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2017

WE CARE: CIVIC ENGAGEMENT INTERNSHIP REPORT

Jasani Center for
Social Entrepreneurship &
Sustainability Management

June 2, 2017

Acknowledgement

We Care team expresses its sincere gratitude to Dr. Rajan Saxena, Vice-Chancellor, NMIMS & Dr. Debashish Sanyal, Vice Provost (Management Education) and Dean (School of Business Management) for giving us the autonomy to execute the We Care internship. Special mention needs to be made of the Office Bearers of SVKM. Their appreciation and support always kept us motivated.

We take this opportunity to express our sincere gratitude to all the 240 organizations who placed our students despite their constraints. They accommodated our request and invested their time and efforts to provide a wonderful learning experience to our students.

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Last but not the least we are thankful to the students of the 2016-2018 batch for adhering to the We Care code of conduct and contributing their bit to the social sector.

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Executive Summary

We Care : Civic Engagement Internship is in its seventh year of succession. Since its inception in 2010, We Care is successfully achieving its objective to socially sensitize the MBA students.

In the current year from February 1 to 24, 2017, 603 students were placed in 240 organizations across twenty one states and three union territories. One NRI student was placed in Singapore with a healthcare social enterprise startup. The typology of placement organizations included 227 NGOs/social enterprises, four public sector and nine private sector corporations. Amongst the 240 organizations in which the students were placed, 26% of organizations accepted our interns for the first time. The balance 74% of the organizations have been placing our interns over the last few years.

In all the students contributed total of 79736 man-hours during the internship duration of 24 days commencing from February 1, 2017. Students handled wide range of projects with mentorship support from the organization which included education, health, differently abled, environment, animal welfare, livelihood support, skill development, business development of NGO/social enterprise, CSR, digitalization, financial management, resource mobilization, and women empowerment.

To orient the students to the social sector, 50 orientation workshops were conducted with the help of SRF volunteers. Experts were invited to conduct special workshops on 'Stakeholder Mapping and Need Assessment' and 'Disability' to further enhance students' knowledge on the mentioned subjects.

In addition to the mentors appointed by the internship organizations, in all 44 faculty mentors extended their support to monitor and assess the student's performance.

Post internship feedback reveals that 62 percent of the organizations rated students' conduct as excellent and 27 percent as good. The feedback on the internship revealed that while students acquired knowledge about the issues of the marginalized, NGOs also gained lasting benefits from the students' professional skills and contribution.

It was heartening to know that students felt that the We Care internship helped them to understand the ground realities and become more socially responsible. This is the evident from the fact that 64 percent of the students reported to have excellent experience with the internship organization and 23 percent rated their experience as good.

In all three students defaulted in adhering to the We Care code of conduct. Two out of the three students were issued warning letters. One student was assigned library internship and was required to intern for additional hours in an NGO.

We Care internship not only provides experiential learning to the students but also a platform to share their learning and innovative ideas with the peers and experts from various sectors. Post internship Poster Presentation was organized on March 11, 2017 to facilitate sharing of knowledge. The event was inaugurated by Mr. Darshan Kanani, Founder of Sankalp Organics; Mr. Harish Srigiriraju, Associate, Advisory Research at Dasra; Mr. Parin Kothari, Founder & Director at Livelihood Project Canada and Mr. Sambhrant Sharma, Business Head, Litchi Knowledge Centre and Director - Vision Implementation, Sri Aurobindo Society, New Delhi. The posters were evaluated by 63 distinguished judges from the industry, academia, NGOs and government organizations. Top 21 teams were awarded with cash prizes worth INR 2.02 lakh.

Table 1
Major Feedback

Students	Internship Organizations
1) 84% reported higher level of satisfaction with the internship organizations.	1) 85% expressed higher level of satisfaction with students' conduct.
2) 89% expressed high level of satisfaction with regard to projects allotted to them.	2) 80% reported higher level of satisfaction with regard to students' project management skills.
3) 86% of the students reported having high level of clarity with regard to reporting.	3) 82% organizations reported higher level of satisfaction with regard to report compilation skills desplayed by the students.
	4) One organization reported that one of the students placed with them had defaulted in adhering to the We Care code of conduct. They expected the institute to take cognizance of the behavior displayed by the student.

Table 2
Important Recommendations

Recommendations by Students	Recommendations by Internship Organizations
1) 11% students recommended that internship duration should be increased so that their participation in the project implementation generates the expected impact.	1) 24% respondents suggested that internship duration should be extended to give proper opportunity to the intern to have the multilateral feel of society.
2) 9% students felt that the projects should be in alignment with their interests and skill sets.	2) 8% of the respondents suggested that students should visit the organization prior to the internship and be interactive and proactive for better planning of the projects. Students should learn about the organization & their projects well in advance.
3) 12% students suggested that projects should be assigned prior to the internship. There should be clarity regarding organizations expectations and project deliverables.	3) 2% of the respondents proposed that students should be resident of same city or has relative or friend with whom he can stay. Minimum commutable distance allows intern to contribute more.
4) 2% students felt that the organization/project area should be closer to their place of residence.	4) 2% of the organizations proposed that students should not be assigned the project work in home town because they get more busy in their family engagement or tend to come late / go early.
5) 7% students proposed that paperwork and deliverables should be reduced to increase availability of time for the project work.	5) 5% of the respondents provided their suggestion related to academic inputs on importance of the social internship, social work, legal framework, report writing, critical analysis and strategy interpersonal skills.

We Care: Civic *Engagement* Internship 2016-17

1. About We Care

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 since 2010 *We Care: Civic Engagement Internship* has been an integral part of MBA curriculum.

The focus of the internship is to inspire and educate future managers to examine social realities and enable them to create a care economy. To attain this agenda students are placed in NGOs/CSR departments and Government organizations across India. Chart 1 below maps the We Care internship scenario since 2011.

Chart 1
We Care Placements – Overview
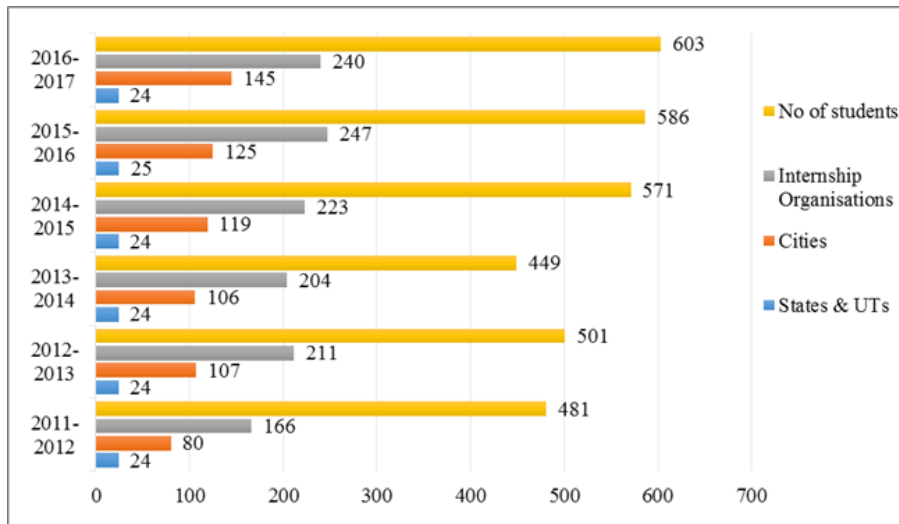
There has been substantial increase (25%) in the number of students completing We Care internship since 2011-12. Though there is no major difference found in the number of States that have been covered during the We Care placement, there is sizeable increase in the number of cities covered as well as internship organizations associated with. In comparison to 2011-12 the number of cities in which students have been placed has increased by 81% and number of internship organizations has increased by 45% in 2016-17.

1.1 Number of Students

In all 603 students were placed for the We Care internship between February 1 to 24, 2017. (*See Table 3*)

Table 3
Students: Specialisation wise

Programme	Female	Male	Total
MBA	158	366	524
MBA HR	44	35	79
Grand Total	**202**	**401**	**603**

1.2 Internship Execution

Internship execution requires undertaking sequence of actions in the areas of collating data, mapping and aligning skill sets with organizations' requirements, orientation of students and other related activities. Table 4 below describes the same.

Table 4
Internship Execution: Schedule

Internship Execution: Schedule Task	2016 - 2017
Collection of student's personal data, area preferences, skill-sets. *(Refer Annexure 4)*	June 28 – July 10, 2016
Sorting of student's data, follow up with them for collating data	June 30 – July 14, 2016
Collection of CVs & student's preferences for placement. Establishing contacts with internship agencies over phone/emails. Seeking strategic alignment between student's preference and internship organizations, connecting them with students and follow up with students and internship organizations	July 13 – December 16, 2016
We Care Orientation Workshops (50 Nos.)	July 22 – December 23, 2016
Workshops on - Disability Management - Stakeholder Mapping	December 14 & 15, 2016 December 17, 2016
Designing 'Code of Conduct' and 'We Care Project Report Submission Guidelines' and We Care FAQs	June 11 to June 13 & November 12 to December 2, 2016
Appointment of 44 Faculty Mentors *(Refer Annexure 3)*	October 16 - December 29, 2016
Internship Execution	February 1 – 24, 2017
Internship feedback duration - Students - Organizations	February 22 – March 5, 2017 February 22 – March 6, 2017
Poster Presentation	March 11, 2017
Drafting We Care Report	March 24 – Jun 2, 2017

1.3 Student Placement

In order to facilitate the placement process students were provided with the database of the internship organizations in their respective hometowns. Students selected their internship organizations based on their area of interest, as well as ease of commuting from their place of residence. Students whose parents were working in PSUs were given option to work with the CSR department of the respective organization. Students whose hometowns were in remote places were provided with option to work in an organization in the nearby vicinity or CSR Department of Tata Housing Limited. Some students opted to be placed in Mumbai in lieu of their hometowns.

The We Care officer established contacts with various organizations to understand the placement requirement in terms of intern's skillsets, language, prior experience and so on. After seeking strategic alignment between student's preference and internship organization's requirement, students were connected with their respective internship organizations through email. In few cases, the internship organization selected students based on personal / skype / tele-interviews.

In totality students were placed in 240 social sector organizations spread across 145 cities in 21 states and three union territories. One NRI student was placed in Singapore with a healthcare social enterprise startup. (*Refer Annexure 1*).

Chart 2(A) below presents the cross sectorial mix of internship organizations. The distribution of various social sector domains of internship organizations is presented in Chart 2(B).

Chart 2(A)
Distribution of Organizations
(Cross-sector wise)
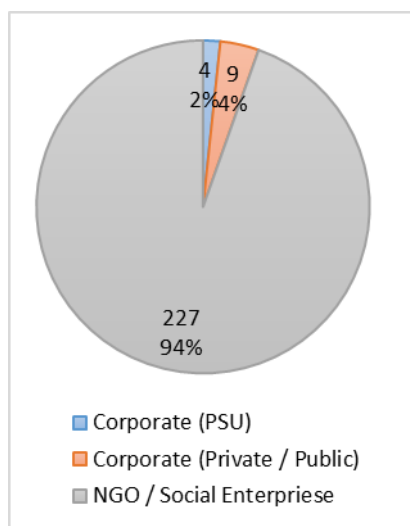
Chart 2(B)
Distribution of Organizations
(Social development sector wise)
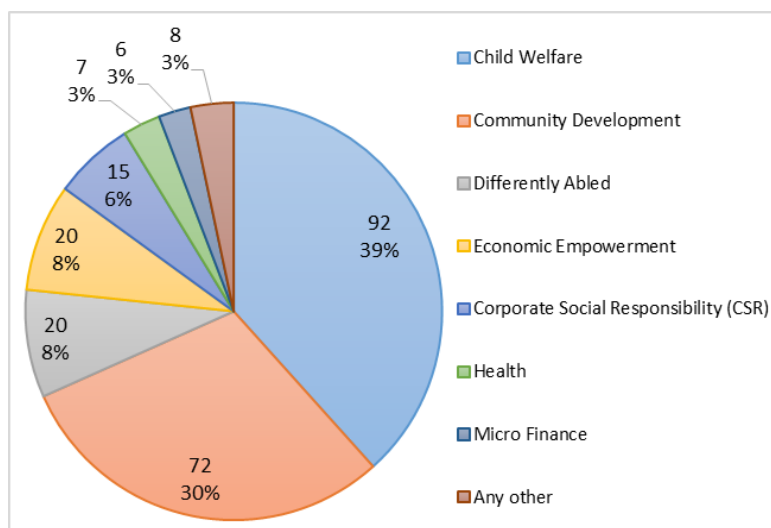
Note : 'Any other' includes NGO working for Animal Rights, Women Empowerment, CSR & Environment

Chart 3(A) below presents the distribution of the students across private and public sector organizations. Chart 3(B) lists distribution of students across various domains of social development.

Chart 3(A)
Distribution of Students
(Cross-sector wise)

Chart 3(B)
Distribution of Students
(Social development sector wise)
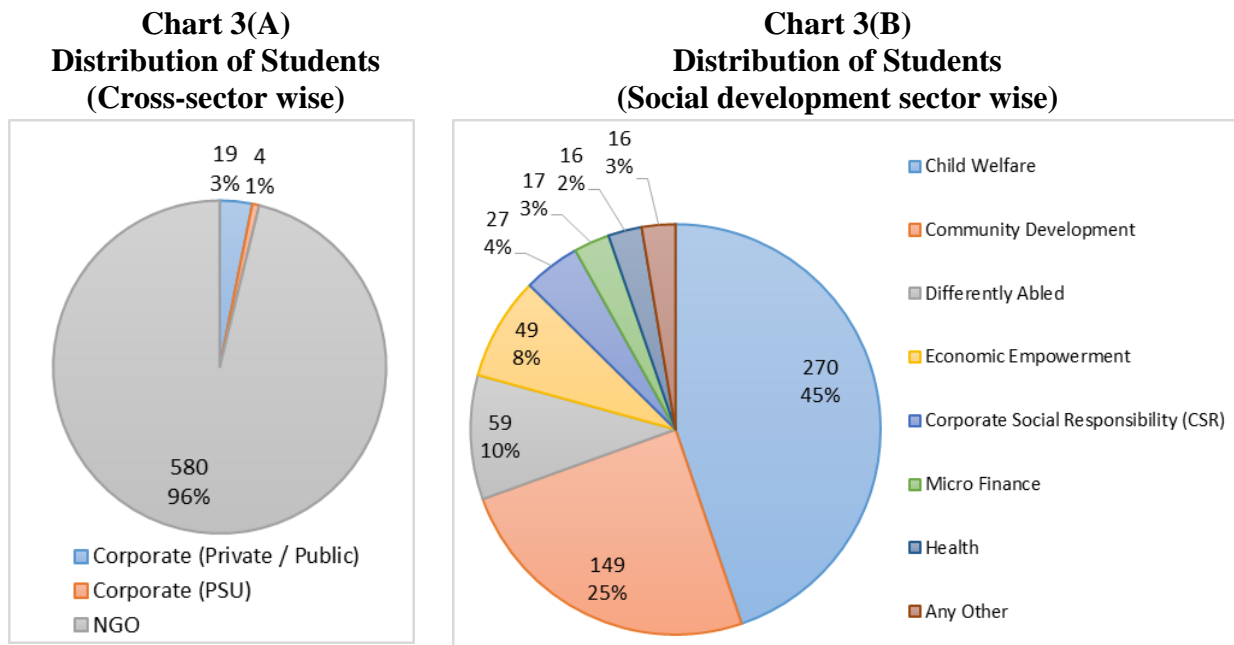
Note : 'Any other' includes NGO working for Animal Rights, Women Empowerment, CSR & Environment

1.4 We Care Workshops

a) We Care Orientation workshops
Prior to placement to orient students to the social sector 50 orientation workshops were conducted by the We Care team between July 22 to December 23, 2016. It was mandatory for all the students to attend orientation workshop. These workshops were handled by the Community Development Officer and Senior MBA students. The workshops provided basic inputs on rationale for internship, expected code of conduct from interns, work culture of social settings and other important aspects. The workshops clarified expectations from the students and establish their rapport with the We Care team.

b) Stakeholder Mapping Workshop
Ms. Ananya Prabhavalkar, Visiting Faculty NMIMS conducted a workshop on Stakeholder Mapping and Need Assessment on December 17, 2016. The workshop was organised for 7 students who were placed in Tata Housing. The workshop helped in enabling the participants to undertake stakeholder mapping and need assessment exercises in the field.

c) Workshop on Disability
Ms. Simi Vij, Visiting Faculty, NMIMS conducted a workshop on Disability. The workshop was organized in two batches on December 14 & 15, 2016 for 60 students who had been placed in 20 NGOs across 10 states. The workshop provided an understanding on prevalence of disability, types of disability and role of government & NGO's in management of disability. It also provided an interactive and practical training in techniques utilized for interacting with disabled people.

1.5 Monitoring and Reporting

During the year in all 44 faculty mentors were appointed to monitor the students' internship progress through emails and telephone. In addition to the faculty mentors, four Regional In-charges were appointed to facilitate monitoring and grievance handling. The volunteers of Socially Responsible Forum (SRF) were instrumental in monitoring the physical presence of the students in internship organization. This helped in counselling and taking corrective actions in time to help interns to complete the internship with due diligence.

A few faculty mentors contacted the organizational mentors to learn about the students' performance while a few mentors paid field visits.

The students were required to adhere to the following:
- a) Each student was required to maintain the daily/weekly reporting log to be approved and signed by their respective internship organizational mentor. After the internship each student was required to submit duly signed copies of both the documents to the faculty mentor.
- b) At the end of each week students were required to submit on line weekly reports for tracking the progress of the project and to give update on activities planned for the next week to the We Care team in Mumbai
- c) On conclusion of the project each student was required to submit final project report to the internship organization and the institute as per the guidelines provided
- d) Each student was required to adhere to the 'Code of Conduct' specified by the institute as well internship organization.

1.6 Evaluation

Assessment of students' performance was done based on the following criteria:

1. Securing 'Certificate of Completion' from internship organization
2. Submission of soft copy of final project report to the internship organization, faculty mentor and *We Care* team in Mumbai
3. Securing 'Certificate of Completion' from faculty mentors on the basis of:
   - Communication with the faculty mentor prior to as well as during the internship
   - Submission of hard copies of daily and weekly reports duly approved and signed by the organizational mentor
   - Submission of soft copy of final report
   - Participation in the Poster Presentation
   - Viva-voce based on the final project report
   - Mapping student's learning through Rubric (Refer *Annexure 5*)
4. Presentation of learnings through the Poster Presentation to independent jury

1.7 Feedback

Feedback was solicited through online feedback forms from the students as well as the internship organizations. The feedback data was collated to:

1. Examine the opinion of students regarding level of satisfaction with internship organizations, project execution, clarity of reporting, support provided by the faculty mentors and students' learning's from the internship

2. Analyze the views of the internship organizations regarding level of satisfaction with students' conduct, project execution and quality of reporting
3. Solicit recommendations from students as well as internship organizations for strengthening We Care internship
4. Recognize special contributions made by the students

2. Methodology

Design of the We Care Rubric & Feedback	The assessment of the student's performance by faculty mentor covered 3 data points spanning 9 variables. Information for the same was captured through the We Care Rubric sheet. *(Refer Annexure 5)*
	Student feedback covered 11 data points spanning across 38 variables. Information for the same was captured through an online questionnaire. *(Refer Annexure 6)*
	Internship organizations' feedback was covered with the help of 5 data points consisting of 14 variables. Information for the same was captured through an online questionnaire. *(Refer Annexure 7)*

Respondents	Feedback was solicited from
	    a) 603 MBA students
	    b) 129 internship organizations

Duration of Data Collection	Students :- February 22 to March 5, 2016 Organizations :- February 22 to March 6, 2016
No. of Responses Received	All the 603 students submitted their feedback. Apart from the digital feedback students placed in Childline, Dhanbad sent us news coverage of their work. In all 52% (132) organizations submitted their feedback. 129 organizations submitted digital feedback and 3 organizations submitted their feedback through email / letter.
Result Analysis & Interpretation	Information gathered was analyzed using descriptive statistics to present a comparative picture of the students' as well as internship organizations' review about the *We Care* internship. - The level of satisfaction of students with internship organizations, project execution and reporting clarity was evaluated using a five point scale. Based on the score, responses were categorized into high, moderate and low levels of satisfaction. - The level of satisfaction of internship organizations with the students with regard to their conduct, project execution and reporting quality was evaluated using a five point scale. Based on the score, responses were categorized into high, moderate and low levels of satisfaction. - Data pertaining to faculty mentor feedback was classified into five categories depending on multiple preferences of the students. - Data pertaining to We Care as a learning experience was classified into two categories based on positive and negative responses of students. - Major learning's as specified by the students were classified into three categories and appropriate inferences were drawn. - Data pertaining to special contributions made by students, special comments by the internship organizations and recommendations from both the type of respondents were classified into specific categories and appropriate inferences were drawn.

3. Findings: Feedback from Students

Students' Feedback was collated on the following aspects.
- a. Satisfaction levels with regard to internship organizations
- b. Project Execution
- c. Clarity for Reporting
- d. Special Contributions
- e. Learnings from the Internship
- f. Support received from faculty mentors
- g. Suggestions for future

Following analysis is based on the feedback given by 586 students who pursued their internship.

3.1 Level of Satisfaction: Internship organizations

The level of satisfaction of the students with the internship organization was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very Poor' (1). The parameters used to infer the level of satisfaction were a) quality of interpersonal relationship; b) orientation provided to interns; c) working atmosphere provided to interns and d) utilization of intern's time.

Data for the last five years as depicted in Chart 4 highlights that students have expressed high level of satisfaction in their We Care internship. In the current year too, 84% of the students experienced higher level of satisfaction. The students were able to build rapport and closely associate with the organizational staff and its work culture mainly due to supportive atmosphere at internship organization and guidance and mentorship provided by mentor.

