

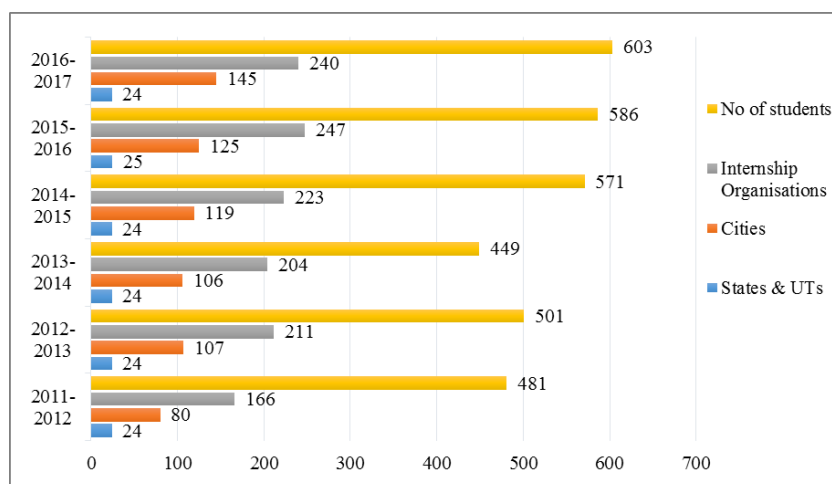
WE CARE INTERNSHIP

The School of Business Management, NMIMS believes that academic and field inputs in the area of social responsibility and social sensitivity are instrumental in developing socially responsible future managers. In this context to transform the ideology into action SBM introduced *We Care: Civic Engagement* internship in 2010. The internship provides unique platform to its MBA students to use their creative ideas for the benefit of the society. Social projects undertaken by the students during the internship make them aware of the existing social realities, social inequities and the relevance to create social capital to create sustainable communities.

The internship period is scheduled for 21 days in the month of February. Students are placed in NGOs/social enterprises, government departments and CSR departments of both public sector as well as private sector companies. Internship organizations at pan India level are selected through credible sources like Credibility Alliance, Give India, UNICEF partners, Childline Partners and so on.

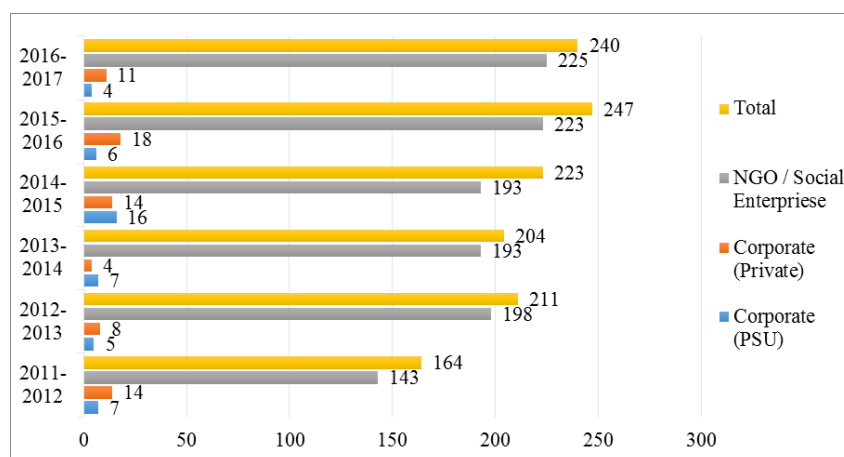
The following fact sheet gives a snapshot of the We Care internship over last five years:

1. Social internship placements overview



In the current year (2016-17) 603 students were placed in 240 internship organizations across 145 cities compared to 481 students in 166 organization across 80 cities in 2011-12.

2. Type of organizations



In 2016-17 out of the 240 internship organization, 225 were non-governmental organizations/social enterprises and other were public and private sector corporates. The number of organizations for internship placement has seen a significant rise because of the increase in number of students.

