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: Volunteering in fundraising

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA- Hospital and Health management

Week no: 07

From: 23/06/25 to 28/06/25

Activity Done	Task was given to make a list of colleges and their placement cell contact details. At least a list of 200 colleges data in form of google spread sheets.
Linking theory (Classroom learning) with practice at your organisation	Effectively used my quick typing skills and excel proficiency, gained insights on various colleges Collected data and gathered in form of google spreadsheet, later saved in form of excel.
Gaps identified on the working area.	Due to some privacy concerns many of the colleges don't have their contact details on website, which took me a lot of time to find out the colleges which have their contact details on website.
Suggestions for improvement	After a lot of efforts from my side, organization gave me this task. There is a huge communication gap, prior planning and assigning of task is absent.
Plan for the next week	Waiting for further instructions.

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: HR Intern

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA Hospital and Health management

Week no: 08

From – 30/06/25 to 05/07/25

Activity Done	Task was given – Door to door fundraising / to target positive prospects which are at your home, colleagues, neighbours and known contacts. Mention NGO's credibility -By showing their Success stories, videos and photographs. Showing them NGO's official website Offered help with the donation process.
Linking theory (Classroom learning) with practice at your organisation	Excellent communication skills Negotiation skills Empowered Communities by sharing valuable insights of the organization.
Gaps identified on the working area.	They do not communicate in the proper way. Lack of interest in many prospects. Lack of seriousness.
Suggestions for improvement	Need to convince them more if they had shown interest, lack of attention seen in prospects.
Plan for the next week	To make a pdf with logo of organization and various policies of their organization.

Signature of the Student REYA RAINA

Reporting Format

(Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: HR Intern

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA Hospital and health

Week no: 09

From: 07/07/25 to 12/07/25

Activity Done	Made a pdf with logo of organization with their various policies – 1. Leave and attendance policy 2. Code of conduct 3. Workplace Harassment Policy 4. Remote work policies of NGO 5. HR Policy
Linking theory (Classroom learning) with practice at your organisation	Learning theories on leave policy – online rules to be made (attendance tracking and absenteeism) Code of conduct – Punctuality, Professionalism. Workplace Harassment – POSH Training Remote work policies – Punctuality / Fixed schedules HR policy- Performance appraisals, feedback sessions.
Gaps identified on working area	No gaps to be found.
Suggestions for improvement	No suggestions to be given
Plan for the next week	Waiting for further instructions.

Signature of the Student REYA RAINA

Reporting Format (Weekly)

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: HR INTERN

Name of the Student: Reya Raina

Roll no: 2051

Stream: MBA Hospital and Health management

Week no: 10

From: 14/07/25 to 19/07/25

Activity Done	Donor segmentation and fundraising analysis. Donor database that is demographics donation history Fund raising campaigns data – online / offline Campaign effectiveness To find the donation campaigns through visualization – pie charts And how communication is done in this whole campaign.
Linking theory (Classroom learning) with practice at your organisation	Used my excellent communication skills and interpersonal skills for engagement with various donors Also applied data analysis techniques - visualization taught in research methodology.
Gaps identified on the working area.	Lack of task proficiency Lack of communication from their end
Suggestions for improvement	Improvement of communication should be done from their end
Plan for the next week	Completion of internship program

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: AADESH CHARITABLE FOUNDATION

Area/ Department/ Project of Summer Internship Program: HR INTERN

Name of the Student: REYA RAINA

Roll no:2051

Stream: Hospital and Health Management

Activity Done	Week 1 – Participated in fundraising activity and successfully created fund of Rs.2503 Week 2- Participated in fundraising activity and successfully raised fund of Rs.3505 Week 3- Reached out to the various potential donors for fund raising and successfully raised Rs.6008 Week 4- Reached out to the various potential donors and raised highest donation amount than others of Rs. 7008 Week 5- Designed and displayed Eye- catching banners on the topic related to health topic, collected and analysed data of nutrition programs. Week 6- Continued same activity as per week 5 Week 7- Preparation to list of college and their contact numbers of (at least 200 colleges) and form of google spreadsheet. Week 8- Door to door fundraising or to target positive prospects – At Home, Relatives. Mentioned NGOs credibility by showing Success Stories, videos and photographs. Shown them NGOs official website. Helped in donation processes. Week 9- Made a pdf with logo of organization by mentioning various policies – Leave and attendance policy Code of conduct HR policy Workplace harassment policy Remote work policies of NGO Week 10- Donor segmentation and fundraising. Collection of donor data based on demography Fundraising campaigns collected – Online / Offline. And major part of this task was how communication process is done.
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Linking theory (Classroom learning) with practice at your organization	Understood consumer and convinced consumers to donate by using strong communication skills, understood organization behavior Build connection and networks that are essential for internship programs. Communicated with people by spreading awareness on health awareness topics. Preparation of google survey forms – Questionnaire Learned and understood various policies of organization Used communication and interpersonal skills for engagement with various donors
Gaps identified on the working area.	Lack of communication from organization end Lack of task proficiency by organization Limited availability of brochures, pictures and testimonials on their official website. Poor task management as no task was assigned on week 6 Lack of recognition / feedback given to interns.
Suggestions for improvement	Need to increase engagement on social media platforms for wider reach Proper schedules for task assignment as well as prior planning of task should be there Clarity of tasks should be there.
Key Learnings	Understood NGOs structure, mission, vision Highly prepared for any donation pitch that is fund raising Generated google forms – gathered data for nutrition related topics, made posters for promotion of Aadesh foundation Working in this organization helped me to improve my communication skill more effective.

Signature of the Student REYA RAINA

Approved by the IIHMR University's Mentor