Chart 4
Level of Satisfaction : Internship Organizations

Feedback Overview : Last five years

Year	High	Moderate	Low
2015-2016	84%	15%	1%
2014-2015	81%	17%	2%
2013-2014	87%	13%	1%
2012-2013	88%	11%	1%
2011-2012	82%	16%	2%

Feedback : 2016-2017

High	84%
Moderate	15%
Low	1%
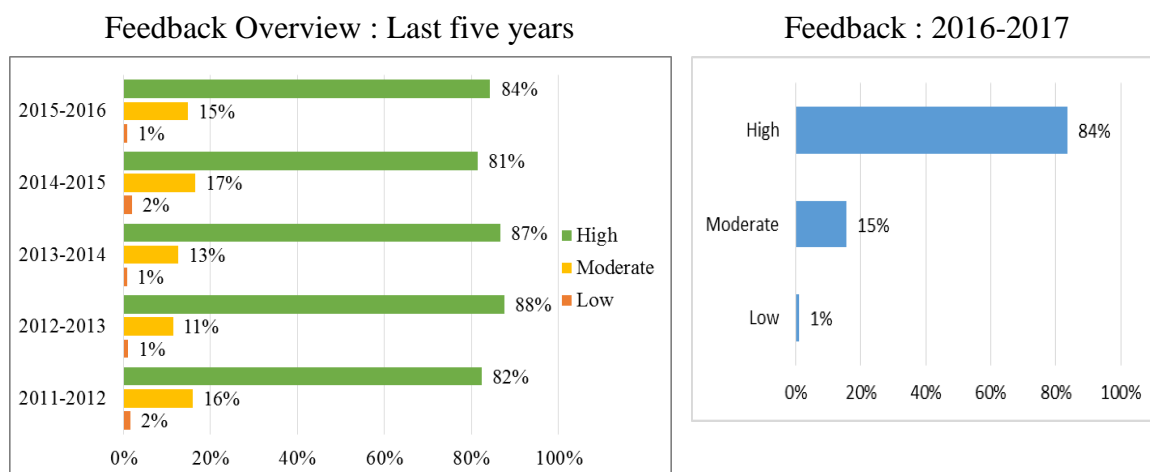
a) Sensitization & humaneness:
We care experience has sensitized students to a great extent. Sharing his experience Samdarshi, placed in Nidan MFI, Patna (Bihar) stated, *"I gained awareness about the urban poor and socially excluded sections of the society. It also helped in honing my persuasion abilities while communicating with the common public. I also learnt how to organize events with the support of my organization mentor."* Similarly Divye Gupta, placed in Asha Deep Foundation, Delhi

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shared, *"It was really a brilliant experience. It was satisfying that I was able to help the society as well as people who are not fortunate enough with my work. I will keep on contributing in these kind of social activities in future also. ... It made me realize how much fortunate we are in our lives. It helped me become a better person."* Prasanth Reddy studied about weaver community during his internship with Center for Action Research and People's Development (CARPED), Hyderabad (Andhra Pradesh). He mentioned, *"I got to understand how the handloom weaving industry works and how art forms are exploited by corporates and how governments are being numb on the issues."* Internship with Tara Foundation, Darbhanga (Bihar) sensitized students towards the issues of farmer community. Explaining this further Samar Sindhu says, *"I came to know about the ground reality of Indian farmers and support provided to them. While gaining knowledge of farming sector, farming related terms and methods I understood the need for becoming sensitive to the needs of Indian farmers and underprivileged people."*

Besides sensitizing students towards ground realities and making them aware about their potentials to make a difference it also helped them to groom their humanness. In this regard Ashish Kapoor, placed in Hope Foundation, Delhi stated, *"I have learnt that no matter where we go in life we should always help the society and we should do this as it will bring happiness in other people's lives. I learnt about team work and the way an NGO builds a relationship and trust in the community."* Shivika Berry, who interned with Delhi Council for Child Welfare (DCCW) mentioned, *"The internship experience at DCCW boosted my own level of confidence in public speaking by way of delivering soft skill sessions. Got an understanding of how a small amount of contribution can impact people in huge ways."*

For Prity Agarwal observing poor people during her internship with Swami Vivekananda Vani Prachar Samity (SVVPS), Durgapur (West Bengal) made her more humble and more eager to interact with under privileged people. Siddharth Gupta, intern at Agastya International Foundation, Bengaluru (Karnataka) mentioned, *"I built on my patience level as teaching a class of 60 students requires a lot of patience. One can learn more from children, rather than children learning from us."* Priyanka Dhir, placed in Aakash Maindwal Foundation, Ghaziabad (Uttar Pradesh) stated *"It humbled me to see the situation of the girls studying there and helped me realize how being an educated citizen I can actually make a difference to their lives."*

b) Appropriate Project Allocation:
Moderate level of satisfaction was reported by 12% students. These students felt that the nature of internship projects allotted to them could have been better. They felt that that the internship organizations could have utilized their skills sets in better manner. Lekhinee Desai, placed in Atma stated, *"The skills weren't utilized to the fullest and the work culture and atmosphere wasn't good."* Arushi Gupta placed in Deepalaya (Delhi) mentioned, *"Some projects are not as per the interests and skills of the person which makes them lose interest in the same."* A few others felt that mentorship support from the organization was minimal. Disha Gurnani, intern at The Kanchan Foundation, Vashi (Maharashtra) felt that the We Care Program can be improved through mentorship support.

The above discussion implies that the NGO staff needs to design projects which could utilize management skillsets of the students effectively to keep them engaged. It is also important that organizational mentors facilitate the performance of the students and inspire them.

Low level of satisfaction was reported by 3% of students. Concerns related to long distance travel and shorter duration of completing tasks were reported as their major impediments. These students felt that internship organizations were unable to design appropriate internship tasks or set feasible expectations.

c) **Enhancing Experience:**

It can be inferred from the feedback that overall students found We Care internship experience enriching as it provided them an opportunity to work for the society. They also understood the need for creating social awareness specifically related to education & welfare programmes among the resource deficit communities. Sejal Banka placed in Hope Kolkata Foundation, Kolkata (West Bengal) mentioned that the We Care internship was eye opener for her. Siddharth Raizada, intern, Pragati Social Services Society, Karnal (Haryana) expressed, "*I understood the importance of creating a positive impact for others who arent as blessed as us. It sensitized me to the problems in rural areas and examine how the current government is building up policy to address them.*"

They admired the efforts put in by the social sector organizations despite the barriers they faced due to lack of resources. Krishna Teja Pokkuluri placed in Jana Kalyan Welfare Society, Rajahmundry (Andhra Pradesh) understood the problems faced by NGOs for sustenance. Aakarsh Durbhakula, who was placed in Ashray Akruti, Hyderabad (Telangana) mentioned, "*I learnt about importance of robust monitoring and evaluation techniques, limitations in availability of critical resources such as finance, manpower etc., and how the NGOs are working effectively with help of efficient mapping and coordination.*" Chaitanya Bhupati Raju, placed in Tabitha Development Society, Bhimavaram (Andhra Pradesh) stated "*During the internship I had a good understanding on how NGO's are run and difficulties faced by them in running the organization. I met various people for sponsorships which was a different experience all together.*" Jinisha Sen placed in Srijan Foundation, Hazaribagh (Jharkhand) mentioned, "*Got acquainted with social issues, the challenges that NGOs face in implementing any program, how villagers perceive the help that they are getting and if they are using in right manner.*" Akriti Gupta, placed in Literacy India, Gurgaon (Haryana) expressed, "*NGOs like Literacy India are striving very hard to raise funds from different sources to carry out their operations. Their struggle becomes harder when they have to prove that it is not for their own profit making that they are working, but actually want to make a contribution towards upliftment of the society. The perception towards NGOs should change. There is a large part of our society that cannot even afford the basic necessities of life and there is still a long way to go towards sensitizing the better fortunate people of the society. Programs like We Care Internship is a good way of doing so.*"

Paridhi Sethi, placed in Lok Biradari Trust, Indore (Madhya Pradesh) expressed, "*Work for a cause. All this time, the sole reason for us to pursue MBA was to beg higher packages because we always thought that destination happiness is achieved from the path of money. These 24 days changed our perception completely. In an NGO you get a higher aim, you will learn that if you want money you will have to work for a cause. NGO proves that you can work for money and social welfare both at same point of time.*" Bhawna Chaudhari who interned in Prayas Social Welfare Society, Faridabad (Haryana) viewed her experience little differently. She stated, "*The NGOs function like any other organization. Directly reporting to the CEO helped me to understand the administrative tasks performed at that level. Not everyone associated with the NGO might be dedicated to the cause. Regular orientation is required for such people to remind them of the cause they are associated with.*"

Rajat Sukhija & Mithuri Sood in their feedback mailed to the Jalandhar Welfare Society, Jalandhar (Punjab) mentioned, "*Working for the development and empowerment of the underprivileged community is a cause very few noble souls engage in, and with your NGO we have been sensitized to it at greater level than before. We promise to carry your legacy forward, and in your words, "Stand for the truth and be the truth.*"

It was evident from both formal and informal discussion that students have developed feeling of compassion. A few expressed the desire to be associated with the NGO or contribute for a cause in future too. Divyansh Bhateja & Sakshi Pruthi, interns at Roshani Educational Society, Faridabad (Harayana) expressed that they would like to be associated with the NGO for rest of their life. Divya Gupta, who interned with Asha Deep Foundation, New Delhi expressed, "*It was really a brilliant experience. I got involved in various projects of the NGO, did field work also. It was satisfying that I was able to help the society as well as people who are not fortunate enough with my work. I will keep on contributing in these kind of social activities in future also.*" Sounak Acharya, placed in Sneh Sampada Vidhyalaya, Bhilai (Chattisgarh) expressed, "*I learnt importance of sharing knowledge to enable people. Small step by us makes a big difference in the lives of people from rural community. I will connect with a cause and work sincerely in the future.*" Pratyaksha Gupta, placed in Aaradhana, Agra (Uttar Pradesh) stated, "*I got a zeal to work for society in future.*" Parveen Kumar Sinhmar, intern of Sristi Gyan Kendra, Rohtak (Haryana) expressed, "*I learnt that initiative is the main thing to start with any noble cause. Giving something back to the society gives us satisfaction and I would be keen to continue with the organization even after my MBA.*"

3.2 Project Execution

During the internship period, students were expected to work individually or in teams on specific project(s). Depending upon the cause pursued by the internship organizations the projects covered wide-ranging areas such as child welfare, education, disability, community development, micro finance, resource mobilization, corporate social responsibility, environmental sustainability and others *(Refer Annexure 2)*.

The level of satisfaction of the intern regarding project execution was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very Poor' (1). The parameters used to infer level of satisfaction were a) importance of the project to the organization; b) clarity of expectations; c) autonomy given to complete the project and d) support received from organization mentor to complete the project.

Chart 5
Level of Satisfaction : Project Execution
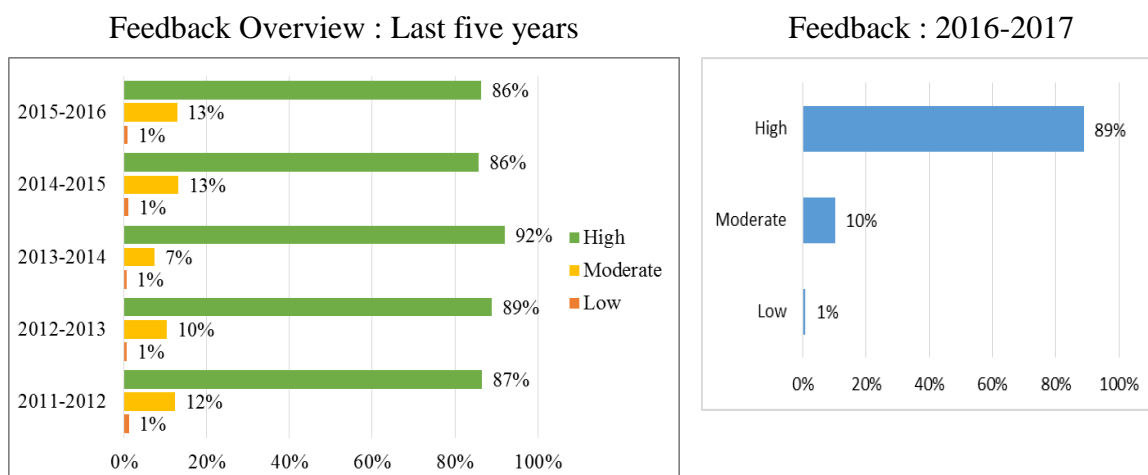
Data for the last five years as depicted in Chart 5 highlights that students have expressed high level of satisfaction in handling We Care internship projects. In the current year too, 89% of the students experienced higher level of satisfaction.

a) Application of Management Education:

Most of the students felt that the projects assigned gave them an opportunity for practical implementation of management education in the social domain. According to Deeksha Aggarwal placed in Sri Aurobindo Society, New Delhi, *"Interview with the innovators made me realize that getting recognized from the highest authority, is what made the teachers zealous. They are all moving towards being those teachers which Sri Aurobindo Society strives to create. This was a practical experience of classroom HR teachings of keeping people motivated."* Aritra Mukherjee, intern at Chaitanya Charitable Trust, Jamnagar (Gujarat) mentioned, *"I worked on the financial domain for Chaitanya, it gave me managerial insights into the finance field and it gave me an opportunity to apply my theoretical knowledge in a practical scenario."*

Meghana Kashyap placed in Sikshana Foundation, Bengaluru (Karnataka) mentioned, *"The internship helped us to gain insights into the work culture and the methodologies of Sikshana Foundation. We learnt how to approach the task assigned systematically by breaking down a huge task into smaller pieces thus focusing on the critical aspects and realizing the essence of the task. The program helped us impart the theoretical knowledge of Marketing STP (Segmentation, Targeting and Positioning) to practical environment as our work required us to segment the companies based on their CSR policies and then finalize on the companies that Sikshana Foundation would benefit from targeting and then finally brainstorm ideas as to how Sikshana Foundation can be positioned to tackle that target segment."* Neil Gonsalves, placed in CSR Department at Larsen & Tubro, Mumbai (Maharashtra) expressed, *"Through the subject of CSR in trimester 1, I only got a theoretical view of the CSR world. I always wondered how would it work in practice and the internship gave me the opportunity to learn CSR planning from a large company's perspective. This internship was extremely enriching as it gave me the opportunity to work with L&T while they were planning their CSR for the FY 2017-2018. The entire experience of meeting people who have dedicated their whole life to CSR is very inspiring. They give you this feeling that more than just coming to office and working. There more happiness is in giving. I also received a firsthand experience of programme evaluation by doing the same for Larsen & Toubro programmes. I developed my strategy for evaluation based on many reports and a detailed analysis was done on them."* Students placed in Sakthi Vidiyal, Madurai (Tamil Nadu) mentioned, *"We got the opportunity to implement the theoretical aspects of business management that we learnt in our course in real time through our financial policy analysis project."*

b) Autonomy:

Students valued the autonomy given to them by their organizational mentors which allowed them to utilize their inherent and acquired skill sets more effectively. During his We Care internship Praveen S K, placed in Vidyarambam, Chennai (Tamil Nadu) came up with new initiatives being given a free reign to execute the project. Paridhi Sethi, Placed in Lok Biradari Trust, Indore (Madhya Pradesh) mentioned, *"During our first few days at the NGO, we lacked authority and had to consult the administration department very often for every minor or major issue. But over the time, we were able to develop a good rapport with the authorities of the NGO. Soon we were part of the LBT family. They granted us the rights to move freely in the areas of the premise where outsiders were not allowed. They considered us worthy enough to take decisions according to what we considered was right. They gave us full rights to mold the children".*

c) Role of Mentors:

The guidance received from mentors during project execution kept the students motivated and helped them to learn new things or hone their skills. For instance Keya Kulkarni, intern at Sol's ARC, Mumbai (Maharashtra) mentioned, *"Accompanying the organizational mentor during a*

partnership proposal process with another NGO helped me understand the opportunities and challenges faced during collaborations with other organizations". Shruti Saran who was placed in CSR department of Larsen & Tubro, Mumbai (Maharashtra) stated, *"Presentation skills were honed and continuous feedback from seniors and mentors helped to improve and refine the methods used."* Samdarshi, intern at Nidan MFI, Patna (Bihar) mentioned, *"Project execution helped in honing my persuasion abilities while communicating with the common public. I also learned how to organise events with the support of my organization mentor"*. In their mail feedback to the organization three students placed in SOC Children Village, Pune (Maharashtra) mentioned, *"Thank you Mr. Girijavallabhan for teaching us it's not always results which matter, effort matter more. Thank you Surekha madam for always being there, Swati madam for guiding for the FSP project and Shubhangi madam for timely help provided."*

d) **Project Clarity:**

Moderate level of satisfaction was reported by 10% of the students. One percent students reported low level of internship satisfaction. Those who reported having moderate or low level of satisfaction opined that they could have been given appropriate projects along with adequate clarity about project and mentoring. Mriduldhari Agarwal placed in Shikhar Yuva Manch, Bilaspur (Chattisgarh) mentioned, *"At times, there was lack of proper structure. Complete details of what project the student would work on can be obtained prior to start of the internship and accordingly the institute can assist the student on what can be seen as a key learning and what can he get from the internship."* Few students were disappointed since they could not get field work experience during the internship. Shubham Jain, who was placed in CSR Department of Gujarat Narmada Valley Fertilizers & Chemicals Limited, Bharuch (Gujarat) stated, *"being the CSR unit of GNFC they were more on the administration and paperwork side so they did not give me much field work nor do they gave live project."* On the contrary Ms.Kanika Malik, intern in I-India, Jaipur (Rajasthan) mentioned, *"We as MBA students should be given more roles in the NGO related to the field we have recently explored since basic operations and volunteering work can be done by any other person as well."*

On the whole these students felt that the internship organizations could take more efforts in utilizing student's time and skill sets. This implies that the interaction of the students with internship organizations prior to their internship duration is a must. The organizational mentor and students should mutually discuss and decide the internship project well in advance. It is important that mentors consider the interest area of the students along with their competency and skillsets in project allocation.

In the context of clarity 2% students mentioned that there was lack of clarity regarding the project work to be carried out and deliverables expected from them. For instance Prerit Khandelwal placed in CSR Department of Tata Housing Limited, Gurgaon (Haryana) suggested, *"Get the deliverables beforehand to help the students understand the project and assess the feasibility."* Annapurna Trivedi, intern at Smile Foundation, Mumbai (Maharashtra) mentioned, *"Clear goals should be set for students in terms of expectations from college (since deliverables here are sometimes not countable). It would help quantify learnings in a better manner."* Rahat Malhotra, placed in Childline, Ludhiana (Punjab) stated, *"More clarity on the expectations with respect to the personality development of the candidates would be helpful."* Vishnuprasad, placed in Association for the Welfare of the Handicapped, Kozhikode (Kerala) suggested, *"If a list of possible projects that can be handled is given to each NGO it would be easier for the NGO to allocate projects."*

More than 1% students expressed that there is need to give clarity to the NGO especially the project mentor on objectives of the internship, the types of projects which can be assigned to the management students, the deliverables and outcomes of this internship. Karanjit Singh,

placed in Indian National Portage, Chandigarh mentioned, "*NGOs should be directed to use the interns as management trainees and minimize their work in operations and indulge them into managerial activities. This should help, since, most NGOs are not very organized and require a higher degree of management.*"

It can be summarized from the above discussion that the social projects handled by students have created a sense of empathy among students. They were able to guage how they can use their skill sets in aiding NGOs to address a few social issues. Based on the feedback it can be inferred that, internship organizations need to optimize the utilization of the intern's skill sets by providing project related clarity and mentorship support. Through formal and informal feedback the students it can be inferred that the students expects more clarity in the projects.

3.3 Contribution by students

As illustrated in Chart 6, over the period of last five years the students have contributed to design policies or revise the existing systems and processes by offering management inputs. Students applied their academic learning and introduced new techniques to improve the projects outputs. In the current year too, 60% of the students stated that they offered management inputs and contributed to designing policy, employee manuals, reengineering management processes and so on. Students introduced technological inputs in the form of automation and standardization of systems & processes to reduce manual work. They provided IT support by designing MIS tools and integrating databases across various departments of the organization. Impact/need assessment surveys, cost benefit analysis made by the students paved the way for strengthening project management.

Chart 6
Special Contribution by Students
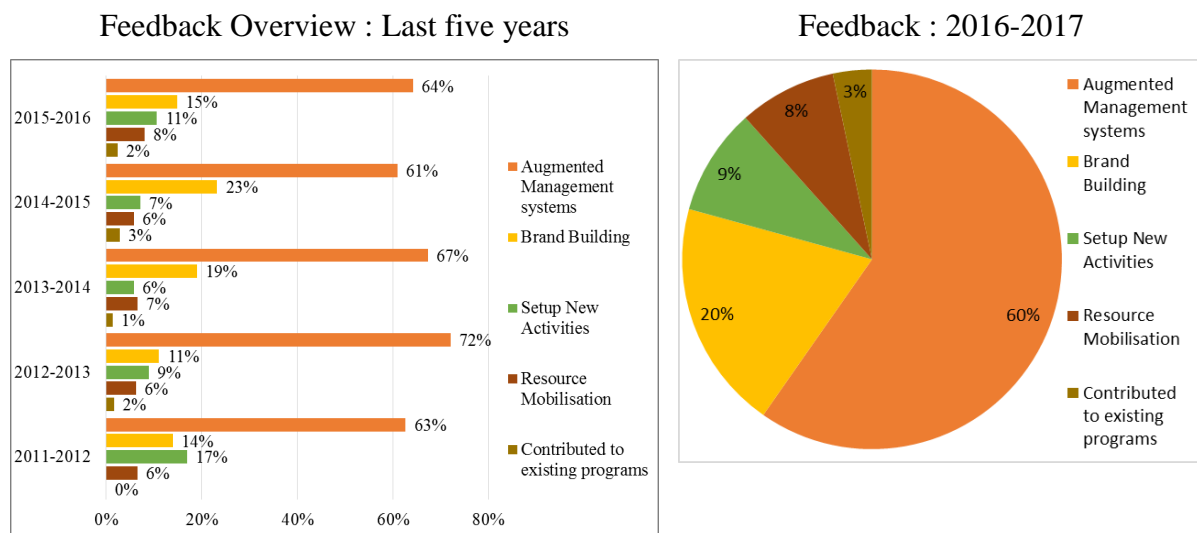
a) **Project Typology:**

In all 77 students (around 13%) helped the internship organizations for developing database management system. It included collecting and organizing data, digitation of the database, data analysis and designing MIS reports. Around 7% (40 students) were involved in conducting training for the beneficiaries or staff of the internship organizations. More than three percent (19 students) supported the organizations with reviewing & revising old policies / processes, designing new policies / manuals for the beneficiaries / volunteers / staff members. For instance

students placed in Deepalaya (New Delhi) and Door Step School (Mumbai, Maharashtra) designed Sexual Harassment at Workplace policy. Students placed in Fair Trade Forum (New Delhi) designed FTI brand user manual. Students placed in Saath Charitable Trust (Ahmedabad, Gujarat) designed Training Manual for Home Managers. Students who interned with Turn Stone Global (Kolkata, West Bengal) designed Child Protection Policy. 16 students (3%) developed case studies.

As a part of the internship project, 20% of the students contributed towards increasing the visibility of the respective internship organizations. Some students devised and deployed marketing strategy. Students placed in Childline actively participated in awareness campaigns for the children. A few students designed new websites while a few redesigned the existing ones by making them more informative and interactive. Students also helped in increasing the audience reach of the organizations through social media tools such as facebook, twitter and blogs. Students designed brochures, wrote success stories and created PowerPoint presentations and videos mainly to enable their organizations to make a perfect pitch to the potential donors. Students also assisted in conducting workshops and organizing events to spread awareness among the beneficiaries.

b) <u>New Initiatives:</u>

In the area of new initiatives, 9% percent of the students contributed to increase the overall impact of the work done by the organizations. Students contributed to setup new activities. It included conducting survey, devising and deploying strategy, costing and budgeting, designing new pedagogy etc. For instance Sounak Acharya, intern at Sneh Sampada Vidyalaya (Bhiali, Chattisgarh) helped in setting up the IT infrastructure and training staff on how to use it for enrolling students in government schemes. Students placed in Child Survival India, New Delhi prepared estimated budget and identified the appropriate construction sites for setting up child creche. They also undertook costing and suggested a go to strategy for the water purification plant at Narela to make it profitable. Hirav Rajput devised business plan for setting up mini dal mill for Deepak Foundation (Vadodara, Gujarat). Navneet Raj, an intern at Adarsh Seva Sansthan (Jamshedpur, Jharkhand) was involved in digitization of some villages in the region. The students placed in Trivandrum Social Service Society, (Thiruvananthapuram, Kerala) helped the NGO in business development of a cattle farm. Shreya Das conducted a feasibility analysis of a food truck to be run by her internship organization Indian Institute of Cerebral Palsy (Kolkata, West Bengal).

c) <u>Appreciation of contribution:</u>

Internship organizations also appreciated the students' contribution which they considered vital for the development / growth of their organizations. This is evident by the fact that 13 out of the 129 respondent organizations who provided their digital feedback also sent mail appreciating the students' contribution. Ms. Soumi Dutta, Program Director at ASHRAY - South Vihar Welfare Society for Tribal (Ranchi, Jharkhand) mentioned in her mail, *"This year Mr. Govind Krishnan and Mr Sankalp Srivastav had been our part and have contributed their valuable time and knowledge in understanding the major issue of Human Trafficking prevalent in the state. They have worked hard to understand the phenomenon so as to provide recommendations for countering this heinous crime and have drafted innovative IEC materials that could be utilized by the organization in the future."* Ms. Sharalene Moonjely, Director – Fundraising and Communications at Arpan (Mumbai, Maharashtra) mentioned *"I would like to acknowledge the great work that the 2 students who were placed with Arpan, Ninad Kirodian and Nikhil Chawla. We were very impressed with their quality of work and discipline. This was the 1st time that Arpan had ever taken interns and we have been pleasantly surprised by the experience. In fact, we would be happy to have a couple of students who can contribute regularly for Marketing and M&E."* Ms. Dipti Gandhi, Founder Director of Muskan

Foundation for People with Multiple Disabilities (Mumbai, Maharashtra) stated, *"Your students contributed in all ways to specific areas they were well conversant with and also helped us develop certain management principles in our systems. They gelled with our programmes as though they were our own staff. I would like to thank you and your department for sending them to our programme. I would have loved to come for the poster exhibition, I get a lot of ideas there too, but unfortunately I am travelling."*

Contribution made by the students placed in Childline (Bhartiya Kisan Sangh), Dhanbad (Jharkhand) and Naya Sawera, Jaipur (Rajasthan) was published in the local newspaper. (See Annexure 8)

Three organizations which were unable to provide digital feedback sent their feedback through email. Appreciating the student's efforts K.V.V Lakshmi, Founder, Tabitha Development Society (Bhimavarm, Andhra Pradesh) wrote *"Your student Bhupatiraju Chaitanya has been a good value addition to our organization. He did all the things that we had asked him to do and also suggested things which we were unaware previously."*

Child Aid Foundation (Vijaywada, Andhra Pradesh), Gramin Evam Nagar Vikas Parishad (Patna, Bihar), Roshni Educational Society (Faridabad, Haryana), Vidisha Social Welfare Organization (Vidisha, Madhya Pradesh), Navjiwani School of Special Education (Patiala, Punjab) and Milaan: Be the Change (Lucknow, Uttar Pradesh) rated the students' contribution as excellent and having lasting benefit to the NGO.