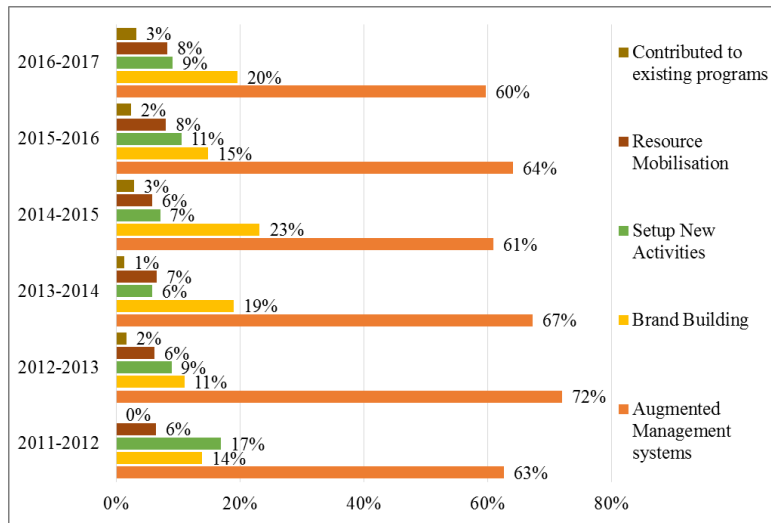
3. Social Issue Addressed: Focus area

Type of Organisations	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Child Welfare	42	59	45	59	70	92
Community Development	40	81	98	64	75	72
CSR	0	0	0	30	24	16
Differently Aabled	10	20	18	21	25	20
Economic Empowerment	36	33	27	28	29	23
Health	12	8	9	10	10	7
Micro Finance	8	10	7	8	8	6
Others	16	0	0	3	6	4
Total	164	211	204	223	247	240

Note: Others include-animal rights/rights based/environment
 Economic empowerment includes women empowerment
 Community development includes both rural and urban development

Students worked with a variety of organizations which majorly focused on a particular issue. Majority of our students interned with child welfare and community development organizations.

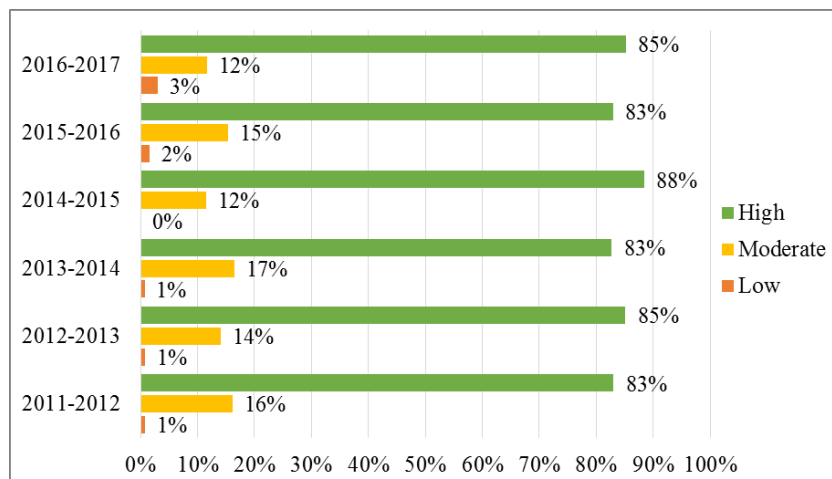
4. Type of Projects



During the internship students worked on varied type of projects. In 2016-17 about 60 percent of students worked on augmenting management systems, 20 percent on brand building, 9 percent on initiating new activities, 8 percent on resource mobilization and 3 percent contributed to the existing programs. As depicted in the figure above the trend indicates that most of our student’s skill sets are used by organizations to manage their existing programmes or augment their existing management systems (See Annexure I for sample projects).

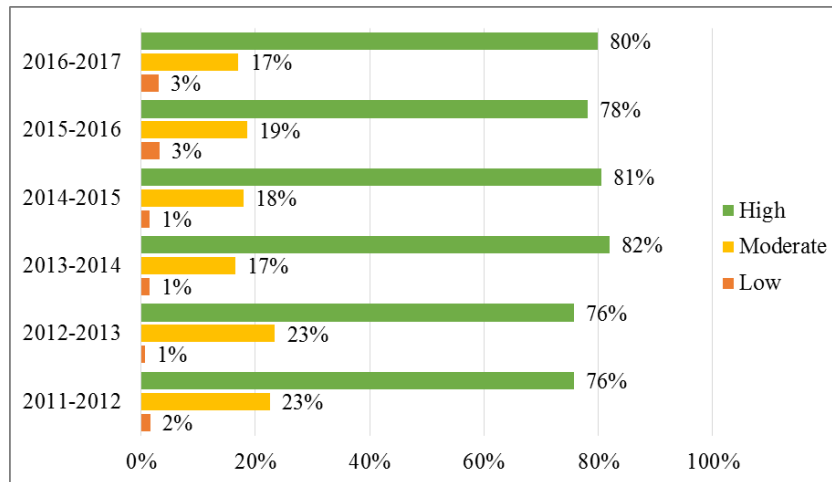
Findings: Feedback from Internship Organizations - 2012 to 2017