Hence it can be surmised from the above discussion that by and large students helped the organizations in developing management system, designing policies and streamlinging the preoceses. They also contributed to increase organization's visibility through social media marketing. It is evident from the feedback that internship organizations considered students' contribution as valuable and having lasting benefits for their organsations.

3.4 Reporting

As per the code of conduct laid down by the Institute, students were required to submit online weekly logs to help the We Care team and faculty mentors to track the progress of their projects during the internship. It was also mandatory for the students to submit hard copies of daily and weekly logs duly signed by the organizational mentors and the final report at the end of the internship.

Post internship, the students were required to meet the faculty mentor for viva-voce. To crystallize student learning, a poster presentation was scheduled on March 11, 2017.

The level of clarity regarding reporting was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very Poor' (1). The parameters used to infer level of clarity in reporting were a) clarity of expectations in terms of reporting; b) clarity in submitting final report and c) clarity given for poster presentation.

Chart 7 highlights that 86% of the students expressed high level of satisfaction with regard to clarity in reporting. Moderate level of satisfaction with regard to clarity in reporting was expressed 13% of the students. One percent of the students reported low level of satisfaction regarding the clarity of reporting.

Chart 7
Clarity of Reporting
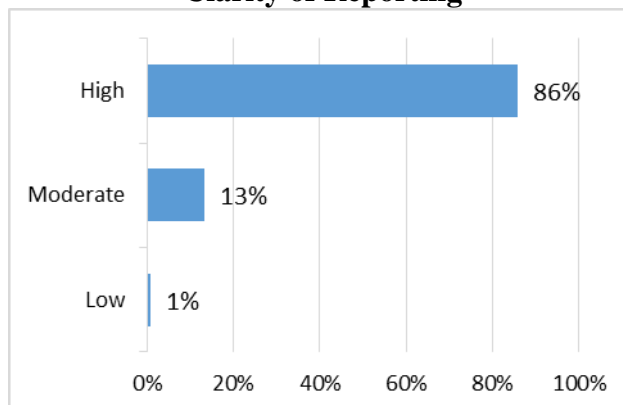
In all 9% students felt that submitting both daily and weekly logs is redundant. Submitting digital weekly report as well as hard copies of daily and weekly log with signature of organisational mentor caused dissatisfaction. Suman Saurabh placed in Smile Foundation, Delhi mentioned, "*If we are required to fill daily logs, weekly reports can be scrapped as it becomes redundant.*" Akshay Singh, placed in Milaan : Be the change, Luchnow (Uttar Pradesh) mentioned, "*It does no good if the very idea of WeCare brings feelings of lethargic paperwork, superfluous reports and insipid operational legwork. For sustained positive change to the society from the student body, the motivation to do your bit has to come from within, it cannot come from a threat from an external authority.*" Surya Pratap Singh, placed in Udgam Charitable Trust, Gandhinagar (Gujarat) stated, "*The structure given to the internship is not really required as the work done at the NGOs doesnt really have any structure or a project specific. Even the NGOs are annoyed because of all the weekly and other requirements asked to them. Though tracking the work is important and daily log should be enough for the entire duration.*" Akshay Chandak, who interned with Gramin Vikas Mandal, Chhindwara (Madhya Pradesh) expressed, "*There are too many reports to be filled during internship. There is no need to get signature on weekly report if you already have daily logs.*" According to him its wastage of paper. Sameer Shah, placed in Atma, Mumbai (Maharashtra) mentioned, "*A lot of reporting needs to be done - daily logs, weekly logs, final report, poster competition, final presentation & report to the working organization.*" Aditi Gokhale, Intern at World Wildlife Fund India, Mumbai (Maharashtra) stated, "*Lesser documentation is suggested. The daily log+ weekly log+ online weekly log + final report + poster presentation is extremely tedious. Even for the organization mentor to sign as she was often not present.*" According to Ankit Ranade, placed in World Wild Fund India, Hyderabad (Telangana), "*We Care team must reduce the amount of hardcopy documentation required, especially when things such as weekly logs can be filled online and can be ratified by NGO mentor over mail.*" Rahul Dugar, placed in Bhoruka Public Welfare Trust, Kolkata (West Bengal) suggested, "*The daily logs could be replaced with project completion logs so as to focus on project completion within a deadline rather than completing a day's work.*"

Through formal and informal feedback the students it can be inferred that the students expect to reduce redundancy or paperwork. They found it redundant to submit daily logs, weekly logs in hard copy and online. Students suggested to reduce paper work and deliverables enabling them to give more time for the work.

3.5 Faculty Mentor Support

In all 44 faculty mentors were appointed to monitor the students' internship progress. Faculty members were also requested to monitor and evaluate the performance of their respective mentees during the internship period. The faculty mentors were required to provide inputs, monitor and assess student's progress in the duration of the internship.

To provide immediate intervention to address internship grievances four regional in-charge executives were appointed. This aided in facilitating the mentorship to the students.

Feedback was solicited in order to gauge the support received by the students from their respective mentors based on the following parameters:

1. Inputs prior to internship placement
2. Inputs during internship placement
3. Mid-course intervention

Chart 8
Faculty Mentor Support
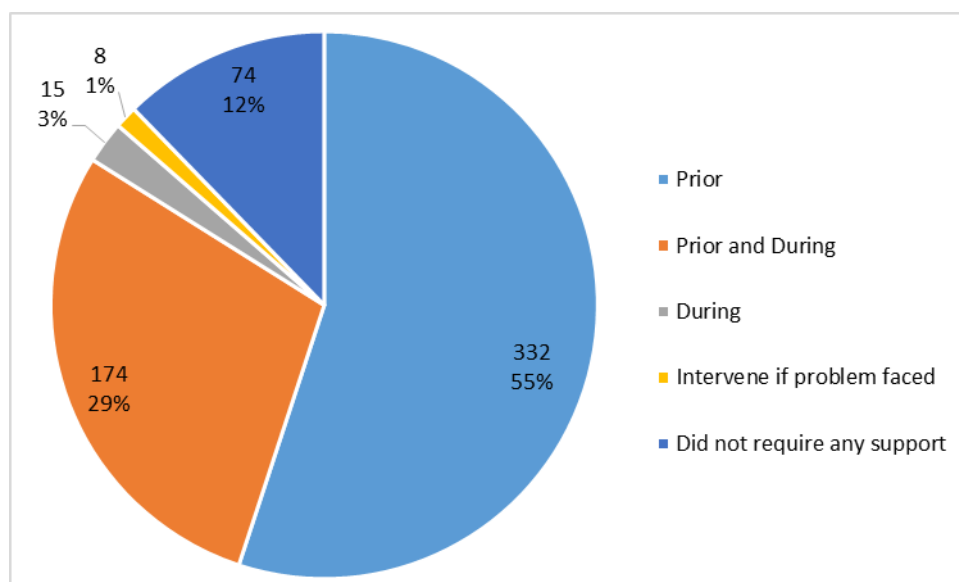
As depicted in Chart 8 above, 55% of the students received inputs from the faculty mentor prior to the internship. 29% of the students received inputs from the faculty mentor prior to as well as during the internship.

Before proceeding for the internship 16% of the students could not meet their faculty mentors due to the busy academic schedule and examination. During the internship duration 15% contacted their faculty mentors and kept them abreast of their work. Only 1% of the students contacted their faculty mentors to resolve some concerns. Those who did not need any faculty mentor support amounted to 12% of the students strength.

More than 2% students opined that faculty mentors should provide more support to the students. Aman Ajmani, Placed in Shikhar Yuva Manch, Bilaspur (CHattisgarh) mentioned, "*Weekly contact by faculty mentor could be initiated as a mandatory procedure.*" Some students felt that the projects allotted should be discussed with the faculty mentors prior to the internship. Kritika Singh, intern at Milaan, Lucknow (Uttar Pradesh) mentioned, "*The projects*

which will be allotted to the intern should be verified by the mentors beforehand." To set rapport between the institute and the internship organization, faculty mentors should frequently interact with the organizational mentor either through mail or personal visits. Amrita Iyer, intern in CSR Department of Tata Housing stated, "*There should be a joint meeting between student, ngo/organizational mentor, and faculty mentor prior to beginning the internship*" A few students opined that in addition to faculty mentor, senior students placed in the same NGO or any other NGO can be appointed to facilitate the internship experience. Harshit Goyal, placed in Childline (SGB International Foundation) Ludhiana, Punjab suggested, "*A prior session with mentors or seniors about the existing problems faced and solutions given could have been more useful.*"

It can be inferred from the feedback that the students expect more participation and support from the faculty mentors. They also suggested that interaction with the senior students / buddy mentors would be more helpful.

Students were also asked to give feedback on ease / difficulty experienced by them in contacting their respective faculty mentors and the mode of communication utilized for the same.

Chart 9(A)
Responsiveness of the Faculty mentors

- Received response when contacted
- Encountered difficulties
- No need
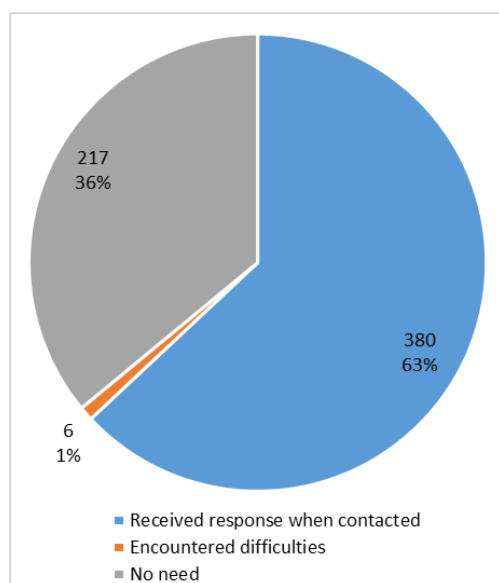
Chart 9(B)
Methods of communication used by students

- Meeting
- Meeting/Email/Telephone
- Email/Telephone
- No need
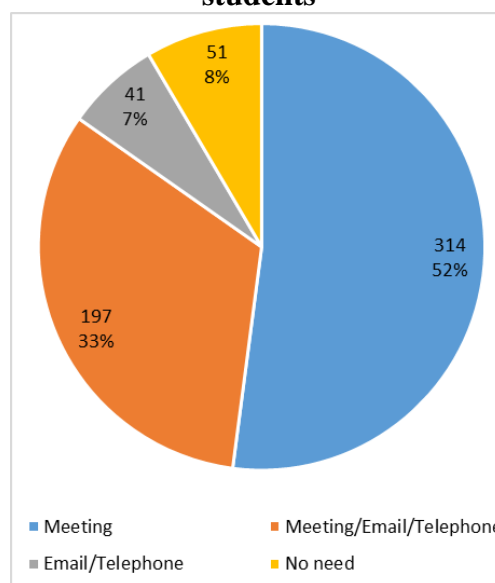
As revealed in Chart 9(A) above about 63% of the students received responses from the faculty mentor when contacted. 1% reported that they had face-to-face meetings with faculty mentor.

Chart 9(B) confirms that over 7% of the students communicated with faculty mentors either through email or telephone. 33% used multiple modes of communication.

Overall, the support given by the faculty mentors was reported to be satisfactory by those students who sought it actively.

3.6 Learnings from the internship

As depicted in chart 10(A) below 98% of the students agreed that We Care internship was a good learning experience. The feedback data observes that in all 15 students (2%) felt that the internship experience was not beneficial. Students were also asked to specify three major learning's from the internship. The responses of the students were classified into appropriate categories based on the inferences : a) Projects; b) Social sensitization and c) Self-development which is displayed in Chart 10(B).

Chart 10(A) We Care: Learning Experience	Chart 10(B) Learning from the internship
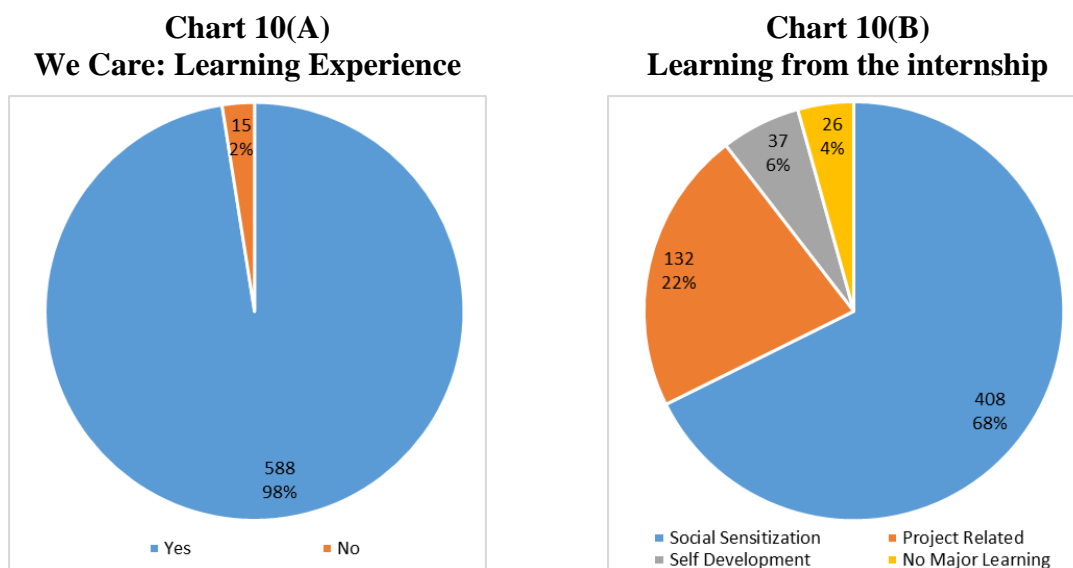
a) Social sensitization and various aspects of social sector :

Students reported that the internship made them sensitive towards social issues. They learnt about the real life issues of under privileged people. Prateek Gupta, placed at Divya Disha, Hyderabad (Telangana) stated, "*Key learning that I got from the internship is that the lives of unprivileged society can be improved by engaging community, government and NGO. Through field visits I came to know about the issues which slum children are facing in their lives, so I was able to see the ground realities of society.*" Megha Gupta, placed in Hope Foundation, New Delhi expressed, "*I learnt that giving back to the society is essential. Our small efforts can make a huge difference in someone's life. One should never lose hope in life, no matter how many hardships we face.*" Prity Agarwal, placed in Swami Vivekananda Vani Prachar Samity, Durgapur (West Bengal) mentioned, "*The way of life of poor people is very different. This internship provided me an opportunity to closely understand their livelihood and influence their food habits. I became more humble and more eager to interact with underprivileged people.*" The learning shared by Ms. Ramya, who was placed in Ehsaas, Lucknow (Uttar Pradesh) is very touching. She mentioned, "*Solutions to an issue do not come through talking or crying over it. A problem is solved only through an action or an initiative to solve. The reasons behind distress may be grave. We should not be judgemental about others. We should talk to them about the issues vexing them. One should not only live for themselves but must have an equal obligation to the society.*"

Krishnendu Saker, placed in Haiderpur Shelter of Malda (West Bengal) mentioned, "*Our key learnings are various steps to rehabilitate the physically challenged candidates, methods to issue a disability certificate and identity card. We also got an exposure to understand the requirements which enable the physically challenged candidates to work in the BPO Sector. Over all, the internship helped us to understand social issues of disabled and strategies adopted*

to resolve them." Mriduldhari Agarwal placed in Shikhar Yuva Manch, Bilaspur (Chattisgarh) mentioned, *"I gained an understanding about child line and how it can it be an effective tool for children. I also got to know how people in bottom of the pyramid live and their needs. Learnt how to reach the core issue while extending help for rural people because they are hesitant to talk and share."* Bharadwaj Kanamarlapudi, placed in Social Educational and Economic Development Society (SEEDS), Guntur (Andhra Pradesh) shared, *"I learnt about ground reality of resource management, lack of awareness of government policies by public, lack of project implementation and tough reality of juvenile lives."* Arushi Gupta, placed in Deepalaya, New Delhi expressed, *"I understood the difficulties faced by impoverished families and their mindset regarding sending their children to schools. Even though children are studying in the same class, they have different understanding and grasping power. Since the curriculum has to be completed, students' learning abilities are hampered. I also learnt how children themselves are very enthusiastic to study and learn but their family conditions are such that they are taken out of schools and forced to work. However, when their parents are made aware about the importance of education, they make an effort to send their children to the remedial classes being conducted by the NGOs."* Mayank Kumar, an intern in Adarsh Seva Sansthan, Jamshedpur (Jharkhand) mentioned, *"Through field visit understood the challenges faced by slum dwellers for fulfilling basic amenities. It was a new experience for me. I had never seen this dimension of society before so closely. I learnt about the Government schemes like Swachh Bharat Mission and Pradhan Mantri Awas Yojan. The internship helped in improving my leadership skills as I tried to convince people to apply for funds under PMAY and spread awareness about digitalization."*

Tushar Gawade, placed in United Social Welfare Association (USWA), Belgaum (Karnataka) stated *"I got to learn how child issues are addressed and challenges that occur in providing care and protection to the children. Among the various child issues the most severe one in areas near Belgaum district is the child marriage and to address these issues various awareness programs have been conducted. For children who are rescued from harassment or any abuse or who have lost their parents, provisions have been made in hostel and all basic necessities along with education are provided till the age of 18."* Aswathy L, placed in Welfare Services Ernakula (Kerala) expressed, *"I learned about the importance of Self Help Groups and Micro finance support given to the marginalized part of the society. The internship gave me insight into different ways of empowering people, also the challenges faced in following each method and how the operations and structure of a non-profit organization is different from that of a profit centered organization."* Rohit Iyer, placed in Astitva, Dombivali (Maharashtra) mentioned, *"It made us more sensitive towards the specially abled and we realised how blessed we are. Got information about health insurance schemes like Niramaya scheme for the specially abled provided by National Trust of India, statutory requirements and compliances Trust needs to fulfil."* Vaibhav Bangar, placed in Nehru Yuva Kendra, Bhilware (Rajasthan) opined, *"Villages in India are still in very backward stages. We must take some time and money to think about and act on pressing issues about them. Youth of India needs a strong policy along with proper awareness of policies. We must be socially responsible. The subjects CSR, environment management are not just theories, after visiting villages, I felt the need to embrace those theories into action."*

Managing within Constraints :
Students learnt about the functioning of the NGO / CSR department, the skills, efforts and patience required to work in the field and the difficulties they face while working for the cause. Students placed in Association of Rural Development and Action Research (ARDAR), Visakhapatanam (Andhra Pradesh) reported, *"Interaction with the beneficiaries was a learning experience. Fund allocation is something I learnt from ARDAR, as they have limited fund so it becomes more important to spend it wisely on important activities. Also got to learn dispute*

resolving skills, since mostly the organisation deals with uneducated people. When we visited colleges, we had to use our presentation skills to make students understand what this NGO does and how they can help them." Saiyam Jain, placed in CRY, New Delhi expressed, "*I learnt how much effort it takes to affect change at the grassroots and how content the children were with the limited resources they had. Watching them triggered change in me. It is not really about how much funding an organization is getting, it is about how effectively they use it in effecting change in the society.*" Neha Sharma, placed in Sahyog Microfinance Ltd., Bhopal (Madhya Pradesh) mentioned, "*Learnt about the social issue handled by the organization, how the company is making a difference in economically backward society through its offerings, difficulties faced by the field officers to provide training to the clients, disburse and collect money from them.*"

Surya Rajendran, intern in Smile Foundaiton, Chennai (Tamil Nadu) expressed, "*The key learnings during the internship is our understanding of the communities, their lack of even basic facilities and infrastructure, social issues and the strategies NGOs use improve them like building community role models. We felt that our country has enough opportunities and talent but we are not able to best exploit both because of infrastructure and social issues. We now strongly believe that all change must start at the grassroots level as it will have positive ripple effects across all sections of society. Also we learned about the operations of NGOs and how the society can help them reach out to the underprivileged.*" Himank Gulati, who interned with Udaan Society, Aligarh (Uttar Pradesh) expressed, "*Udaan society works on different projects and individual cases. It is constantly growing and developing and everyday there are new challenges. I learned how to face these constant changes and serve the community in a better way. Rural communities are not aware of free medical services provided to people below poverty line and it is important to educate people so they can be benefited from such schemes.*" Ajith Reddy, placed in Serve Train Educate People's Society , Shrikalahasthi (Andhra Pradesh) stated "*I learnt about the working of NGOs, kind of documents & funding mechanisms which are required, challenges faced by NGOs and difficulty of mobilization in rural areas.*" Divye Gupta, placed in Asha Deep Foundation, Delhi shared, "*I got to see how perfectly an NGO manages everything within the given financial boundaries helped me understand, how organizations can be operated efficiently despite having various constraints.*"

Alternate Perspective :
Some students mentioned that the internship learning gave altogether different perspective towards life. For instance Venkata Lokesh, placed in Mahita, Hyderabad, Telangana mentioned, "*The internship helped me see the other side of reality, made me sensitive to social responsibility and provided me a valuable learning experience while on field and conducting research.*" Sanketh Kulkarni, placed in World Wildlife Fund, Secunderabad (Telangana) expressed, "*Practical experience of industrial dumping and environmental damage made me more sensitive towards environment.*" Anchit Satsangi, placed in Aaradhana, Agra (Uttar Pradesh) mentioned, "*Learnt about Ghumantu tribe, I didn't know anything about them.*" Akhil Dureja, placed in District Child Welfare Council, Ambala (Hrayana) stated, "I s*aw the hardships faced by underprivileged people, developed a new attitude towards life and became more patient.*" Rohan Dubey, placed in Mahita, Hyderabad (Telangana) mentioned, "*I got broader perspective of life and developed empathy towards others.*" Sakshi Goel, interned with Akash Maindwal Foundation, and Shivangi Tandon, placed in Empowering Minds, both at Ghaziabad (Uttar Pradesh) stated that the We Care internship gave them altogether a different perspective towards life.

A few students expressed that they got exposed to different aspect of their home town. According to Adarsh Mani, placed in Sakthi – Vidiyal, *"A neverbeforeseen home city exposure and experience while I visited and taught the children from underprivileged background."* Sonali Gupta, placed in Action for Women & Rural Development, Kanpur (Uttar Pradesh) stated, *"I got to see ground reality of women in my city, how government is still lacking in providing basic support to slum women and how to contact employers for placement of these women."* Achyuth J placed in Trivandrum Social Service Society (TSSS), Thiruvananthapuram (Kerala) stated, *"Got to understand the working model of a dairy farm which I would not have learned anywhere else and the grass root problems faced by people especially in my hometown."*

Project Management Skills :
In all 5% students reported that they learnt project implementation / project management skills. For instance, Chandan Sharma, who interned with CSR Department of Balmer Lawrie, Silvassa (Dadra and Nagar Haveli); Vaishak Anil and Dharmesh Praveen placed in CSR Department of Tata Housing Limited, at Goa and Gurgaon sites respectively, mentioned that they got to know how CSR projects are implemented effectively. Abhishek Kaushik, placed in Conserve India, Bahadurgarh (Haryana) mentioned, *"Got to learn that we have to start with small project, set clear deadlines and have benchmarks throughout the project. There is no need to begin with the purpose in mind and not wander with the information."* According to Mudit Sehgal, intern at Literacy India, Gurgaon (Haryana), *"I got an exposure as to how to create an organizational structure for a project."* Shruti Saran and Aditi Parab, placed in CSR department of Larsen & Tubro, Mumbai (Maharashtra) stated, *"Through this internship, I realized that a lot goes into making the CSR projects work out successful. Each project, big or small, goes on to make a lasting impact for the target group and location chosen. Employee participation is essential for the successful completion of critical CSR projects. It is necessary to sensitize the employees as well as the community about the social issues prevailing in our neighborhood."* Khitindra Dalai, intern at Rural and Urban Socio-Cultural Help, Puri (Odisha) mentioned, *"I learnt project management skills in a social setting, understood the employer and employee's psyche and how they motivate themselves in a social sector environment."*

Self Development:
Many students were involved in development of handling management systems in the internship organizations. More than 7% students expressed that they developed the **organizational or management skills** during the We Care internship. For instance Karanjit Singh, intern at Indian National Portage Association, Chandigarh stated, *"Understood the methodology of selling something as intangible as a cause."* Jatin Dargan, placed in Asha Deep Foundation, New Delhi mentioned, *"I learnt about internal operations of an NGO. Understood management bottlenecks faced by NGOs and selfless nature of employees working for a greater cause."* Arpan Banerjee, placed in Samaritan Help Mission, Howrah (West Bengal) expressed, *"I was able to understand how the finance sector of an organization works for. Internship helped me to hone my management skills by identifying various issues and how they could be streamlined."* Sumit Jakhar, placed in Maitri India, New Delhi mentioned, *"Even an NGO requires management to sustain, wecare allowed me to have the experience of working in with management that works for the upliftment of society."* Harish Chhabra, placed in Society for Child Development, New Delhi stated, *"I learnt about the recruitment process used by the organization and the qualities that are taken into consideration by the senior management when they hire academic facilitators and academic support group members."* Bharat Mani, placed in Asha Handicrafts Association, Mumbai (Maharashtra) stated, *"I got insights for operations and marketing management in a Fair Trade market. Got exposed to consumer psyche and ways of empowering artisans."* Manik Sajnani and Sameer Shah, interns at Atma, Mumbai (Maharashtra) expressed, *"We understood various gaps in operation management of*

NGOs, importance of passion in one's area of work, implementing change management and importance of standardization." Ashutosh Bansal, placed in Centre for Civil Society, New Delhi stated, "*I gained experience in a not for profit organization environment. The internship helped in enhancing our ability to accurately diagnose problems and find suitable solutions for them. It expanded our horizon and forced us to dig deeper in the liberal thinking philosophy.*"

In all 3% (22) students reported that they developed **people management / interpersonal skills**. During the internship they got opportunity to deal with individuals from different strata of the society. Abhinav Mishra, placed in Sankalp, Jharkhand (Jamshedpur) mentioned, "*We Care helped to improve my interpersonal skills by interacting with various companies for donations.*" Pavan Rajkumar, placed in Ugam Gramin Vikas Sanstha, Hingoli (Maharashtra) stated, "*I understood importance of developing interpersonal relations at the organizational level.*" Ankur Madaan, placed in Association for Social Health in India, Panchkula (Haryana) mentioned, "*I learnt different ways to interact with students of all age group and to make sponsorship marketing pitch.*" Amrita Iyer, intern at CSR Department of Tata Housing Limited, Mumbai (Maharashtra) expressed, "*I am now more confident and at ease with approaching and talking to people of authority (like gram panchayat leaders), I learned how to modify my plans/questions according to the background of the people I am interacting with. It is very different when talking to people with an urban background like Thane and those in villages like Betegaon, Birwadi etc.*" Adarsh Agrawal, placed in ADARSA, Sambhalpur (Odisha) mentioned, "*I got opportunity to gain firsthand experience the problems faced by people, to interact with local slum people who are very difficult to convince and win over with trust and to interact and work along with government officials in the Sub-Collectorate of Sambalpur in solving live child cases.*" Himank Gulati, who interned with Udaan Society, Aligarh, Uttar Pradesh expressed, "*I learnt how to interact with different people who are unreached and underserved. I understood what measures should be taken to critically analyse ones problem to reach to a better solution.*" Ujan Bhattacharjee, placed in Association for Social and Health Advancement, Kolkata (West Bengal) stated, "*I got a close look into rural India and the hardships faced by the villagers. It was a great life lesson on how to lead life with a smile on our faces with whatever we have. I learnt to interact and conduct discussions with people belonging to the rural parts of India.*"

Similarly 22 students (3%) expressed that their **communication and content writing skills** were improved. Anand Krishnan, placed in Apex Voluntary Agency for Rural Development, Chalakudy (Kerala) mentioned, "*The process of fixing the appointments through calls and presenting the project idea helped me to improve my communication and presentation.*" Manan Shah, placed in Junior Achievement India, Mumbai (Maharashtra) shared, "*We Care really helped me develop my public speaking skills. It was very beneficial as I picked up key business communication skills, both written and oral. My documentation skills improved.*" According to Aman Ajmani, who interned with Shikhar Yuva Manch, Bilaspur (Chattisgarh) the internship helped to improved his skills of writing case studies.

In all 20 students (3%) understood importance of **team work**. For instance, Digvijay Singh placed in Naya Sawera, Jaipur (Rajasthan) mentioned, "*I learnt how to manage a group effectively and how team work can make a difficult and hectic task look so simple and smooth.*" Dhruv Shah, placed in Catalysts for Social Action, Thane (Maharashtra) stated, "*We Care internship helped me in developing time management and team building skills.*" Mridul Sharma, intern at Love Care Foundation, Ghaziabad (Uttar Pradesh) mentioned, "*The We Care internship taught me to work in an unstructured environment and helped me to realize the importance of teamwork.*" Tania Kathuria, placed in Banglanatak dot com, Kolkata (West

Bengal) stated, "*There is peer-to-peer learning while working as a team. This was a big learning.*"

It was reported by 10 students (2%) that they developed **patience** during the We Care Internship. For instance Sanchit Abrol placed in Aaradhana, Agra (Uttar Pradesh) reported, "*I developed patience since it took time for children to understand the basic concepts.*" Hari Manwani, who interned at Aseema, Mumbai (Maharashtra) expressed, "*Interacting with the students helped me to develop patience. The love for learning and enthusiasm at the school was something that got instilled in me over this month.*" Praveen S K, placed in Vidyarambam, Chennai (Tamil Nadu) stated, "*I learnt to handle everything patiently as most of the interaction was with kids.*" Salvi Shrivastav, placed in Muskaan, Bhopal (Madhya Pradesh) mentioned, "*I learnt to be patient while teaching children and listened to their stories through which we formed close relationships. This enabled me to give them suggestions and solutions to the problems they were facing at home or work or school.*" Parul Relia and Tanuj gulati, placed in Academy of Learning and Development, Mumbai (Maharashtra) expressed that they inculcated patience and compassion towards children with special needs.

More than 1% students developed sense of **empathy** towards the underprivileged section of the society. For instance Shivi Tandon, placed in Ehsaas, Lucknow (Uttar Pradesh) expressed, "*I realized that life is not fair with everyone. Empathy is more important than sympathy. I learnt endurance and selflessness.*" Ashim Harsh, placed in Nidan MFI, Patna (Bihar) stated, "*I inculcated empathy and resilience.*" Sharanya Sanjeev Sood, placed in Mamta Samajik Sanstha, Mumbai (Maharashtra) mentioned, "*The internship helped in increasing my empathy and understanding of the unfortunate.*"

A little more than 1% students understood importance of **time management**. Isha Dahiya, placed in Association for Social Health in India, Panchkula (Haryana) mentioned, "*I learnt implementing a project in shortest possible time.*" Harsh Shukla, placed in Baroda Citizens Council, Vadodara (Gujarat) mentioned, "*Learnt to work in different cogs required for organizational functioning in limited time and hence learned about time management.*"

Some students mentioned that they acquired **documentary and video making / editing skills** while working on brand building projects for the organization. Sarang Agarwal, placed in Fair Trade Forum India, New Delhi learnt **photoshop**. Sahil Channa, placed in Nipun, New Delhi mentioned, "*The exposure gave me a new perspective in photography.*"

A few students learnt about importance of **work ethics & work values** while working for the cause or organization. For instance Rhythm Agarwalla, placed in Mother & Child NGO, Kolkata (West Bengal) stated, "*I got basic understanding of how work ethics should be and developed more empathy and sensitivity towards the world.*"

Shubham Agarwal, intern at Prerona Pratibandhu expressed, "*It was a different experience altogether, interacting with children with autism, mental retardedness, and other disabilites. It was a good feeling everyday, when I interacted with the children and learnt a little more about myself. It helped me to become a more adaptive person.*"

Sujoy Kapoor, placed in Disha India, New Delhi stated, "*I had prior experience for working in a social environment but this experience definitely meant a lot. Working for and with the underprivileged kids gave me an experience that has given me a motivation to work in this field with a further renewed vigour. I learnt a lot in the field of being humble. There's nothing better than seeing those kids smile when they realise you're working for their betterment.*"

Different aspects of We Care learning were well summarized by Susithra Sridharan, an intern in Shkati Vidiyal, Madurai (Tamilnadu) She stated "*Through the We Care internship we got an opportunity to 1) work with weaker section of community and to have an impact on their life via our project which involved in bringing in behavioral change among children; 2) implement the theoretical aspects of business management that we learned in our course in real time through our financial policy analysis project and 3) we were exposed to situation where we had to learn new technique about search engine optimization, which in recent days has become most important for any organization.*"

Out of the 15 students who felt that the internship experience was not beneficial, eight students were dissatisfied with the nature of the project assigned to them and the method of implementation. Akshay Singh, placed in Milaan : Be the change, Luchnow (Uttar Pradesh) mentioned, "*From my understanding, the purpose of WeCare is to sensitize future managers to the issues that we so conveniently sweep under the carpet. It is this sensitivity that needs to be increased and prioritized, rather than a mandate to complete the various operational tasks required to be done by you at the NGO and then deem them as part of your "learning". While the WeCare team is very diligent in allotting and keeping the internship on track, it does very little to ensure that the actual work done is in line with this sentiment, a thought shared by many fellow students.*" Two out of 15 students found that the paperwork related to internship reporting as redundant. One student expressed that the projects to be allotted to the intern should be verified by the mentors beforehand. Other students did not mention any specific reason with regard to their internship dissatisfaction.

It can be summarized that the students got learning in the area of social sensitization, project management and organizational management. It gave the students different perspective to look at their home town as well as towards the life. It helped them to acquire and develop various skills, work ethics & values.

3.7 Recommendations

As displayed in Chart 11 below, 36% of the students did not recommend any changes as they were satisfied with the way the We Care program was conducted.

Chart 11
Recommendations
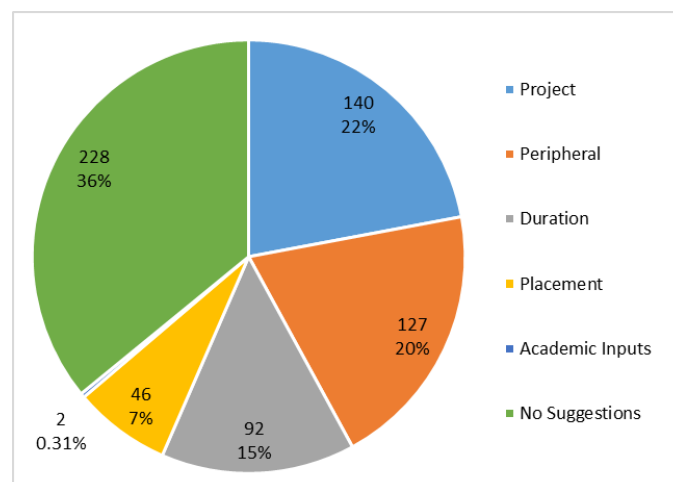
* Number will not tally with No. of students. Some of them have given recommendations in multiple areas.

Project related suggestions:
In all 22% of the recommendations received pertained to internship projects. Out of these, 58 respondents suggested that the projects should be decided **prior to the internship**. Prasanth Reddy, placed in CARPED, Hyderabad (Telangana) suggested, *"The project to be worked on can be briefed before starting the internship, So that a week's time could be saved and could be utilised efficiently instead of spending time on understanding the project essentials"* Mahipal Reddy, placed in Divya Disha, Hyderabad (Telangana) suggested, *"If we get to know what work we have to do in the internship before going to the program it will be good as we can be better prepared for it and can contribute more to the NGO."* Varsha Negi, who interned with Deepalaya, New Delhi suggested, *"The project should be informed a couple of weeks before starting of the internship as it would help the student to be prepared beforehand."* Ishani Shah, placed in Sense International, Ahmedabad (Gujarat) recommended, *"Students could be given project details along with the organization details to choose the Internship Organization accordingly."* Annupreeti, placed in CSR Department of Bokaro Power Supply Company Pvt. Ltd., Bokaro (Jharkhand) suggested *"Finalization of project to be undertaken at the respective organization should be undertaken in consensus with the wecare team before the start of internship."* Tathangata Bhowmik, placed in Hope Kolkata Foundation, Kolkata (West Bengal) suggested, *"Students can contribute to the organization in a more meaningful way if the JD/KRA is charted out in advance."* Himanshu Shekhar, placed in Chotanagpur Sanskritik Sangh, Ranchi (Jharkhand) recommended, *"Better coordination between college and NGOs so that the project on which students are going to work can be conveyed at the earliest so that students can do their homework before joining."* Bharat Mani placed in Asha Handicrafts Association, Mumbai (Maharashtra) suggested, *"Get clarity on what actual projects are, before placing the students. Otherwise, a student keen on doing more onfield ground work may end up in a desk job or vice versa. Map students' interests and try tapping NGO's which give a platform to explore these interests further. For example, if a student is interested in conducting Vocational Training, map accordingly."*

In all 53 respondents suggested that the projects should be allocated considering the **students' interest area and specialization / skills set**. There should be more productive interactions with the organizational mentor which will help the students to get the projects relevant to their preference for social development sector or management specialization. Mohit Daga, intern in Vidyasagar School of Social Work, Kolkata (West Bengal) suggested, *"Organizations should be asked to define a basic requirement for interns and utilise the skill we provide better."* Mayukh Ganguly placed in Sanved, Kolkata (West Bengal) recommended, *"Projects which utilize the time, knowledge and expertise of MBA students should be given, and not just random work. This will increase the output manifold."* Saurabh Chaudhary, who interned with Joytingle, Singapore suggested, *"Inform Organizations to tap into Business / Management acumen of MBA students in order to gain additional benefit."*

It was suggested by twelve respondents that there should be **clarity regarding the project, interns' role and deliverables** expected from them. For instance Kanak Mathur, placed in Sukarya, Gurgaon (Haryana) suggested, *"There should be a specific defined work. The work should be such that it helps in learning and it should be less of administrative work."* Nikita Gupta placed in Salaam Baalak Trust, New Delhi suggested, *"Proper work allocation and time utilisation is needed."*

It was recommended by ten students that the students should be allocated **field work**. Kunal Gujarathi, placed in Sense International, Ahmedabad (Gujarat) suggested, *"Please mention organizations where they cannot offer field work. I wanted field work but my organization could not offer the same due to highly specific nature of training required to conduct field work, and I had very little idea about the same."* Saranya Kunaparaji, placed in BREADS, Bengaluru

(Karnataka) recommended, "*Suggest NGOs to give more of field work not just business development.*" Rishabh Bucha, placed in Urmul Jyoti Sansthan, Bikaner (Rajasthan) suggested, "*Please ask the organizations to put interns to live projects. If possible please try to keep the projects more aligned towards intended specialization.*" Manish Jain, intern at Umang, Jaipur (Rajasthan) expressed, "*This intership I found very useful but somewhere I felt that it was more of internship work not the social intership. Direct work at this stage is more important. This may be changed for the next year. Otherwise this internship was one of the best experience for me.*" On the other hand Mayank Dhingra and Saurabh Fransis, placed in Prerna Social Development and Welfare Society, New Delhi suggested, "*Assign pre-internship work and post-internship work in case follow ups are needed from the company.*"

Prateek Rajeev Nanda, placed in Janvikas, Ahmedabad (Gujarat) recommended, "*Plan the internship in such a way that the students can help in multiple projects.*" Salini Madiraju, placed in Smile Foundation, Hyderabad (Telangana) suggested, "*If possible ensure that students get exposed to more than one issue.*" Rishank Dabra, placed in CRY - Child Rights and You, Delhi (Delhi) suggested, "*Focus should be more on giving social consultancy projects though at the same time also helping us understand the operational procedures. Collaborate with NGOs that focus on multiple issues rather than one issue so that an individual gets awareness about different issues in the internship rather than a single issue.*"

Vinay Dubey, placed in Hope Foundation, Vadodara (Gujarat) and Prathu Raj Singh, placed in Tata Housing, Kasauli (Himachal Pradesh) suggested that the projects should be mutually selected after student's interaction with the organization.

Mansi Gandhi, placed in World Wildlife Fund (WWF) – India, Mumbai (Maharashtra) suggested, "*Unrealistic targets shouldn't be given to students. Also, college should make sure that the power vested on the NGO is not misused and students are not overworked.*"

Anshika Garg, placed in Smile Foundation, New Delhi and Pratishtha Bharvada placed in Mother & Child NGO suggested that **availability of the projects should be checked** by the We Care team before placing the students.

Roshan Agarwal, placed in Make a Wish Foundation, Kolkata (West Bengal) suggested, "*Type of work given should be in sync with the uploaded CVs **Organization Location and contact details** should be updated in the college database regularly.*"

Recommendations related to peripheral issues amounted to 20%. The same are discussed below.

Reduce paperwork / deliverables:
Out of 127 students who gave recommendations of peripheral nature, 45 students suggested reduce paperwork and avoid redundancy in the deliverables expected from the students. Students placed in Baroda Citizens Council, Vadodara (Gujarat) recommended, "*Reporting should be made less cumbersome.*" Many were of the opinion that hard copy of weekly log can be scrapped since daily log in hard copy and online weekly log serve the purpose. For instance, Hari Manwani, who interned at Aseema, Mumbai (Maharashtra) recommended, "*Hard copy of weekly logs can be done away with given we are maintaining soft copies and a hard copy of the daily log.*" Anand Krishnan, placed in Apex Voluntary Agency for Rural Development, Chalakudy (Kerala) suggested, "*Either the hard copy or Google Form of the Weekly report may be done away with. One is redundant.*" Vibhuti Bhatia placed in TABBAR, Kota (Rajasthan) recommended, "*Since we had already filled weekly log for each week, organization mentor can be asked to send confirmation mail instead of printout or hard copy. That way we*

can save paper." Madhuraj Tripathi, placed in Indian Dreams Foundation, Agra (Uttar Pradesh) recommended for less documentation. He mentioned, "*Documents which already have a soft copy and option for filling online need to be printed for signature of NGO mentor*." According to Saumya Saxena, Love Care Foundation, Ghaziabad (Uttar Pradesh), "*Daily report is just a redundant report when students are already submitting weekly reports*."

Some students suggested to reduce hard copy of both daily and weekly log. They recommended to go green or paperless. Navodita Singh, placed in Ehsaas, Lucknow (Uttar Pradesh) suggested, "*Instead of having a paper based daily log, it should be sent through an online form daily*."

A few students suggested that only daily log can be maintained. For instance, Akhil Dureja, placed in District Child Welfare Council, Ambala (Haryana) mentioned, "*Having both weekly log and daily log was redundant, only a daily log would have been fine*." On the contrary a few students suggested that only weekly log can be continues scrapping daily log. Two students placed in Catalysts for Social Action (CSA) suggested, "*The daily log seemed like a slightly redundant process. An overall report by the NGO mentor about the timeliness would suffice. The NGO mentor had to sign exactly 100 times over various documents, which is tedious, unprofessional, uncalled for and should be avoided. The overall extent of documentation demanded seems excess*."

Priyanka Dhir, placed in Aakash Maindwal Foundation, Ghaziabad (Uttar Pradesh) suggested, "*I feel the paper work can be reduced, more trust should be vested in the students that they are actually working. Also judging every student on the same parameters during reports and viva is not fair as it immensely depends on the organization about what they intend to or can do with the interns*."

It was suggested by ten students that guideline should be provided to the internship organizations related to We Care internship, it's objectives, expected outcomes, types of projects which can be allocated to the students etc. Mohit Gulati, placed in Vishwas India, Gurgaon (Haryana) mentioned, "*The organization was not aware of the Wecare program and were not clear about our college. This should be addressed for new NGO's added to the list*." Preeti Ravindra, an intern at Sol's ARC, Mumbai (Maharashtra) suggested, "*Give a brief to the organization about how to hold internships as many NGOs are clueless about what to do and how to do it*." Surya Rajendran and V Shravan, who were placed in Smile Foundation, Chennai (Tamil Nadu) suggested that clear guidelines in terms of projects to be handled should be communicated to the NGOs which might help them structure the internship. Shubham Kakrania, placed in Vidyasagar School of Social Work, Kolkata (West Bengal) recommended, "*Communicate to the organization the purpose of the internship*."

More support from faculty mentors was recommended by six students. Besides, another set of five students stated that multiple communication should be avoided. Saiyam Jain, placed in CRY, New Delhi mentioned, "*Different email led to confusion about deadlines. One mail for each objective should suffice*." Jyothsna Sunil Mudliar, placed in Smile Foundation, Hyderabad (Telangana) recommended, "*Single email communication for one subject. Reduce spamming inboxes with same emails from different coordinators*." Christo Thomas, placed in Catalysts for Social Action, Thane (Maharashtra) suggested, "*Next time, a single mail with the correct links, would help in ease of giving weekly logs. Email from Wecare were sent to my personal gmail id (Weekly log update emails, etc). And I used to get the same mails in NMIMS id, from Namita Madam. A thorough check and usage of only NMIMS id, for communication would be helpful*."