5. Level of Satisfaction: Interns Conduct



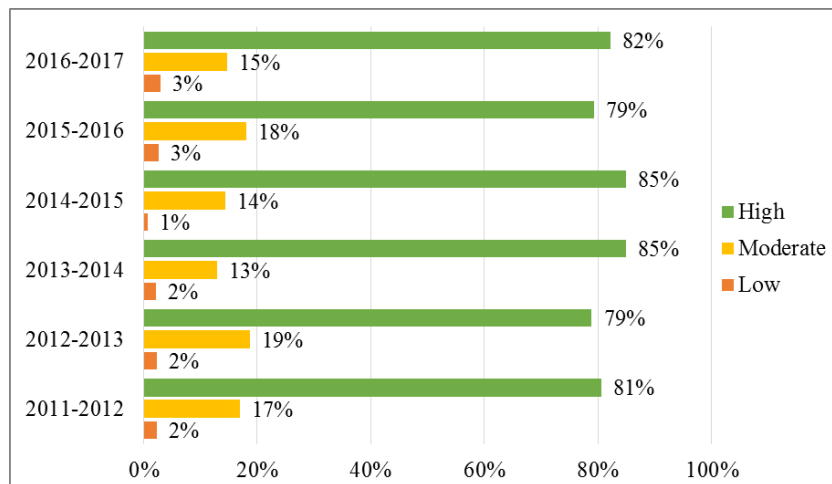
It has been observed over the past six years, consistently more than 80 percent (83 to 88 percent) of the internship organizations have reported high level of satisfaction in interns conduct. Interns have conducted very well in terms of work discipline, quality of interpersonal relations, motivation to work and ability to learn social cause at the internship organizations.

6. Level of Satisfaction: Handling Projects



In terms of the ability of the students to handle social projects; such as originality of ideas, clarity in action plans, adherence to the timelines and overall delivery of the project assigned, over the past six years about 76 to 82 percent of internship organizations have reported high level of satisfaction.

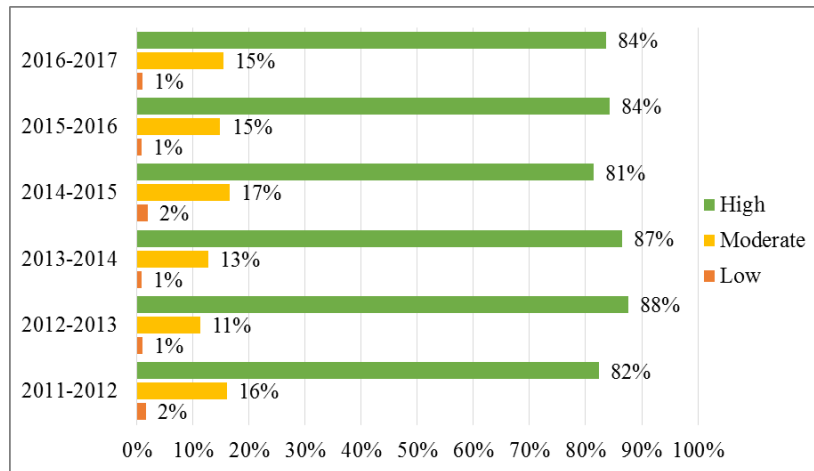
7. Level of Satisfaction: Reports



Over the past six years about 79 to 85 percent of internship organizations have reported very high level of satisfaction in the quality of reports prepared by the interns. Interns ensured clarity, overall quality and timely submission of the Report.