A few students gave recommendations related to poster presentation. Eva Chopra, placed in Child Rights and You, Delhi suggested, "*Instead of the poster presentation, a documentary should be made compulsory which will be a much more realistic depiction of the condition prevalent.*" Nikita Gupta, placed in Agastya International Foundation, Bengaluru (Karnataka) suggested, "*Poster presentation must be made voluntary.*" Ram Sanjay Akula, placed in Association of Rural Development and Action Research (ARDAR), Visakhapatnam (Andhra Pradesh) suggested, "*Instead of banner presentation which involves loss of cost and wastage of material just a PowerPoint presentation can go hand in hand with the banner one.*"

Tapesh Ranjan Pal, placed in Smile Foundation, Kolkata (West Bengal) suggested, "Contacting NGOs and provide recognition for exceptional performances by students (other than poster Presentation)"

Aniket Ajinath Jamdade, placed in Ajit Foundation, Barshi (Maharashtra) suggested, "*Poster presentation exhibition date should be just after completing internship. Needs to include some like one week holiday period in the internship duration.*" Abhinaba Chatterjee, placed in Speech and Hearing Action Society, Durgapur (West Bengal) suggested, "*A little more time for poster presentation should be given.*"

Prerita Nigam and Sahil Agarwal, both placed in Indian Dreams Foundation, Agra (Uttar Pradesh) suggested, "*Stay in touch with the NGOs after the We Care internship is over; our NGO feels that NMIMS does not contact it after the internship is over. NMIMS should provide the NGOs with feedback of the students' performance in the Poster presentation and competitions.*"

The feedback data observes that 15% (92) students gave suggestions related to the internship duration. Out of these 69 students suggested that the duration should be extended at least by one week to enable them to understand NGO's working, get clarity about the project and execute a full project which will help in making a more significant contribution. Some students recommended to increase duration between 1 to 2 months. Some students recommended that *a longer duration at the project would help them to contribute more and see the outcome of their contribution offered to the NGO.* Danish Iqubal, placed in Nidan MFI, Patna (Bihar) suggested, "*The organization wants the internship for longer duration as they think our contribution was immense and if we stay for a relatively longer period we can provide better inputs.*"

On the contrary four students suggested shortening the duration of internship minimum by a week. For instance, Ujan Bhattacharjee, placed in Association for Social and Health Advancement, Kolkata (West Bengal) suggested, "*The time span is a little long for optimization of the efforts of the students. 2 weeks/15 days would be ideal according to me.*" On the other note Slachi Jain placed in World Wildlife Fund, Mumbai (Maharashtra) recommended, "*Reducing the number of hours as some NGO's had less work.*"

In all 14 students suggested for having concurrent internship rather than block placement. Some suggested We Care internship should be continued in the second year of the program, albeit it can be optional. It was also suggested that students should have longer association with their respective internship organizations for greater impact. This could be achieved by placing them in Mumbai based organizations during both the academic years. Harkirat Bachhal, placed in Child Rights and You (CRY), New Delhi suggested, "*Local NGOs should be found and partnered with for students who would like to continue such work along with the curriculum.*" Aditi Ashwinkumar, an intern of Saath Charitable Trust, Ahmedabad (Gujarat) recommended, "*3 weeks time is quite less for doing a social work/civic engagement. In spite of the tight schedule at NMIMS some provision should be done to take up social work after classes at*

college itself." Nikhil Sood, placed in Vishwa Ashray Sansthan, Palampur (Himachal Pradesh) suggested, "*I think we should be have a similar program in second year so that we can see and add to the seeds we have sown with our projects.*" Shubham Raizada, placed in Human Unity Movement, Lucknow (Uttar Pradesh) suggested, "*It can be done in mumbai itself so the month after the internship is not as loaded as it is supposed to be now.*"

Other suggestions related to duration were concerned regarding working days / hours, travel time given for reporting etc. Vipin Jha, placed in Nipun, New Delhi recommended, "*Make it 5 day program instead of 6.*" Prabhat Singh, who interned with Sankalp, Jamshedpur (Jharkhand) suggested to increase number of hours. Dhruvi Pragnesh, placed in Baroda Citizens Council, Vadodara (Gujarat) suggested, "*Students should have option of flexible working hours unlike the compulsion of being present for fixed number of hours.*" Dhruv Consul, placed in Umang, Jaipur (Rajasthan) also recommended for flexible working hours. Samar Sindhu, placed in Tara Foundation, Muzaffarpur (Bihar) suggested, "*The time duration provided to travel from college to home town is just one day which makes it little tough for people staying at far places to use cheap modes of transport.*"

Some students experienced difficulty regarding availability of project or mentorship at the organization due to pre-examination revision activities. Prerna Gaur, an intern in Prayas Social Welfare Society, Faridabad (Haryana) suggested, "*For organization like ours, the timing of the program, in February, limits the amount of work the organization can make us do. Because the exams for all their school begin in the first week of March and February is the time for revision, they are not able to allot us work which includes conducting activities for school children/ a sports day etc. The duration of the program is a little short. Considering that MBA is a rigorous course, I appreciate that SBM still includes this as a part of the curriculum, but some important aspects to an NGO like fundraising campaigns etc require longer time and hence cannot be taken up.*" Abhishek Murali, placedin Agastya International Foundation, Bengaluru (Karnataka) recommended, "*February, especially for schools, happens to be the period when there are exams, so interns are not able to spend too much time with the kids during that period.*"

One student recommended to conduct We Care internship after the 3rd mid-term. On the other hand Akshay Pandey placed in Sneh Sampada Vidyalaya, Bhilai (Chattisgarh) suggested, "*It can be done in March and the end sem exams can be conducted in month of February.*"

Out of the recommendations received 7% (46) were related to the placement of students. 12 out of these 46 students observed that location of the organization or project should be closer to their place of residence. Shorter travel duration could help the students for more contribution or better performance. A few students suggested to search more NGOs closer to residence of the students or give students leniency to select NGO. Deeksha Aggarwal and Sarthak Mahajan, who interned with Sri Aurobindo Society, New Delhi observed that the project allocated to them was operational from Ghaziabad, Uttar Pradesh. According to them this information was highlighted during Diwali Break. Deeksha mentioned "*Had it was known earlier, I could have saved more than 2hrs travelling time per side and that time could be utilised more for NGO work*". Aishwarya Yadav, placed in Smile Foundation, Delhi suggested, "*I had to travel really far to go to the NGO. If possible allocating an NGO nearby will make the experience more enriching since we would be able to put those extra travelling hours in the NGO and actually make a difference we came for.*" Prabhat Chawla, placed in Nipun, Delhi recommended, "*Place students close to their home location. Even though the office was nearby my home but they sent me to places which were far away due to which I had to incur travel expenses.*" Neha Singh, placed in Prayas Social Welfare Society, Faridabad (Haryana) suggested, "*Location of internship should be given near to home e.g. my internship was 32 kms away from home and*

there was no proper commuting channel, so it was difficult for me to drive 64 kms daily to the office." Tushar Jha, placed in Adhikar Microfinance (P) Ltd., Bhubaneswar (Odisha) suggested, "*There should be more options of NGOs to choose from within a city. My NGO was 20 kms away from my home, due to which a large part of my time was spent on commute which is a non-productive activity.*" Sahil Sharma, placed in Urmul Jyoti Sansthan, Bikaner (Rajasthan) suggested, "*Specifically for Bikaner, another NGO which is in the city itself should be searched for as the allotted NGO was 60 Kms from Bikaner and it involved a total traveling time of around 33.5 hours.*" Shipra Arora, Literacy India, Gurgaon (Haryana) suggested, "*There should be leniency in choosing the internship NGO. My NGO was 12kms from my place and it took me 1.5 hours, each day one side, to commute. So, a lot of time was spent in travelling, which could have been invested, working for the NGO.*"

In all eleven students recommended that details about the NGO / location / project should be informed to the students well in advance, preferably at the time of giving NGO preferences. It would help them for better selection of the NGO. Prateek Sharma, placed in Sukarya, Gurgaon (Haryana) suggested, "*Everything should be told to the students prior to the internship so that they have a clear idea about it beforehand. There should be greater flexibility in allotting the desired NGO to the student taking in account the distance from his/her home.*" Divya Sharma and Megha Gupta, placed in Hope Foundation, Delhi (Delhi) recommended, "*Exact NGO location must be shared with the students rather than sharing the head office address at the time of NGO selection and also the project details.*" Shashank Shyam Bodkhekar, who interned with Dr. Hedgewar Hospital, Aurangabad (Maharashtra) suggested, "*Specify the area of work prior to internship which will help the students to choose effectively*" Arpit Gupta, placed in Bajaj Electricals Ltd, Mumbai (Maharashtra) suggested, "*Please specify the exact location of the offices from where we'll be working.*" Ayushi Rajendra Shah, placed in VOICE, Mumbai (Maharashtra) recommended, "*Along with the list of NGO's that is sent to us to make our preferences, the location of the project site instead of the head office should be mentioned since most of the work is at the site and not at the head office.*" Devesh Chaube and Ishtmeet Arora, intern in The Kanchan Foundation, Vashi (Maharashtra) suggested, "*If the information regarding the type of projects the NGO is offering is made available at the time when students are giving their preference of NGOs, it will be of great help.*" Kumar Aditya Jha, placed in Mahita, Hyderabad (Telangana) recommended, "*Within the city, also if the project location could be provided beforehand student will be better be able to choose.*"

It was suggested by nine students that to increase the impact of their contribution, students should be allowed to select their respective organizations/projects based on their specializations, skill sets and interests. Some students suggested that to ensure best fit between students' preferences and organizations' requirements, students should be allowed to select NGOs irrespective of their hometown. Aashna Jain, placed in Janhit Foundation, Meerut (Uttar Pradesh) suggested, "*Students should be given more autonomy to select the type of projects/NGOs they will work on in the We Care internship. This will help in the utilization of their skills in the best way.*" Pooja Ghosh Dastidar, placed in GlobalHunt Foundation, Delhi (Delhi) suggested, "*In addition to giving students the option of selecting an NGO, students should also be informed of the kind of project that will be offered by that NGO so that they can choose an NGO based on their interest.*" Vikas Garg, placed in Kaivalya Education Foundation (Piramal Foundation), Delhi (Delhi) recommended, "*Remove restriction to work only from the home state.*" Mayank Dhingra, placed in Prerna Social Development and Welfare Society, Delhi (Delhi) suggested, "*An option should be provided for students who want to opt for places other than their home town.*" Sahej Abrol, placed in Salaam Baalak Trust, Delhi (Delhi) and Samrat Manoj Chokshi, placed in Academy of Learning and Development, Mumbai (Maharashtra) recommended to provide the student with flexibility to choose the organization beyond the options provided to them. Sagar Sudhakar Deopujari, placed in Muskan Foundation

for People with Multiple Disabilities, Mumbai (Maharashtra) suggested, *"There should be a provision for students to change their WeCare location, when the reason for change is justified."* Mithuri Sood, placed in Jalandhar Welfare Society, Jalandhar (Punjab) suggested, *"Allow students to explore additional NGOs in their hometown than in the list and take their inputs regarding any NGOs that they may find."* Rajat Sajnani, placed in I-India, Jaipur (Rajasthan) suggested, "Some *genuine request for leave and change of locations must be considered as I witnessed some of my colleagues facing major problems."*

Five students suggested to add more NGOs working for different development sectors or CSR Departments to provide more selection options to the students. Himanshi Mehra, placed in CRY - Child Rights and You, Delhi suggested, *"Not just NGOs but also companies that need help with their CSR activities can be contacted for social internships."* Aakarsh Durbhakula, placed in Ashray Akruti, Hyderabad (Telangana) recommended, *"Reaching out to NGOs in commutable villages around cities taking student inputs/referral for listing of NGOs as many new organizations can be reached."* Parveen Kumar Sinhmar, placed in Sristi Gyan Kendra, Rohtak (Haryana) suggested, *"The program is good and the management is also perfect but more organizations can be searched and partnered with"* Sumit Tripathi, who interned with Diocesan Development & Welfare Society (DDWS), Allahabad (Uttar Pradesh) suggested, *"NGO working in sector other than education should be included in We Care."* Saurabh Chaudhary, placed in Joytingle, Singapore (Singapore) suggested, *"Engage with more Social Enterprises Attempt to partner with overseas NGOs/Companies. Inform Organizations to tap into Business / Management acumen of MBA students in order to gain additional benefit."* Parveen Kumar Sinhmar, placed in Sristi Gyan Kendra, Rohtak (Haryana) suggested, "More organizations can be searched and partnered with." Shubham Singh Bhandari, interned with Himalaya Water Service Tatha Vikas Avam Paryavaran Sanrakshan Samiti (HIMWATS), Haldwani (Uttarakhand) suggested, *"More information on the working of NGO before Wecare starts and more no. of days in the NGO should be given."*

It can be summarized that it was suggested that students should be given more autonomy in deciding the internship organization as well as the project. This will enable them add value to the organization.

It was recommended by three students that at least two students should be placed in an organization to ensure better performance. This can be beneficial for delivering project expectations. For instance Kshitij Mundhada, placed in Indian Institute of Youth Welfare (IIYW), Chandrapur (Maharashtra) suggested, *"Students should work in pairs for better brainstorming sessions."* Shalini Kumar, placed in Gramin Samassya Mukti Trust, Yavatmal (Maharashtra) suggested, *"I was alone so I was finding it difficult to travel alone."*

Three students placed in Make a Wish Foundation, Kolkata (West Bengal) suggested that to update organization location and contact details in the college database regularly.

Abhinav mittal, placed in Empowering Minds (EM), Ghaziabad (Uttar Pradesh) suggested, *"NGO must be properly scrutinized before allotting to students. Some students faced various difficulties"*

Shubham Jain, placed in CSR Department of Gujarat Narmada Valley Fertilizers & Chemicals Limited, Bharuch (Gujarat) suggested not to place anyone in the organization since the project allotted to him did not involve much field work.

Dhruv Rakeshkumar Kothari, placed in Srujna, Mumbai (Maharashtra) suggested, "*It would be great if we are allowed to contact the NGO before submitting our preference to college. This would help us understand their area of work better.*"

Suggestions regarding academic inputs were given by two students. Animesh Thakur, placed in Childline (Disha Gramin Vikas Manch), Bhagalpur (Bihar) recommended, "It will be great if we call the renowned social worker from these small towns for a lecture on how they work and what difficulties they face. This will keep us in touch with the realities of poor and needy." Sandeep Sharma, placed in GlobalHunt Foundation, Delhi (Delhi) suggested, "CSR to be taught in second semester so that it is fresh in our minds before going to the internship."

4. Findings: Feedback from Internship Organizations

At the end of the internship feedback was sought from 240 internship organizations. In all, 52% (132) organizations submitted their feedbacks. In all 129 organizations gave online feedback on satisfaction with interns conduct; handling of projects and reporting. Organizations were also requested to make specific remarks about students' contribution and suggest improvements in the We Care program. Out of 129 organisations a few organisations gave general feedback through email in addition to digital feedback. Apart from these, three organizations gave their general feedback through emails.

The following analysis is based on the online feedback received from 129 organizations.

4.1 Level of Satisfaction: Interns Conduct

The level of satisfaction of the internship organizations with interns' conduct was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very poor' (1). The parameters used to infer level of satisfaction were i) adherence to the work discipline; ii) quality of interpersonal relations; iii) level of motivation to work with the organization and iv) ability to learn about a social issue.

Data for the last five years as depicted in Chart 12 highlights that internship organizations have expressed high level of satisfaction with students' conduct. This year too, 85% of the respondent organizations expressed high level of satisfaction with students' conduct.

Chart 12
Level of Satisfaction: Interns Conduct
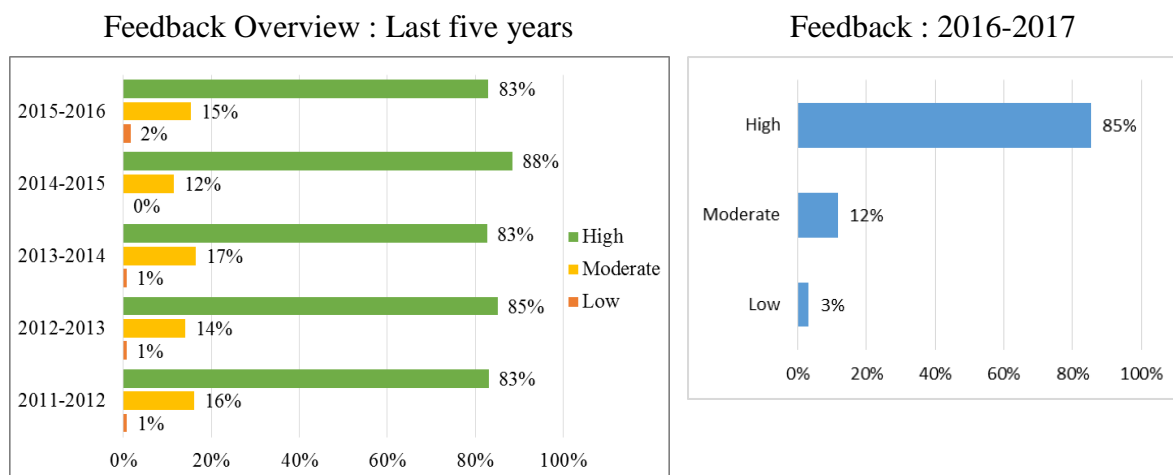
In all 110 respondents observed that the students were committed and their contribution was beneficial for the organization. Out of these 11 organizations mentioned that, the students' performance was excellent during their internship. Internship organizations found students to be meticulous, motivated in their approach, disciplined and punctual at workplace. Internship organizations felt that the inputs provided by the students were feasible and have lasting benefit for the organization. Organizations also indicated that the students were open-minded and eager to learn about the social issues. They felt that students were sensitive to the needs of the beneficiaries especially differently abled. They displayed good interpersonal skills while dealing with the staff members.

ASHRAY - South Vihar Welfare Society for Tribal, Ranchi (Jharkhand) stated, "*Excellent contribution to our organization, their work will remain with us forever.*" Fair Trade Forum India, Delhi expressed, "*Excellent students who utilized their skills to give excellent outputs.*" Vidisha Social Welfare Organization, Vidisha (Madhya Pradesh) expressed, "*Intern is laborious and contribution towards fulfilment of goal is excellent.*" CRY - Child Rights and You, Mumbai (Maharashtra) expressed, "*Interns were very motivated and disciplined, work quality was excellent*" AID India, Chennai (Tamil Nadu) stated, "*All the 5 interns were excellent and I heard that they contributed whatever was expected by them.*" Society for All Round Development (SARD), New Delhi mentioned, "*They are good, committed and hard working.*" WWF-India, Kolkata (West Bengal) mentioned, "*Interns are good and helpful for the organizational work.*" Umang, Jaipur (Rajasthan) stated, "*It was a pleasure to have them .They understood the project given to them well and started work well in time, shared their progress regularly and took feedback. They were punctual, sincere and got along with everybody. We will actually use data given by them for our vocational training unit in the coming year and I am sure some opportunities will arise from Shreya's marketing efforts.*"

In their mail feedback Janhit Foundation, Meerut (Uttar Pradesh) expressed, "*We appreciate the way your students cooperated with us. They were punctual, obedient and sincere in their work and completed the task before time. We wish them good luck for their future.*"

Moderate level of satisfaction was expressed by 12% (15) organizations. These organisations found the students' performance satisfactory. They felt that the students had potential to perform much more and in better manner. A few organisations felt that one or few of the students placed in their organisation were lenient while others were dedicated and disciplined. For instance Make-A-Wish Foundation of India, Mumbai (Maharashtra) expressed, "*Over all remark was ok.*" Isha Vidhya, Coimbatore (Tamil Nadu) stated, "*Good but can be improved.*" Chotanagpur Sanskritik Sangh, Ranchi (Jharkhand) mentioned, "*The contribution of the students placed last year was better.*" Vidyarambam Trust, Chennai (Tamil Nadu) stated, "*Saikiran was relatively good in absorbing and execution, also in discipline. Praveen needs to take work more seriously.*" Academy of Learning and Development, Mumbai (Maharashtra) reported non-adhere to code of conduct and timelines by one out of the six students placed with them. They found other students as genuine, dedicated and punctual.

Three percent of the organizations reported low level of satisfaction with students' conduct. These organizations felt that students lacked enthusiasm and dedication. AAS, Indore (Madhya Pradesh) stated, "*Some of Interns were least interested.*" Through formal and informal communication some organizations expressed their concern about students' casual approach and non-adherence to timelines.

4.2 Level of Satisfaction: Handling Projects

The level of satisfaction of the internship organizations regarding handling of projects by the interns was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very Poor' (1). The parameters used to infer level of satisfaction were, i) originality of ideas; ii) clarity in designing plan of action; iii) adherence to timelines in delivering tasks and iv) overall delivery of the project.

Data for the last five years as depicted in Chart 13 highlights that internship organizations have expressed high level of satisfaction with students' project handling. This year too, 80% of the respondent organizations expressed high level of satisfaction with students' project execution.

Chart 13
Level of Satisfaction: Project Execution

Feedback Overview : Last five years

Feedback : 2016-2017
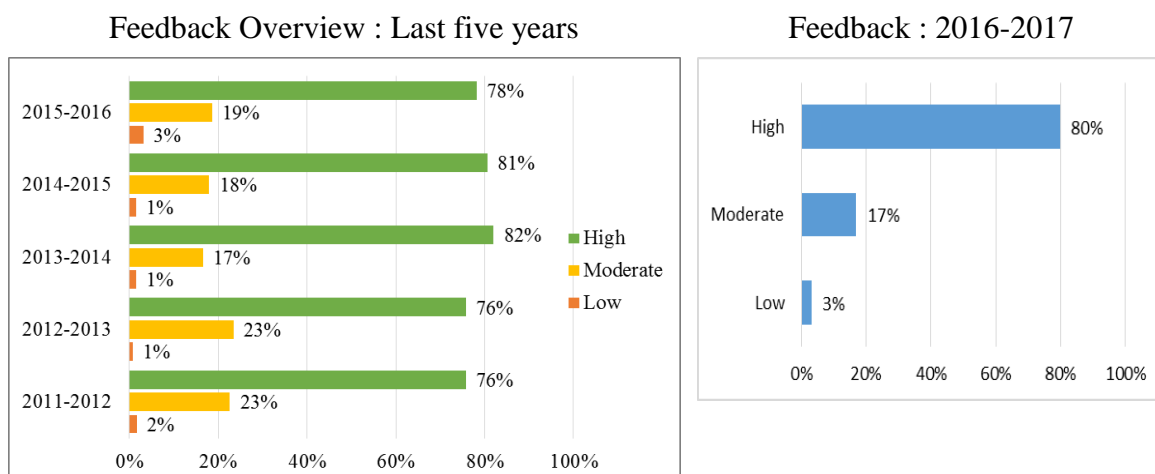
Organizational staff found students to be sincere, dedicated, punctual, disciplined and inquisitive. The organizations felt that they tried their best to contribute through their innovative ideas. Twelve organizations reported that the students were sincere and dedicated. They had clarity of thought and understood the requirements of the organizations. Sparsh, Delhi mentioned, "*The interns were dedicated to complete the task assigned to them. They contributed in creating a Canvas for Sparsh Special School with a special collage and a message*." Amrapali Utkarsh Sangh, Nagpur (Maharashtra) stated, "*Interns were disciplined and dedicated towards whatever work we gave. They were punctual and we are very happy with their work in our organisation*."

Some organizations mentioned that in spite of shorter duration of internship the students worked diligently and performed extremely well. Scarcity of resources including limitation of time did not prevent them from delivering quality projects. Hard work, responsibility and commitment of the students were appreciated by six percent of the organizations. For instance CRY - Child Rights and You, New Delhi expressed, "*Given the short duration of their internship, it was great to see the passion and hard work that they put into their project. We would love to have them intern with us again. All the interns interacted with children on a daily basis and have contributed to their education in a huge way*." Navsarjan Xavier's Cell for Human Development, Surat (Gujarat) stated, "*Personally I feel that they have made good effort to understand people and helped them to explore various self-employing works they could probably think of engaging themselves. The team has shown lot of patience and left no stone un-turned to dig deeper into aspirations of people and help them articulate*."

In their mail feedback Tabitha Development Society, Bhimavaram (Andhra Pradesh) expressed, "*First I would like to congratulate you for having such a unique program, which helps students to understand the ground reality. Your student Bhupatiraju Chaitanya has been a good value addition to our organization. He did all the things that we had asked him to do and also suggested things which we were unaware previously. We would look forward to associate with you in future as well*."

Moderate level of satisfaction was reported by 17% of the organizations. Three percent of the organizations reported low level of satisfaction. Some organizations reported lack of devotion, motivation and non-adherence to the code of conduct. For instance Gorakhpur Environmental Action Group, Gorakhpur (Uttar Pradesh) mentioned, "*Neither it was satisfactory nor fruitful*." The Kanchna Foundation, Navi Mumbai (Maharashtra) stated, "*Punctuality was a big issue*."

Janvikas, Ahmedabad (Gujarat) felt that the students are not working with their complete potential since it is mandatory internship. According to them voluntary participation would have helped the students to give their best during in the internship. Nipun, New Delhi mentioned, "*The interns have tried to accomplish the work assigned to them. However, need more dedications towards social issues.*"

4.3 Level of Satisfaction: Reports

As per the *We Care* Code of Conduct students were required to maintain daily and weekly log which were to be authenticated by the organizational mentors. At the end of the internship students were also required to submit final reports to organization and faculty mentors.

The level of satisfaction of the internship organizations regarding reporting by the interns was measured on a five point rating scale ranging from 'Excellent' (5) to 'Very Poor' (1). The parameters used to infer level of satisfaction were i) timely submission of log book and weekly report; ii) timely submission of final report; iii) clarity in presentation of the report and iv) overall quality of the report.

Data for the last five years as depicted in Chart 14 highlights that internship organizations have expressed high level of satisfaction with respect to reporting by students. This year too, 82% of the respondent organizations expressed high level of satisfaction. For instance CSR Department, Tata Housing Limited, Mumbai (Maharashtra) expressed, "*The reports submitted by all the interns are excellent and will help Tata Housing in strategizing the initiatives in better way.*" Door Step School, Pune (Maharashtra) mentioned, "*Arjun has a very positive attitude. He was motivated to take up the responsibilities given during internship and was prompt to report about the status on a regular basis. It was great working with him and our team has also given a positive feedback for Arjun. We wish him all the best.*" Social Action for Knowledge Building & Awareness Raising (SAKAR), Bareilly (Uttar Pradesh) stated, "*The interns were able to understand the work and prepare a concise report on the same. They helped in documenting an important part of the program, with clarity of program and its implementation.*"

Chart 14
Level of Satisfaction: Reports
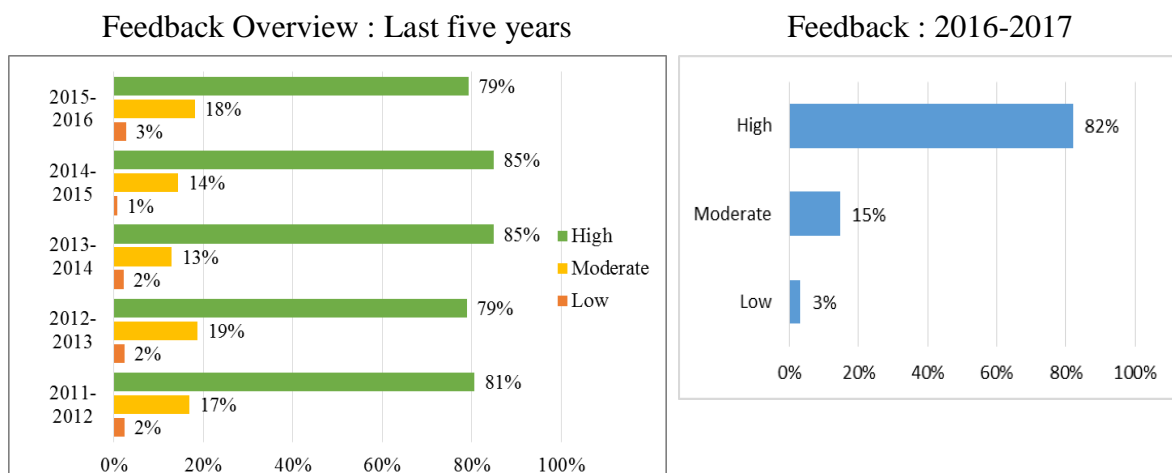
Moderate level of satisfaction was expressed by 15% of the organizations. Three percent of the organizations reported low level of satisfaction. Child Survival India, Delhi mentioned,

"Students should be submitting regular written reports to the supervisor." Door Step School, Pune (Maharashtra) stated, *"The student can improve on his report writing skills."*

Vidya & Child, Noida (Uttar Pradesh) expressed, *"Final report submitted by the interns to NMIMS be discussed with us in time, so that gaps in information mentioned can be clarified and rectified."*

4.4 Special Comments on Student's Performance

As a part of the feedback internship organizations were requested to specify contributions made by the students during the internship. These remarks were classified into appropriate categories namely students' conduct, their overall personality and project performance. The responses of organizations in this regard are presented in Chart 15.

Chart 15
Special Comments on Students' Performance
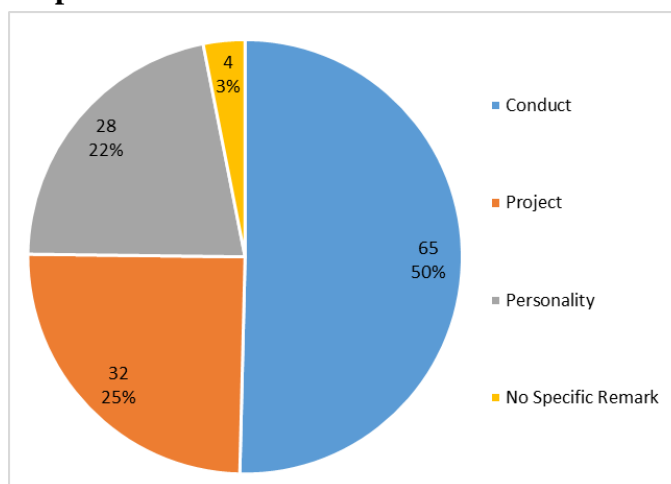
Conduct:
In all 65 (50%) of the responses received pertained to the conduct of students during the internship. Most of them complimented students for their good manners and right conduct during the internship. Out of 65 respondents, 45 organisations found the students' performance to be good while 11 respondents mentioned that the students' performance was excellent. They found the interns to be highly disciplined, dedicated and sincere. For instance Indian National Portage Association, Chandigarh (Chandigarh) mentioned, *"The interns conscientiously carried out the various responsibilities assigned to them- all well on time. Especially the interns did an excellent job on training the BOP toddlers who exhibited exemplary hidden talent, hats off to the volunteers."* Utthan Institute of Development and Studies, Yamuna Nagar (Haryana) mentioned, *"Intern showed excellent learning aptitude and benefited the organistion with his professional skills."* Arpan, Mumbai (Maharashtra) mentioned, *"This was the first time that Arpan took interns and we are happy to say that the experience was great. Both Ninad and Nikhil were excellent at their work. We were pleasantly surprise at their speed at doing work, their motivation and their quality of work. We look forward to making the internship a regular process."* Asha Handicrafts Association, Mumbai (Maharashtra) stated, *"Excellent smart working interns, with good focus on problem solving with innovative solutions."*

Organizations valued interns' keen involvement and their willingness to work on allotted tasks and learn from the same. They exhibited a positive attitude while handling tasks. For instance Child Aid Foundation, Vijayawada (Andhra Pradesh) stated, *"The intern, Kishan Velineni,*

came and left punctually every day, and never missed even one day of internship. He interacted very well with both the staff and children. We feel that he made a beneficial contribution to the organization." Balmer Lawrie & Company Limited, Silvassa (Dadra & Ngar Haveli) stated, "*Chandan has been an inspiration for most of us. He has been diligent and his ideas with implementation techniques have helped us to kick start the CSR project of water tank in Sayli Village.*" Centre for Civil Society, Delhi mentioned, "*Ankit and Ashutosh exceeded our expectation. Even though they do not have research background they were able to help with research work on our current projects.*" CSR Department, Tata Housing Limited, Mumbai (Maharashtra) mentioned, "*Amrita Iyer and Siddharth Jetley have taken additional responsibilities to conduct need assessment, community satisfaction survey and waste management study of two different sites each and successfully completed their tasks. Dharmesh and Prerit have successfully completed their assignments for comparatively challenging sites. Vasudha, Vaishak and Prathu have shown their interpersonal and analytical skills while completing their respective assignments.*" Vidya & Child, Noida (Uttar Pradesh) expressed, "*All interns were very enthusiastic about working with our organization. Initially, the interns had apprehensions about doing home visits in the community. However, after the first experience, they expressed their keenness to conduct more of them. They also showed interest in continuing this association in the future also, which shows a commitment to the cause and a sincere, positive attitude.*" Rural and Urban Socio-Cultural Help (RUSH), Puri (Odisha) stated, "*This intern has demonstrated his effort to complete some time bound programs assigned previously by the agency. Besides this he could comply with usual assignments within timeline. He was able to coordinate the static team effortlessly as new comers find it difficult to adjust with a wider range of personnel of every level working together. He managed to coordinate personnel at bottom-line in the interface of Executives and CEO. We appreciate his personality and innocence in adopting a community life.*"

Four organizations felt that there is a need for improvement of students' performance with their willingness and involvement to work for the cause. In general these organizations felt that students' performance was satisfactory but they could have contributed to greater extent. The organisations felt that the students should be punctual, follow timelines and instructions given by organizational mentor. For instance Deepalaya, New Delhi mentioned, "*Overall good work done by all the six interns. However, level of motivation can be more.*" Sukarya, Gurgaon (Haryana) stated, "*Overall good but needs more discpline in organizing theselves and assigned work.*" Chaitanya Charitable Trust, Jamnagar (Gujarat) mentioned, "*Overall contribution is very nice, but can do much more... If students work with 100% then it will become very useful effort.*"

Project :
Comments related to the projects undertaken by the students during the internship were received from 44% organizations. The organizations lauded the interns for their excellent and innovative contribution in various areas such as Human Resource Development, Inventory Management, Marketing, Resource Mobilization and others. Some organizations mentioned about the students contribution in revamping systems and processes and designing new policies which were very helpful for the organization. For instance Serve Train Educate People's Society (STEPS), Srikalahasthi (Andhra Pradesh) mentioned, "*Ajith Reddy has initiated and started posting our NGO activities in social media. He designed projects and posted in Samhita GOOD CSR website. He was involved in organizing health awareness camp and vision care camp. We are thankful to your organisation for attaching him with our NGO.*" Saikripa, Noida (Uttar Pradesh) mentioned, "*Due to their efforts our Facebook page reach has increased considerably.*"

District Child Welfare Council (DCWC) / State Council for Child Welfare, Ambala (Haryana) stated, "*Mr. Akhil has contributed significantly by interacting with the children at personal level and giving them his individual attention in their personal care and hygiene. He also visited slum areas and motivated the children to come to Shelter Home. He has performed his duty assigned to him with great responsibility.*" Divya Disha, Hyderabad (Telangana) expressed, "*The interns were friendly and mixed easily with all the staff and volunteers. They added great value to our organization with the idea of introducing Google Forms for collecting MIS.*" Pragati Social Services Society, Karnal (Haryana) mentioned, "*They were well versed with the latest development especially demonetization and cashless economy. They were able to communicate with the rural people about it. They were also aware of the latest government schemes pertaining to women, disabled people and children.*"

Angel India Foundation, Kolkata (West Bengal) mentioned, "*The interns took part in a survey for proposed project for disabled persons in an interior village of Bankura district in West Bengal and have submitted the survey report in time, which is valuable to us.*" Centre for Rural Development (CRD), Guwahati (Assam) stated, "*Mr. Nishant & Ms. Snigdha actively participated in the assigned project of Papervidya.com. Both of them have designed the back end support systems in relation to the Papervidya project.*" Nidan, Patna (Bihar) mentioned, "*The interns have done a good job for the organisation. They successfully tried to link informal workers with the Banks and other Social Security Schemes.*" Vivekanand Research and Training Institute (VRTI), Mandvi (Gujarat) expressed, "*Impact study carried out by him will be useful for future programme planning.*" Deepak Foundation, Vadodara (Gujarat) mentioned, "*Hirav did operational plan for dal mill and organization plans to take it forward in next fiscal year and this will help marginal tribal woman of Chotaudepur district to enhance their incomes, thus contributing to women empowerment. Shweta worked on identifying bottle neck of current pharma supply chain and also recommend strategies which will help to curb wastages. Also analysis templates developed by her are useful in understanding the drug consumption pattern and effective inventory management.*" Annapurna Parivar, Mumbai (Maharashtra) expressed, "*Interns contribution has helped us to design next year product. Presentation made by students gave us the analysis of our last year quality of work, monitory position and will help to set next year budget and activity. Both students very enthusiastic, committed, sharp, great involvement and eager to learn.*" Milaan : Be the Change NGO, Lucknow (Uttar Pradesh) expressed, "*They were quite helpful, also helped our organisation to set up new process. Their work towards the policies and also towards the program was quite exceptional.*"

Gramin Evam Nagar Vikas Parishad, Patna (Bihar) expressed, "*In Basera project their contribution was very fabulous and hard working. They contributed as a volunteer in mini marathon and help for fund raising for execution of program.*" Apex Voluntary Agency for Rural Development (AVARD), Chalakudy (Kerala) stated, "*Intern's intervention in the CSR sector as a part of the internship have provided an opening for the organization to the corporate sector, especially for availing CSR fund for the future projects of the organization.*" Shikhar Yuva Manch, Bilaspur (Chhattisgarh) stated, "*It will help to document our case story and disseminate leanings.*" VIDYA, Delhi mentioned, "*The interns worked very hard in the specific areas assigned to them. They designed the manual, chart as well as the ppt on the specific topics given. They were willing to learn more and showed great enthusiasm. Look forward to having more intern as they are the back bone of our organisation.*"

Roshni Educational Society, Faridabad (Haryana) expressed, "*Both the interns have brought remarkable change in the self-confidence of students. They tried to develop the art of public speaking among students. Art, drama and sports activities also helped to boost up the moral of the children. I must say interns made invaluable contribution.*" Aakash Maindwal Foundation,

Ghaziabad (Uttar Pradesh) stated, "*Great contribution by Miss Sakshi Goel and Miss Priyanka Dhir. By their sincere efforts the girls of our foundation have started speaking in English. They have learnt MSOffice to some extent. They are now able to receive and send e_mails. The girls have become more disciplined, punctual and have started behaving in a mannered way. The IQ level of our girls have increased.*"

On May 22, 2017 we received update from Ms. Shivani Sanghavi, Chief - Corporate Associations & Events, Save the Children India, Mumbai (Maharashtra). She informed that six students who were involved in devising fund raising strategies and sending proposals for sustainable corporate tie-ups have received favourable response. Ms. Sanghavi informed that, "*Proposal sent to Monginis worked out! We received the first order for about 81,000 'Happy Candles'… The order was dispatched last week. 'Happy Candles' should reach the 277 stores in the coming week. Thank you for playing an integral role in this project.*"

On the whole, internship organizations observed that students were hard working, committed and behaved responsibly. They were creative and came up with innovative ideas which helped the organizations complete important tasks.

One organization reported that one of the the students placed with them had defaulted in adhering to the We Care code of conduct. They expected the institute to take cognizance of the behavior displayed by the students. In all three students defaulted in adhering to the We Care code of conduct. Two out of the three students were issued warning letters. One student was assigned library internship and was required to intern for additional hours in an NGO.

4.5 Recommendations

Internship organizations were requested to give recommendations to increase operational effectiveness of We Care internship.

Chart 16 below indicates that 28% of the respondents (43 organizaitons) did not offer any suggestions as they felt that We Care internship is well organized.

Chart 16
Recommendations
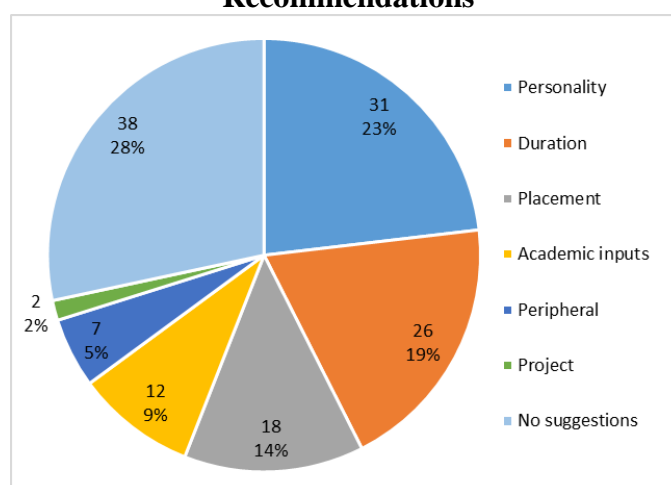
* Number will not tally with No. of organisatins. Some of them have given recommendations in multiple areas.

Recommendations received from 23% (31) of the organizations suggested for improvement in the students personality. Twelve organizations felt that the students should to be punctual, dedicated and responsible. They should have seriousness and learning attitude. The Society for

Child Development, Delhi stated, "*Interns need to understand the power of such activities and the contribution they can provide to the organization in which they are placed if they take the work seriously.*" Deepak Foundation, Vadodara (Gujarat) stated, "*Students were very enthusiastic and eager to learn. However duration of internship can be longer, in case of Hirav he could have done better market research for further linkages. Students should be receptive in staying in rural areas. Rest it was a good job done by both the students.*" Sukarya, Gurgaon (Haryana) expressed, "*Student must understand that internship is meant for their development not just an obligatory part to do. There should be proper rating and marks allocated for attendance and punctuality part too in order to make them more discplined and sincere towards internship assignments.*" Rural And Urban Socio-Cultural Help (RUSH), Puri (Odisha) expressed, "It needs more involvement in the activity and understanding communities for any CSR applications in future." Milaan : Be the change, Lucknow (Uttar Pradesh) expressed, "*The interns could perhaps do a slightly better job in reaching office on time.*" Kolkata Sanved, Kolkata (West Bengal) mentioned, "*Please ensure maintaining the time period of the students with the organization, otherwise all good.*"

Some organizations mentioned that students should improve communication skills, managerial skills and interpersonal skill for effective contribution. A few organizations mentioned that students should improve their report writing skills. Balmer Lawrie & Company Limited, Silvassa (Dadra & Ngar Haveli) mentioned, "*Student has to hone his skills little more in interpersonal skills to manage tough people. This will help him to become a better manager.*" Sparsh, Delhi stated, "*Students should strengthen communication skills. They can try to be more authoritative at work.*" Tribhuvandas Foundation, Anand (Gujarat) expressed, "*Student is little bit introvert. But overall he is good.*" Kisan Sanchar, Zirakpur (Punjab) stated, "*Stuent needs to be little more open.*" MP Viklang sahayata Samiti, Ujjain (Madhya Pradesh) mentioned, "*Aditi can improve in interpersonal relation with staff and management and both can still improve in planing.*" Dr. Hedgewar Hospital, Aurangabad (Maharashtra) stated, "*Student should improve attitude, behaviour skill and body language as communication skill its important.*" CRY - Child Rights and You, Mumbai (Maharashtra) expressed, "*They can be more open to communicating with staff other than where they were designated, it will enable their knowledge to expand and improve inter personal skills. Should not be limited to interacting only with the dept they are working in.*" Door Step School, Pune (Maharashtra) mentioned, "*Student can improve on his report writing skills.*"

A few organisations mentioned that the students should be attentive, self-motivated, pro-active and take initiative. For instance Roshni Educational Society, Faridabad (Haryana) mentioned, "*Being interns from a business school, they should come prepared with a blue print for the better management of the organisation. That initiative is lacking among interns. They lack proactive approach.*" Muskan Foundation for People with Multiple Disabilities, Mumbai (Maharashtra) stated, "*It would be beneficial if they would have ensured that all the work assigned to them was handed over and not left unattended. It would also have been beneficial if they would take initiative for the activities.*" The Hope Foundation, Kolkata (West Bengal) mentioned, "*Students should be flexible about the work assigned to them.*"

Recommendations related to the duration of internship were received from 21% (28) of the organizations. They have suggested to increase the internship duration. For instance Indian National Portage Association, Chandigarh (Chandigarh) expressed, "*If the internship could have been for a longer time it would have benefitted the organization more. We expect that you will keep sending such teams as frequently as possible.*" Utthan Institute of Development and Studies, Yamuna nagar (Haryana) mentioned, "*Time may be extented to give proper opportunity to the intern to have the multilateral feel of society*" Adarsh Seva Sansthan, Jamshedpur (Jharkhand) stated, "*Intership duration should be for a month as during this time*

interns' have to prepare report and visit the field too." Adhikar Micro Finance Pvt. Ltd., Bhubaneswar (Odisha) mentioned, "*That internship was just for a stint , so it's quite tough to judge anyone basing on few days' interaction or performance.*" Ekta, Koraput (Odisha) stated, "*Still, student needs more time to understand the ground realities of the community as he has to spend more time in the fields.*"

Six organizations suggested internship duration of one month or more. Two organizations have suggested internship durtaion of two months. For instance CRY - Child Rights and You, Delhi mentioned, "*It would be great if they can work with us for a minimum of 30 days due to the superb quality of their work.*" WWF-India, Mumbai (Maharashtra) mentioned, "*One month is too short a time, maybe it could be 45 days since it takes time for the students to understand the nature of work and then implement a project/initiative.*" Seva Mandir, Udaipur (Rajasthan) expressed, "*This suggestion is not specifically for the intern but for the institution. The duration of 24 days to intern in an organisation and understanding its work is in a way impossible. So it would be more helpful for the students if the duration of their internship can be extended upto atleast 45 days.*" Nidan, Patna (Bihar) stated, "*Three weeks is not a good time to understand and work in Social Sector. It should me minimum of 2 Months.*" Piramal Foundation (Kaivalya Education Foundation), Mumbai (Maharashtra) stated, "*The duration of the internship should be more atleast 2 months.*"

Two organisations recommended for duration other than February. SOS Children's Villages, Pune (Maharashtra) expressed, "*Please send your interns during Dec-January when the children do not have exam. So that interns can organise lot of activities for children.*" Amrapali Utkarsh Sangh, Nagpur (Maharashtra) stated, "*We should get more time with interns, three weeks is very less time. It would be really helpful if college can associate with us to implement any project if they like some idea.*"

The organizations felt that immediately after joining students need some time to settle down, get acclimatized to the organization's culture and understand the social issues. It leaves little time for them to plan and implement the projects. Secondly to understand ground realites and to create greater impact they need to spend more time in the field which is not possible due to the short internship duration. Some organisations suggested to allot one or two days prior to internship for pre-internship induction / meeting. For instance Banglanatak Dot Com, Kolkata (West Bengal) expressed, "*Pre-work on the organisation, asking relevant questions, networking with organisation's field teams would be helpful.*" Milaan Be the Change NGO, Lucknow (Uttar Pradesh) stated, "*The timeline seems less and if we can know before hand other than their resumes their area of interest it is easy place them. However, we understand till they don't come and spent sometime with the organization it is not possible. If we can arrange a conference call before hand and get to know them that might make the things better.*"

Divya Disha, Hyderabad (Telangana) expressed, "*There is a common misconception that NGO workers dress down. A little more attention to attire is suggested.*"

Placement :
Recommendations pertaining to the placement of the students were received from 12% (16) of the organizations. Eight respondents emphasised that students should learn about the organization and their projects prior to the internship as a part of placement process. Organizations also recommended that students should take initative to select their internship projects prior to the internship. Personal visits to the organisations would help to build raport between students and the field officer and to identify the projects for them. For instance Fair Trade Forum India, Delhi stated, "*Three weeks is a very short time for students to understand and implement their tasks. It will be great if a day or two can be allotted earlier for students to*

understand the work of the NGO and for NGOs to analyse their skills and allot projects. This could be done online." Child Aid Foundation, Vijayawada (Andhra Pradesh) suggested the following:-

1. Prior to confirmation of internship, the student should:
   a. Visit the organisation,
   b. Discuss possible internship projects and activities, and
   c. Make proposals for the internship.
2. Intern should be from same city / town / village.