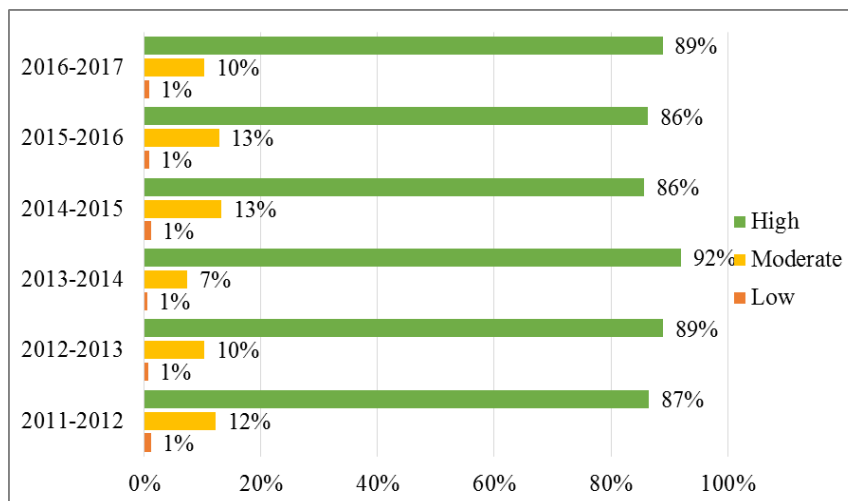
Findings: Feedback from Students

1. Level of Satisfaction : Internship Organizations



Over the past six years, consistently over 80 percent (81 to 88 percent) of students reported high level of satisfaction with their internship organizations. The students were satisfied with the orientation provided by the organization, working atmosphere, effective utilization of interns time and the quality of interpersonal relations.

2. Level of Satisfaction : Project Execution



Over the past six years, about 76 percent to 82 percent of students reported high level of satisfaction with the type of projects executed at the internship organizations. The students were satisfied with the clarity of expectations from the project, autonomy and support given to complete the project. The students also reported that the projects assigned to them were of importance to the organization.

Annexure 1

Sample of We Care Projects

Sr. No.	Project Title
1.	Research on Livelihood, Sanitation and Education Scenario of Rural Punjab
2.	Impact Analysis of Childline
3.	Advocacy and Social Mobilization for Prevention of Trafficking of Women and Children for Commercial Sexual Exploitation in Sagar District
4.	Research on Management of Special Schools
5.	Engagement in Child Diarrhoea by Providing Zinc/ORS
6.	To Study the Operational Model of Akshaya Patra Foundation and Suggest Improvements in the Distribution System
7.	Project Srishti : Women Empowerment and Skill Development
8.	Working Towards the Upliftment of Under Privileged Primary School Kids Through Activities Like Teaching, Art and Sports
9.	To Develop the Organisational Structure and Help Increase the Outreach of the Organisation
10.	Marketing Campaign for Ardar Projects
11.	Marketing for Gharkul
12.	Development of Proposals for ATMA Harmony Village and PHI AYUSH Initiatives
13.	E-Waste Awareness & Recycling Drive
14.	Solar Electrification of Off-Grid Areas of Maharashtra
15.	A Study on the Impact of Bal Bhavan in Vadodara
16.	Identifying Market Opportunity for Heritage Tourism
17.	Comprehensive Training on CSR at Bharat Electronics Limited, Ghaziabad
18.	A Project of Ministry of Health Affairs (Govt. of India) Under NACO on Target Intervention - HIV/AIDS.
19.	Resource Mapping, Assessment of Childline, Advocacy, Promotion and App Development
20.	Assessment of CSR Activities in the Field of Education for BPL Families
21.	Analysis of Handloom Industry
22.	Strategy for CARPED- Handloom Weavers
23.	Monitoring the Implementation of Vikalp Voucher Project
24.	Development of an Improved IT Implementation Plan and Review & Audit of Financial Sops
25.	Create Data Analytic Tool for Ahmedabad Municipal Corporation
26.	Baseline Survey for Mahila Aarogya Samiti (MAS)
27.	Research on Employment Opportunities for Rural Women in Munger
28.	Data Restructuring and Organization of the Project MKSP in MIS
29.	Microfinance-SHG and JLG
30.	Impact Assessment of 'Bal Chetna' Program at DCCW (Sultanpuri Centre)
31.	Impact Assessment of Palna Shishu Kendra

Sr. No.	Project Title
32.	Education and Rehabilitation of Children Living in Slums in Allahabad
33.	Administration and Management of Processes at Door Step School
34.	A Study of the Efforts Needed to Provide a Dignified Life to the Street Children
35.	Impact Assessment on Arthala Bal Vidyalaya