Some organizations suggested that organization profile should be shared with the students. A few organisations recommended to place students in team, a minimum of two students. Vivekanand Research and Training Institute (VRTI), Mandvi (Gujarat) stated, "*The internship period should be of minimum four weeks or if interns should be in a pair.*" On the other hand Pragati Social Services Society, Karnal (Haryana) stated, "*Smaller group will be better some have to travel a lot daily from their home town.*"

Child Aid Foundation, Vijayawada (Andhra Pradesh) and Pragati Social Services Society, Karnal (Haryana) suggested that the students who are resident of same city should be placed. This will save the traveltime and help the students to contribute more. On the contrary two organisations suggested not to place students in their hometown. The organisations felt that the students give more time and attention to family engagement and it affects their punctuality as well as performance. Isha Vidhya, Coimbatore (Tamil Nadu) expressed, "*Please choose students from different cities to work with us as the students based in and around Coimbatore tend to come late & go home earlier* :)" Gorakhpur Environmental Action Group, Gorakhpur (Uttar Pradesh) mentioned, "*The students should not be assigned the project work in his/her/their home town because they get more busy in their family engagement rather to complete the work timely and in last they anyhow complete the work to get the certificate only.*"

Nine percent of the respondents provided their suggestion related to academic inputs. Six out of twelve organisations emphasised that students could be oriented on professional social work, its role, students' responsibilities and consequences of being irresponsible and irregular. Inputs in the areas of legal framework relevant to the sector, report writing, critical analysis, strategy, SWOC of self employed people, capacity buidling and environmental sustainability could also be provided. For instance Gramin Evam Nagar Vikas Parishad, Patna (Bihar) mentioned, "*Improvement on sensitization for social issues is required.*" Shikhar Yuva Manch, Bilaspur (Chhattisgarh) stated, "*Need to improve the global scenario.*" Navsarjan Xavier's Cell for Human Development, Surat (Gujarat) expressed, "*The interns were invited to conduct the feasibility study of the some of the self employing works people could be considering. On this front we see our interns not doing enough to find out the (SWOC) Strengths, Weaknesses, Opportunities and Challenges of the group considering any self employing endeavor. The report lacks in-depth analysis...*" Sukarya, Gurgaon (Haryana) mentioned, "*Student must understand that internship meant for their development not just an obligatory part to do . There should be proper rating and marks allocated for attendance and punctuality part too in order to make them more discplined and sincere towards internship assignments.*" Srijan Foundation, Hazaribag (Jharkhand) stated, "*Regular exposure needed with scope for capacity building.*"

Academy of Learning and Development, Mumbai (Maharashtra) mentioned, "*Before they begin their internship the interns should be made aware of their responsibility towards the organization and the consequences of being irresponsible and irregular.*" me2green NGO, Mumbai (Maharashtra) stated, "*Offer social interest based clubs (eco club, teach club, women empowerment club) and make membership in any one club mandatory. That way students have more and continuous exposure to social issues.*" Tata Housing, Mumbai (Maharashtra)

expressed, "*Environmental sustainability can be part of the Corporate Social Responsibility curriculum which will help the interns developing their overall perspectives on CSR aspects.*" Aakash Maindwal Foundation, Ghaziabad (Uttar Pradesh) stated, "*More philanthropic efforts are required from the interns. They should utilize their ability and efforts to get sponsors. Students with engineering background can be provided with 'Lead Auditor Training' course of five days from any organisation (CII, LRQA, TUV etc.). It will help them in implementing ISO in various Industries / Organisations.*"

The recommendations received from five percent of the organizations were peripheral in nature. Over and above the *We Care* internship, organizations wished that they could have long term association with NMIMS. Furthermore, organizations felt that students should continue to work for them in the long run and remain devoted to the cause. For instance Centre for Rural Development (CRD), Guwahati (Assam) mentioned, "*As both are involved with the Papervidya project and has the potential to open its chapter in NMIMS in particular and in Mumbai in general.*" Child Survival India, Delhi (Delhi) stated, "*Submitting regular written reports to the supervisor.*" District Child Welfare Council (DCWC) / State Council for Child Welfare, Ambala (Haryana) expressed, "*Mr. Akhil should attend such training in future also for his better career.*" Adarsh Seva Sansthan, Jamshedpur (Jharkhand) mentioned, "*Intership duration should be for a month as during this time interns' have to prepare report and visit the field too.*" Asha Handicrafts Association, Mumbai (Maharashtra) stated, "*Data presented could be more concise i.e. to present data from a management perspective.*" Turnstone Global, Kolkata (West Bengal) mentioned, "*There should be an opportunity for the NGO to have a word with faculty mentor.*" Vidya & Child, Noida (Uttar Pradesh) offered following suggestions :-
1. Final report submitted by the interns to NMIMS be discussed with them in time. This will ensure that gaps in information mentioned can be clarified and rectified.
2. Updates needed from NMIMS about the interns who have worked with us over the years with respect to their placements with various organisations.

Recommendations pertaining to project allocation and execution were received from 2% of the organizations. The Akshaya Patra Foundation, Lucknow (Uttar Pradesh) mentioned, "*All students should have different projects instead of one for all.*" WWF-India, West Bengal State Office, Kolkata (West Bengal) stated, "*More field based work for community interaction.*" However through formal and informal feedback it can be inferred that the organizations proposed that students need to be proactive, sociable, interactive and innovative. Students should apply professional learning to work and should improve on their research and report writing skills. Besides, there should be more interactions between students and organizations prior to the internship to facilitate better alignment between students expectations and organizations' requirements. For instance Junior Achivement India, Mumbai (Maharashtra) expressed, "*Student needs to be orientated well about the NGO and working envoirment etc.*" Make A Wish Foundation of India, Mumbai (Maharashtra) mentioned, "*Need to take more intitative in assigned task.*" Maitri India, Delhi (Delhi) stated, "*It will be good if students can learn about the work of Maitri in advance and pre plan as to what they can offer or how they can contribute.*" Chotanagpur Sanskritik Sangh, Ranchi (Jharkhand) expressed, "*Before coming to the organization, interns must select the project of interests.*" Welfare Services Ernakulam, Kochi (Kerala) mentioned, "*If the ideas for projects are designed well before the internship, it would serve the pupose in a better way.*"

5. Agenda for Future

Based on the above feedback by students and the organizations it may be worthwhile to consider the following:

a) **Duration:** As it is not possible to extend the internship duration, it should be made mandatory for the students to spend two working days with the organizational mentor/staff during Diwali / Christmas vacation. This would help them to get oriented to the organization's culture and increase their understanding of the social issues. In case if personal meeting prior to placement is not possible students should connect with their organizations through skype or conference call. Submission of short report on pre-internship interaction should be made mandatory to ensure that the interaction takes place and projects are decided prior to the internship. This can be part of code of conduct.

b) **Academic Inputs:** With the availability of probable project outlines almost a month in advance faculty members should be advised to provide inputs to prepare the students for project execution. Students should be requested to communicate their probable projects with faculty mentors and seek their inputs prior to the internship.

c) **Faculty Mentors** should be appointed by November. Currently the faculty mentors selects number of students for We Care mentorship voluntarily, resulting unequal distribution of the students. In view of the increased batch size, to ensure smooth and participative mentorship support the students should be allotted in equal numbers to the faculty mentors. Faculty mentors should be requested to interact with the students and respective internship organisations at least once before internship and on regular intervals during the internship. They should ensure that pre-internship meeting with the students takes place to discuss all aspects of internship.

d) **All Regional In-charge** faculty members should provide active support to We Care office during pre-internship planning, internship execution and post internship activities.

Annexure 1
State wise Distribution of Internship Organizations

State / UT	No. of Students	NGOs	Corporate (Private / Public)	PSUs	Total Internship Organizations
Andhra Pradesh	13	7	0	1	**8**
Assam	3	2	0	0	**2**
Bihar	12	5	0	0	**5**
Chandigarh	6	1	0	0	**1**
Chhattisgarh	7	2	0	1	**3**
Dadra and Nagar Haveli	1	0	1	0	**1**
Delhi	81	24	0	0	**24**
Goa	1	0	1	0	**1**
Gujarat	32	13	1	0	**14**
Haryana	35	13	2	0	**15**
Himachal Pradesh	4	3	1	0	**4**
International	1	1	0	0	**1**
Jharkhand	19	6	0	1	**7**
Karnataka	15	7	0	0	**7**
Kerala	10	5	0	0	**5**
Madhya Pradesh	22	11	0	0	**11**
Maharashtra	125	43	6	0	**50**
Odisha	5	4	1	0	**5**
Punjab	8	5	0	0	**5**
Rajasthan	25	11	0	0	**11**
Tamil Nadu	19	6	0	0	**6**
Telangana	21	8	0	0	**8**
Uttar Pradesh	75	26	0	1	**27**
Uttarakhand	4	2	0	0	**2**
West Bengal	59	21	1	0	**22**
Grand Total	**603**	**227**	**12***	**4**	**245***

* The students placed in one Corporate – Private (Tata Housing, Mumbai) were deputed by organization at total six locations.

Annexure 2
List of Projects

Sr No	Project Title	Name of Organization	State / UT	City
1	Website Content Development and Fund Raising	Tabitha Development Society	Andhra Pradesh	Bhimavaram
2	Examining Problems of Street Vendors	Social Educational and Economic Development Society (SEEDS)	Andhra Pradesh	Guntur
3	Database Management for Andhra Pradesh Housing Survey	Bharathi Integrated Rural Development Society (BIRDS)	Andhra Pradesh	Nandyal
4	Evaluation of Impact of Sanitation Program Undertaken by Jana Kalyan Welfare Society	Jana Kalyan Welfare Society	Andhra Pradesh	Rajahmundry
5	Development of Health Care Projects for villagers in Srikalahasthi	Serve Train Educate People's Society (STEPS)	Andhra Pradesh	Srikalahasthi
6	Teaching Underprivileged Children and Social Media Marketing	Child Aid Foundation	Andhra Pradesh	Vijayawada
7	Awareness Campaign for ARDAR Projects	Association of Rural Development and Action Research (ARDAR)	Andhra Pradesh	Visakhapatnam
8	Impact Analysis of CSR Activities Undertaken by Visakhapatnam Steel Plant	Visakhapatnam Steel Plant (Vizag Steel Plant)	Andhra Pradesh	Visakhapatnam
9	Brand Building for CRD's initiative 'Papervidya : Education Through Paper'	Centre for Rural Development (CRD)	Assam	Guwahati
10	Social Media Marketing and Childline Awareness Program	Prerona Pratibandhi Sishu Bikash Kendra	Assam	Jorhat
11	Project Gap Analysis for Childline, Bhagalpur	Childline (Disha Gramin Vikas Manch)	Bihar	Bhagalpur
12	Bank Account Linkage of Street Vendors of Darbhanga & Patna	Nidan MFI	Bihar	Darbhanga & Patna
13	Biodiversity Campaign in Bihar	Tara Foundation	Bihar	Muzaffarpur
14	Documentation of Case Studies of the Beneficiaries of Project Basera	Gramin Evam Nagar Vikas Parishad (GENVP)	Bihar	Patna
15	Building Brand Equity for Indian National Portage Association	Indian National Portage Association (INPA)	Chandigarh	Chandigarh
16	Awareness Program : Government Schemes for Special Children	Sneha Sampada Vidyalaya	Chhattisgarh	Bhilai
17	Documentation of Case Studies of the Beneficiaries of Integrated Sustainable Rural Development Project (Bilaspur)	Shikhar Yuva Manch (SYM)	Chhattisgarh	Bilaspur
18	Need Assessment Survey and Impact Analysis of CSR Activities undertaken by South Eastern Coalfields Limited	South Eastern Coalfields Limited (SECL)	Chhattisgarh	Bishrampur
19	CSR Need Assessment Survey for Balmare Lawrie	Balmer Lawrie	Dadra and Nagar Haveli	Silvassa
20	Developing Communication Strategies for Asha Deep Foundation	Asha Deep Foundation	Delhi	Delhi
21	Evaluation of Project Umang	Centre for Civil Society	Delhi	Delhi
22	Market Research : Setting up Child Crèche at Construction Sites and Village Water Purification Plant	Child Survival India	Delhi	Delhi
23	New Strategies for Teaching Pedagogy at CRY	CRY - Child Rights and You	Delhi	Delhi
24	Designing and Conducting Bridge Courses to Enhance Learning Levels of Underprivileged Students	Deepalaya	Delhi	Delhi

Sr No	Project Title	Name of Organization	State / UT	City
25	Data Management for Employee Performance Review and Project DOST (Deepalaya Old Students Team)	Deepalaya	Delhi	Delhi
26	Impact Assessment of Bal Chetna Program & Designing Soft Skills Program : DDCW Vocational Training Centers	Delhi Council for Child Welfare (DCCW)	Delhi	Delhi
27	Management & Promotion of SWYAA Open School	Disha India	Delhi	Delhi
28	Skill Development Workshop and FTFI Brand Building Activities :- Marketing Catalogue, BMO & Guidestar Registration	Fair Trade Forum	Delhi	Delhi
29	Impact Assessment of CSR Projects	Global Hunt Foundation	Delhi	Delhi
30	Leprosy Affected Families : Documentation of Success Stories	Hope Foundation	Delhi	Delhi
31	Designing Functional Strategies for Maitri India	Maitri India	Delhi	Delhi
32	Impact Study on Skill Development and Livelihood Projects	Nipun	Delhi	Delhi
33	Impact Study of Crèche Centers in Delhi	Nipun	Delhi	Delhi
34	Impact Study on Water and Sanitation Facilities	Nipun	Delhi	Delhi
35	Documentation of Case Studies of Nipun Beneficiaries	Nipun	Delhi	Delhi
36	Case Study and Impact Study of Shiksha Saheli	Nipun	Delhi	Delhi
37	Impact study on Mid Day Meal	Nipun	Delhi	Delhi
38	Designing Promotional Material for KEF	Piramal Foundation (Kaivalya Education Foundation)	Delhi	Delhi
39	Gandhi Fellowship : Marketing and Branding	Piramal Foundation (Kaivalya Education Foundation)	Delhi	Delhi
40	CSR Pitching : BVVS Project of Prerna Society	Prerna Social Development and Welfare Society	Delhi	Delhi
41	Vocational Training and Skill Development	Rasta	Delhi	Delhi
42	Child Line Services and Open Shelter Education	Salaam Baalak Trust	Delhi	Delhi
43	New Strategies for Improving Teaching Pedagogy	Smile Foundation	Delhi	Delhi
44	Teaching Pedagogy for Out of School Students	Smile Foundation	Delhi	Delhi
45	Analysis of Learning Level Outcomes in South Delhi Municipal Corporation (SDMC) Schools	Society for All Round Development (SARD)	Delhi	Delhi
46	Resource Mobilization for Sounds of Silence Foundation	Sounds of Silence Foundation, Delhi	Delhi	Delhi
47	Resource Mobilization Strategy	Sparsh	Delhi	Delhi
48	Impact Analysis & Resource Mobilization Strategy for Zero Investment Innovation for Education Initiative (ZIIEI) Program	Sri Aurobindo Society	Delhi	Delhi
49	Impact Study : Programme for Children With Special Needs (CWSN)	Sri Aurobindo Society	Delhi	Delhi
50	Self-Sustainability Model For Society For Child Development	The Society for Child Development	Delhi	Delhi

Sr No	Project Title	Name of Organization	State / UT	City
51	Documentation for Financial Audit	Vidya Integrated Development For Youth And Adults	Delhi	Delhi
52	Designing Digital Database for HR & Library	Vidya Integrated Development For Youth And Adults	Delhi	Gurgaon
53	Identifying Market Size for Corrective Eyeglasses in Bihar	VisionSpring	Delhi	Delhi
54	Analysis of the Service Benefits to the Poor People through VS Eyeglasses	VisionSpring	Delhi	Noida
55	Comprehensive Marketing Strategy for the Hubs Division of VisionSpring	VisionSpring	Delhi	Noida
56	Standard Operating Procedures & Strategic Roadmap for Partnerships at VisionSpring	VisionSpring	Delhi	Noida
57	Study of Community Satisfaction, Need Assessment & Waste Management at Tata Housing's Goa Site	Tata Housing	Goa	Goa
58	Scoping Employment Opportunities for Janvikas's Driverben and U-Live programs	Janvikas	Gujarat	Ahmedabad
59	Qualitative Research for End-line Assessments of Teachers	Kaivalya Education Foundation	Gujarat	Ahmedabad
60	Training Manual for Skill Development of Home Manager	Saath Charitable Trust	Gujarat	Ahmedabad
61	Research & Content Development for Fundraising	Saath Charitable Trust	Gujarat	Ahmedabad
62	Business Development and Budget Planning for Saath Charitable Trust	Saath Charitable trust	Gujarat	Ahmedabad
63	Digital Marketing and Gap Analysis for ERP Implementation & Human Resource Development	Sense International India	Gujarat	Ahmedabad
64	Anand Childline : Analysis of the cases reported between 2012-2016	Tribhuvandas Foundation	Gujarat	Anand
65	Resource Mobilization & Awareness Campaign for Narmadanagar Rural Development Society (NARDES)	Gujarat Narmada Valley Fertilizers & Chemicals Limited (GNFC)	Gujarat	Bharuch
66	Donor Scoping & Annual Report for Shaishav Child Rights	Shaishav Child Rights	Gujarat	Bhavnagar
67	Social Media Marketing : Gujarat Women Festival and Udgam Women's Achievers Award 2017	Udgam Charitable Trust	Gujarat	Gandhinagar
68	Resource Mobilization & Project Proposal Development	Chaitanya Charitable Trust, Jamnagar	Gujarat	Jamnagar
69	Analysis of Rukmavati River Basin Project	Vivekanand Research and Training Institute	Gujarat	Mandvi
70	Mapping Self-employment Opportunities for Rural Women	Navsarjan Trust	Gujarat	Surat
71	Marketing of Child Welfare Projects & Knowledge Management of Baroda Citizens Council	Baroda Citizens Council	Gujarat	Vadodara
72	Strategy for Pharma Supply Chain Management System of Deepak Foundation	Deepak Foundation	Gujarat	Vadodara
73	Market Linkages and Business Plan for Establishing Dal Mill by Women Farmers	Deepak Foundation	Gujarat	Vadodara
74	Digital Marketing and Content Development for Hope Foundation	Hope Foundation, Vadodara	Gujarat	Vadodara
75	Teaching Underprivileged Children in Bal Bhavan, Ambala	District Child Welfare Council of Haryana	Haryana	Ambala
76	B-plan For Conserve India in Waste Management and Sustainability Consulting	Conserve India	Haryana	Bahadurgarh

Sr No	Project Title	Name of Organization	State / UT	City
77	Project Evaluation of Prayas Social Welfare Schools	Prayas Social Welfare Society	Haryana	Faridabad
78	Brand Building & Fund Raising for Roshni Educational Society	Roshni Educational Society	Haryana	Faridabad
79	Literacy India Centre Database Management & Documentation of Beneficiary Case Studies	Literacy India, Gurgaon	Haryana	Gurgaon
80	Social Media Marketing and Branding of Project Indha	Literacy India, Gurgaon	Haryana	Gurgaon
81	Documenting Success Stories of the Beneficiaries of Sukarya	Sukarya	Haryana	Gurgaon
82	Study of Stakeholder Mapping, Need Assessment, Community Satisfaction & Waste Management at Tata Housing's Primanti Site	Tata Housing	Haryana	Gurgaon
83	Study of Community Survey, Need Assessment and Waste Management at Tata Housing's Gurgaon Gateway site	Tata Housing	Haryana	Gurgaon
84	Marketing Strategies for Bags of Hope Project and Compilation & Data Analysis for Annual Report of Vishwas Vidyalaya	Vishwas India	Haryana	Gurgaon
85	Awareness and Support to the Underprivileged for Opening Bank Accounts Under Pradhan Mantri Jan Dhan Yojana Scheme	Gram Vikas Sansthan	Haryana	Hisar
86	Swachh Bharat Mission Awareness Campaign for Society for Advancement of Village & Urban Environment	Society for Advancement of Village & Urban Environment (SAVUE)	Haryana	Jind
87	Awareness of Women and Children Empowerment Schemes	Pragati Social Service Society	Haryana	Karnal, Yamunanagar
88	Digitization of Data for Association for Social Health in India	Association For Social Health In India (ASHI)	Haryana	Panchkula
89	Survey on Dropouts and Alumni Students	Bharti Foundation	Haryana	Rewari
90	Content Development & Social Media Marketing for Free e-learning initiative of Sristi Gyan Kendra	Sristi Gyan Kendra	Haryana	Rohtak
91	Social Media Marketing and Awareness Campaigns for Utthan Institute's Projects	Utthan Institute of Development and Studies	Haryana	Yamuna nagar
92	Study of Waste Management, Stakeholder Mapping, Need Assessment & Community Satisfaction at Kasauli site of Tata Housing	Tata Housing	Himachal Pradesh	Kasauli
93	Impact Study on Livelihood Opportunities by Society for Technological Development	Society for Technological Development (STD)	Himachal Pradesh	Mandi
94	Vishwa Ashray Sansthan Network Development	Vishwa Ashraya Sansthan (VAS)	Himachal Pradesh	Palampur
95	Sanitation Health Awareness and Digital Marketing of Himachal Pradesh Voluntary Health Association	Himachal Pradesh Voluntary Health Association (HPVHA)	Himachal Pradesh	Shimla
96	Holistic study of CSR Activities at Bokaro Power Supply Company Pvt. Ltd. and Development of CSR Brochure	Bokaro Power Supply Company Pvt. Ltd. (BPSCL)	Jharkhand	Bokaro
97	Impact Analysis & Promoting Awareness of Childline	Bhartiya Kisan Sangh, Dhanbad	Jharkhand	Dhanbad
98	Social Impact Analysis of Alternate Community Based Child Care by Srijan Foundation	Srijan Foundation	Jharkhand	Hazaribagh
99	Research Report of Basic Civic Amenities in Mango NAC (Now Municipal Corporation)	Adarsh Seva Sansthan	Jharkhand	Jamshedpur
100	Devising Resource Mobilization Strategy for Sankalp	Sankalp	Jharkhand	Jamshedpur
101	Devising Marketing & Resource Mobilization Strategies for Ashray	ASHRAY - South Vihar Welfare Society for Tribal	Jharkhand	Ranchi

Sr No	Project Title	Name of Organization	State / UT	City
102	Childline : Creating Awareness About Child Care and Protection	Chotanagpur Sanskritik Sangh	Jharkhand	Ranchi
103	Spreading Awareness Regarding Childline	United Social Welfare Association (USWA)	Karnataka	Belgaum
104	Social and Intellectual Development of Primary & Secondary School students through Activity-Based teaching	Agastya International Foundation	Karnataka	Bengaluru (Bangalore)
105	Business development initiatives for BREADS	BREADS	Karnataka	Bengaluru (Bangalore)
106	Development of Marketing STP and CSR Strategy for Shiksana Foundation	Sikshana Foundation	Karnataka	Bengaluru (Bangalore)
107	Fund Raising through Corporate Partnerships	Smile Foundation	Karnataka	Bengaluru (Bangalore)
108	Fundraising through Individual Partnerships	Smile Foundation	Karnataka	Bengaluru (Bangalore)
109	Documentation of Case Studies & Annual Progress Reports of AWWA Beneficiaries	Affus Woman Welfare Association (AWWA)	Karnataka	Hubli
110	Fundraising for Pratham Balawadi Urban Program	Pratham Mysore	Karnataka	Mysore
111	Promotion of Childline & Urjakiran	Alleppey Diocesan Charitable and Social Welfare Society (ADC & SWS)	Kerala	Alappuzha
112	Income Generation Models for Disabled and raise fund from the CSR Corpus of Corporates	Apex Voluntary Agency For Rural Development(AVARD)	Kerala	Chalakudy
113	Strategies and tactics for improving the day-to-day operations of the micro-finance division	Welfare Services Ernakulam	Kerala	Ernakulam
114	Analysis of Childline Calicut activities	Association for Welfare for Handicapped, Calicut	Kerala	Kozhikode (Calicut)
115	Business Analysis of Jubilee Dairy Farm	Trivandrum Social Service Society (TSSS)	Kerala	Thiruvananthapuram (Trivandrum)
116	Childline 1098 - Awareness Campaign	Aarambh Education & Community Development Society	Madhya Pradesh	Bhopal
117	Community Development Through Child Education	Muskaan, Bhopal	Madhya Pradesh	Bhopal
118	Strategy to Improve Social and Operational Processes of Sahyog Microfinance Limited	Sahyog Microfinance Limited	Madhya Pradesh	Bhopal
119	Plan for Livelihood Support to the Tribal Community in Mokhed Block	Gramin Vikas Mandal Chhindwara	Madhya Pradesh	Chhindwara
120	Transaction and Inventory Management for Jan Sahas	Jan Sahas	Madhya Pradesh	Dewas
121	Multi-sectoral Approach to Eradicate child labour in Gwalior City	Centre for Integrated Development	Madhya Pradesh	Gwalior
122	Designing Proposal for 'Mera Ghar', an Upcoming School Project of AAS	AAS	Madhya Pradesh	Indore
123	Promotional Videos and Fundraising Strategy for AAS	AAS	Madhya Pradesh	Indore
124	Designing AAS' Annual Report 2016-17	AAS	Madhya Pradesh	Indore
125	Children welfare and Small Business Micro-financing	Lok Biradari Trust	Madhya Pradesh	Indore
126	Business Development Plan for Women Empowerment	National Institute of Women Child and Youth Development	Madhya Pradesh	Jabalpur
127	Resource Mobilization and marketing of Madhya Pradesh Viklang Sahayata Samiti	Madhya Pradesh Viklang Sahayata Samiti	Madhya Pradesh	Ujjain

Sr No	Project Title	Name of Organization	State / UT	City
128	Creating Awareness About the Childline 1098 and Imparting Elementary Education to Children	Vidisha Social Welfare Organization (VSWO)	Madhya Pradesh	Vidisha
129	Analysis of Dr. Hedgewar Hospital's Patient Feedback on IPD & OPD	Dr. Hedgewar Rugnalay	Maharashtra	Aurangabad
130	Project Planning for the Construction of Residential School 'Snehgram Vidyalaya'	Ajit Foundation	Maharashtra	Barshi
131	Skill Development Training for Artisans at Mohorli, Maharashtra	Indian Institute of Youth Welfare	Maharashtra	Chandrapur
132	Digitization of Students' Records & Social Media Marketing	Astitva Trust	Maharashtra	Dombivali
133	Developing Common Business Model for Various Initiatives of Ugam Gramin Vikas Sanstha	Ugam Gramin Vikas Sanstha	Maharashtra	Hingoli
134	Strategy for Resource Mobilization for Rural Youth Empowement	Jain Irrigations System Ltd (Gandhi Research Foundation)	Maharashtra	Jalgaon
135	Website Content Development & Fundraising for Academy of Learning and Development	Academy of Learning and Development	Maharashtra	Mumbai
136	Forecasting Model for Micro Finance Project and Micro Insurance Project	Annapurna Pariwar	Maharashtra	Vashi
137	Digital Marketing & Fundraising Strategies and Data Extraction	Arpan	Maharashtra	Mumbai
138	Designing Display Material for Career Fair & Students Data Management System	Aseema Charitable Trust	Maharashtra	Mumbai
139	Developing an Integrated Marketing Communications Strategy for Asha Handicrafts Association	Asha Handicrafts Association	Maharashtra	Mumbai
140	Project Documentation and Quality Assurance	Asha Handicrafts Association	Maharashtra	Mumbai
141	Project Management for Spark-a-Change	Atma	Maharashtra	Mumbai
142	Developing Road Map for Various CSR Activities of Bajaj Electricals Ltd.	Bajaj Electricals Ltd	Maharashtra	Mumbai
143	Designing Social Media Marketing Strategy for Care Foundation	Care Foundation	Maharashtra	Mumbai
144	Conducting Community Health Assessment Survey	Centre for the Study of Social Change	Maharashtra	Mumbai
145	Skill Development Activities for Students and Home Managers (Women)	Crompton Greaves	Maharashtra	Mumbai
146	Corporate Fundraising for Child Rights and You	CRY - Child Rights and You	Maharashtra	Mumbai
147	Documentation of Various Activities for Door Step School and Teaching Underprivileged Children	Door Step School, Mumbai	Maharashtra	Mumbai
148	Data Management System and Coordinating Recruitment Process at Educate Girls	Educate Girls	Maharashtra	Mumbai
149	Ernst & Young Foundation Scholarship Program - Verification of Applications	Ernst & Young Foundation	Maharashtra	Mumbai
150	Corporate Outreach for Fundraising and Organizing Industry Interest Study Circles	Junior Achievement India	Maharashtra	Mumbai
151	Preparing Board Presentation for presenting CSR Budget 2017-18	Larsen & Toubro	Maharashtra	Mumbai
152	Designing L&T's CSR Annual Report 2016-17	Larsen & Toubro	Maharashtra	Mumbai
153	Standard Operating Procedure for CSR Activities of Larsen & Toubro	Larsen & Toubro	Maharashtra	Mumbai
154	360-degree Digital Marketing Plan and Operational Back-end Support Services for Make-A-Wish Foundation, Mumbai	Make-A-Wish Foundation	Maharashtra	Mumbai

Sr No	Project Title	Name of Organization	State / UT	City
155	CSR Funding and Incremental Digital Communication Outreach for Make-A-Wish	Make-A-Wish Foundation	Maharashtra	Mumbai
156	Social Marketing for Adopting Green Habits	Me2Green	Maharashtra	Mumbai
157	Updating HR manual and Event Management for Autism Awareness Day	Muskan Foundation for People with Multiple Disabilities	Maharashtra	Mumbai
158	Development and Deployment of Entrepreneurship Module for BMC School	Salaam Bombay Foundation	Maharashtra	Mumbai
159	Designing Corporate Fundraising Strategy	Save The Children India	Maharashtra	Mumbai
160	Organizing a Fundraiser Event 'Strike for Education'	Smile Foundation	Maharashtra	Mumbai
161	Strategy for STeP Program (Smile Twin e-Learning Program)	Smile Foundation	Maharashtra	Mumbai
162	Research & B-Plan for Sol's ARC Pathways Program	Sol's ARC (Assessment and Remedial Centre)	Maharashtra	Mumbai
163	Fundraising and Sustainability Strategy for Sounds of Silence Foundation	Sounds of Silence Foundation, Powai, Mumbai, Maharashtra	Maharashtra	Mumbai
164	Marketing for Online Campaign and Beneficiaries' Products	Srujna	Maharashtra	Mumbai
165	Digitization of Impact Assessment Process & Reports	Srujna	Maharashtra	Mumbai
166	Designing HR & Recruitment Policies	Srujna	Maharashtra	Mumbai
167	Setting up of Home-based Spice Business for Swami Brahmanand Pratishthan	Swami Brahmanand Pratishthan	Maharashtra	Mumbai
168	Study of Stakeholder Mapping, Need Assessment Survey, Community Satisfaction and Waste Management Practices at Aveza (Mulund) & Amantra (Kalyan) Sites of Tata Housing	Tata Housing	Maharashtra	Mumbai
169	Study of Waste Management and Community Need Assessment at Boisar & Thane Sites of Tata Housing	Tata Housing	Maharashtra	Mumbai
170	Business Formalization And Imparting Knowledge at Trishul Learning Centers	Trishul	Maharashtra	Mumbai
171	Business Plan for Empowerment of Sex Workers	Vijay Krida Mandal	Maharashtra	Mumbai
172	Marketing and Developing Business Model for Organic Farm Products	Vikas Sahyog Pratishthan	Maharashtra	Mumbai
173	Education of Underprivileged Children	VOICE	Maharashtra	Mumbai
174	Organizing Disability Matrimonial Get Together for Voice Vision	Voice Vision	Maharashtra	Mumbai
175	Social Media and Newsletter Management	WWF-India	Maharashtra	Mumbai
176	Database Management System for WWF	WWF-India	Maharashtra	Mumbai
177	Market Research for Setting up Solar Electrification in Shahpur	WWF-India	Maharashtra	Mumbai
178	Planning the Project Expansion of Vimlashram and Navin Desai Residential School	Amrapali Utkarsh Sangh	Maharashtra	Nagpur
179	Awareness and Sensitization about Childline in Nagpur	Childline Nagpur	Maharashtra	Nagpur
180	Database Management of Training Center	Door Step School	Maharashtra	Pune
181	Examination of Markal Family Strengthening Program, SOS	SOS Children's Village	Maharashtra	Pune

Sr No	Project Title	Name of Organization	State / UT	City
182	Organizing Community & Youth Development Programs	The Akanksha Foundation	Maharashtra	Pune
183	New Strategies for Improving Teaching Pedagogy	The Akanksha Foundation	Maharashtra	Pune
184	Developing Sustainable Business Plan for Baliraja Krushak Producer Co.	Lok Panchayat	Maharashtra	Sangamner
185	Strategy for Water Conservation in Rural Solapur	Lokmangal Group	Maharashtra	Solapur
186	Overview and Modification in Financial Processes	Catalysts for Social Action	Maharashtra	Thane
187	Business Development Plan and Corporate Fundraising	Catalysts for Social Action	Maharashtra	Thane
188	Overview & Modification of Database System and Standard Operating Procedure Document	Catalysts for Social Action	Maharashtra	Thane
189	Process Re-engineering & Resource Mobilization	The Kanchan Foundation	Maharashtra	Vashi
190	Drafting CSR Partnership Proposal for Gramin Samasya Mukti Trust	Gramin Samasya Mukti Trust	Maharashtra	Yavatmal
191	Studying the Business Viability of Adhikar Microfinance	Adhikar Microfinance Private Limited	Odisha	Bhubaneswar
192	Study of EKTA's Target Intervention Project	EKTA	Odisha	Koraput
193	Organizing Swachh Bharat Abhiyaan Themed Events for RUSH	Rural and Urban Socio Cultural Help (RUSH)	Odisha	Puri
194	Developing Marketing Plan for Paper Plate Project	SOS Children's Village	Odisha	Rourkela
195	Spreading Awareness about ADARSA's Initiatives for Holistic Development for Child Welfare and Education	ADARSA	Odisha	Sambhalpur
196	Awareness Campaigns & Vocational Training for Women Empowerment	All India Women's Conference Batala	Punjab	Batala
197	Research on Underprivileged Community and Their Empowerment in Jalandhar	Jalandhar Welfare Society	Punjab	Jalandhar
198	Spreading Awareness and Empowering Children	Childline- SGB International Foundation	Punjab	Ludhiana
199	Study of Producer Companies in India	Kisan Sanchar	Punjab	Mohali
200	Social Media Marketing & Fundraising for Welfare of Special Children	Navjiwani School of Special Education	Punjab	Patiala
201	Customization of Creative Learning and Teaching (CLT) Kit	Educate Girls	Rajasthan	Ajmer
202	Spreading Awareness regarding NYKS' initiatives and Government Welfare Schemes	Nehru Yuva Kendra Sangathan	Rajasthan	Bhilwara
203	Survey on Impact of Demonetization on Rural Population	Urmul Jyoti Sansthan	Rajasthan	Bikaner
204	Assessing Employee Satisfaction at Educate Girls	Educate Girls	Rajasthan	Bundi
205	Overall Development Activities for Children under Kishore Nyay Adhiniyam (Juvenile Justice Act)	Amrapali Prashikshan Sansthan (APS)	Rajasthan	Deoli
206	Empowerment of Women & Street Children	I-India	Rajasthan	Jaipur
207	Strategic Plan for Expansion of Make-A-Wish Foundation's Activities in Jaipur	Make-A-Wish Foundation	Rajasthan	Jaipur
208	New Strategies for Teaching Pedagogy at Naya Sawera's Saksham Teaching Centre and Fundraising	Naya Sawera	Rajasthan	Jaipur
209	Revenue Projection, Costing and Breakeven Analysis of Various Units of Umang	Umang	Rajasthan	Jaipur

Sr No	Project Title	Name of Organization	State / UT	City
210	Product Development, Sales & Diversification Strategies for Umang's Work Training Unit (WTU)	Umang	Rajasthan	Jaipur
211	Documentation and Analysis of Case Studies of the Taabar's Beneficiaries	Taabar	Rajasthan	Kota
212	Content Development for Crowd-funding and Social Media Marketing	Seva Mandir	Rajasthan	Udaipur
213	Business Development for Rabbit Ray	Joytingle Pte Ltd	Singapore	Singapore
214	Social Media Marketing Strategies & Analysis of Eureka's Training Modules	Eureka Child Foundation (AID India)	Tamil Nadu	Chennai
215	Analyzing Programs of Smile Foundation Towards Enhancing Children's Education	Smile Foundation	Tamil Nadu	Chennai
216	Social Media Marketing and Inventory Management System Development	Vidyarambam	Tamil Nadu	Chennai
217	Developing Fundraising Strategy based on the Impact Study of Digital Classrooms & Academic Performance	Isha Vidhya	Tamil Nadu	Coimbatore
218	Designing Project Management Strategy for Beneficiary Wish Fulfillment in Coimbatore, Tamil Nadu	Make-A-Wish Foundation	Tamil Nadu	Coimbatore
219	1) Designing Promotional Strategy : Behavioural Change Among Children & Sakthi-Vidiyal Brand Awareness; 2) Critical Review of Sakthi-Vidiyal's Financial Policy	Sakthi-Vidiyal	Tamil Nadu	Madurai
220	Project Management and Data Integration for Ashray Akruti	Ashray Akruti	Telangana	Hyderabad
221	Research on Handloom Sector and Weaver Community	Center for Action Research and People's Development (CARPED)	Telangana	Hyderabad
222	Designing Vulnerability Mapping Framework for Empowering Girl Children	Mahita	Telangana	Hyderabad
223	Integrated Education for the Orphan Children under Smile Twin E-Learning Programme (STEP)	Smile Foundation	Telangana	Hyderabad
224	Fox Sagar Lake Cleanup Drive : Execution & Report Compilation	WWF-India	Telangana	Hyderabad
225	Database Management and Social Media Strategy	Divya Disha	Telangana	Hyderabad, Secunderabad
226	Social Upliftment of Ghumantu Tribe through Primary Education	Aaradhana	Uttar Pradesh	Agra
227	Documenting Case Studies and Designing Newsletter for Indian Dreams Foundation	Indian Dreams Foundation	Uttar Pradesh	Agra
228	Childline Awareness Campaign in Aligarh	Udaan Society	Uttar Pradesh	Aligarh
229	Education and Rehabilitation of Slum Children in Allahabad	Diocesan Development & Welfare Society (DDWS)	Uttar Pradesh	Allahabad
230	Analysis of School Sensitization Programme	SAKAR	Uttar Pradesh	Bareilly
231	Digital Marketing Strategies for Improving Effectiveness of Existing Operational Model	Aakash Maindwal Foundation	Uttar Pradesh	Ghaziabad
232	Empowering Underprivileged Children Through Elementary Education	Empowering Minds	Uttar Pradesh	Ghaziabad
233	Empowering Children Through Non-formal Education and Vocational Training.	Love Care Foundation	Uttar Pradesh	Ghaziabad
234	Impact Assessment of GEAG's Decentralized Waste Water Treatment (DEWATS) Project	Gorakhpur Environmental Action Group	Uttar Pradesh	Gorakhpur
235	Strategies for Improving Lives Through Education and Healthcare Camps	Sarvajanik Shikshonnayan Sansthan (SSS)	Uttar Pradesh	Hardoi

Sr No	Project Title	Name of Organization	State / UT	City
236	Study of Target Intervention (HIV-Health sector) Project & Agricultural Advancement and Awareness in Datia District	Pragati Path	Uttar Pradesh	Jhansi
237	Study the Impact of SHG's on the Economic Empowerment of Women	Action for Women And Rural Development (AWARD)	Uttar Pradesh	Kanpur
238	Identifying Employment Opportunities for City Livelihood Centre under National Urban Livelihoods Mission	Action for Women And Rural Development (AWARD)	Uttar Pradesh	Kanpur
239	Strategies for Increasing Efficiency of Distribution Process in Lucknow Region.	The Akshaya Patra Foundation	Uttar Pradesh	Lucknow
240	Study of Sneh Vatika & Railway Childline Projects Under Ehsaas	Ehsaas	Uttar Pradesh	Lucknow
241	Childline Awareness Campaigns & Survey on Street Children	Human Unity Movement	Uttar Pradesh	Lucknow
242	Scoping Donor and Peer Educators for Milaan - Be the Change	Milaan - Be the change	Uttar Pradesh	Lucknow
243	Training Module for Sahbhagi Shikshan Kendra	Sahbhagi Shikshan Kendra	Uttar Pradesh	Lucknow
244	Strategies for Social Media Marketing and Improving Efficiency of Community Information & Development Centers (CIDC)	Disha Sewa Sansthan	Uttar Pradesh	Meerut
245	Analysis of Socio-Economic Status of Women Artisans of Meerut	Grameen Vikas Sanstha	Uttar Pradesh	Meerut
246	Need Gap Analysis of Anganwadis in Meerut	Janhit Foundation	Uttar Pradesh	Meerut
247	Setting Educational Tech Incubators under Integrated Village Development - Uttar Pradesh (IVD-UP) Scheme	AROH Foundation	Uttar Pradesh	Noida
248	Impact Assessment of Remedial Innovation in School Education (RISE)	AROH Foundation	Uttar Pradesh	Noida
249	Study & Analysis of Deen Dayal Upadhyaya Grameen Kaushal Yojana	AROH Foundation	Uttar Pradesh	Noida
250	Skill Development Through Education	Niveda Foundation	Uttar Pradesh	Noida
251	Educational Workshops for School Children	Saikripa	Uttar Pradesh	Noida
252	Designing Events-Activities Manual and Documenting Case Studies	Vidya & Child	Uttar Pradesh	Noida
253	Updation of the Website of Vidya & Child	Vidya & Child	Uttar Pradesh	Noida
254	Revising of Health Score Cared, Docmentation of Success Stories & Mapping Donors for Vidya & Child	Vidya & Child	Uttar Pradesh	Noida
255	IT Training and Manuals for the Staff and Cyber Security Manual for the Students	Vidya & Child	Uttar Pradesh	Noida
256	Assessments Study of Women Empowerment Through SHGs	Hindalco Industries Ltd.	Uttar Pradesh	Renukoot
257	Study of Childline Execution by Bharat Sewa Sansthan	Bharat Sewa Sansthan	Uttar Pradesh	Saharanpur
258	Digitalization and Documentation of Primary Data for The Society for Child Development	The Society for Child Development	Uttar Pradesh	Varanasi
259	Study of Women Safety Net Project	Mamta Samajik Sanstha	Uttarakhand	Dehradun
260	Assisting Towards Promoting Digital Literacy at HIMWATS	HIMWATS	Uttarakhand	Haldwani
261	Analysis of Financial Strategy & Designing Promotional Campaigns for KNSS	Kalipather Navajeevan Seva Samity	West Bengal	Asansol
262	Educational, Cultural and Economic Profiling of Cases Undertaken by SAHAS	Speech And Hearing Action Society	West Bengal	Durgapur

Sr No	Project Title	Name of Organization	State / UT	City
263	Developing a Comprehensive Communication Strategy to Eradicate Malnutrition	Swami Vivekananda Vani Prachar Samiti (SVVPS)	West Bengal	Durgapur
264	Organizing the Event 'Connecting Dil Se' and Strategy Plan for Tyohar Foundation	Tyohar Foundation	West Bengal	Hooghly
265	Study of Samaritan Help Mission's Kiosk Banking Services	Samaritan Help Mission	West Bengal	Howrah
266	Teaching Children in CINI's Residential School for Street and Working Children	Child in Need Institute (CINI)	West Bengal	Kolkata
267	Intervention To Improve Living Conditions of Urban Slum	Angel India Foundation	West Bengal	Kolkata
268	Survey on Rogi Sahayata Kendra (RSK)	Association for Social and Health Advancement (ASHA)	West Bengal	Kolkata
269	Strategic Roadmap for Developing Sustainable Rural Craft Hubs in Bengal	Banglanatak Dot Com	West Bengal	Kolkata
270	Study of Sneheneer Project implemented by Bhoruka Public Welfare Trust	Bhoruka Public Welfare Trust	West Bengal	Kolkata
271	Survey for 'Addressing the Unaddressed' (ATU) Program & Designing the NGO's Bi-Annual Report	Hope Kolkata Foundation	West Bengal	Kolkata
272	JSS - Jana Swaasth Suraksha by PBKOJP Health Project	Hope Kolkata Foundation	West Bengal	Kolkata
273	Analysis of Education Programs by Hope Foundation Kolkata	Hope Kolkata Foundation	West Bengal	Kolkata
274	Promoting Awareness about PBKOJP Health and Education Project	Hope Kolkata Foundation	West Bengal	Kolkata
275	Documentation of Girl2B Reports Under Hope Kolkata Foundation	Hope Kolkata Foundation	West Bengal	Kolkata
276	Strategies for Commercialization of IICP's Catering and Gardening Unit	Indian Institute of Cerebral Palsy	West Bengal	Kolkata
277	A Study on the Awareness and Viability of Dance Movement Therapy	Kolkata Sanved	West Bengal	Kolkata
278	Resource Mobilization and Operational Streamlining	Make-A-Wish Foundation	West Bengal	Kolkata
279	Performance Analysis of Mobile Medical Units in Jalpaiguri District	Manbhum Anand Ashram Nityananda Trust (MANT)	West Bengal	Kolkata
280	Teaching and Understanding Moods of Autistic and MR Children	Mother and Child NGO	West Bengal	Kolkata
281	Skill Development and Livelihood training through 'Smile Twin e-Learning Program (STeP)	Smile Foundation	West Bengal	Kolkata
282	Study of Community Survey, Need Assessment & Waste Management at Tata Housing's Kolkata Site	Tata Housing	West Bengal	Kolkata
283	Drafting a Child Protection Policy and Working towards Child Education	Turnstone Global	West Bengal	Kolkata
284	Student Mobilization for Social Courses Organized by TISS and VSSW	Vidyasagar School of Social Work	West Bengal	Kolkata
285	Survey on Community Awareness Regarding Environment Protection of Satragachi Jheel	WWF-India	West Bengal	Kolkata
286	Assessment Camps & Vocational Training under Disabled's Upliftment Program	Haiderpur Shelter of Malda	West Bengal	Malda
287	Optimization of Supply Chain	Child in Need Institute (CINI)	West Bengal	Siliguri
288	Operational Plan for 'Kadam Badhate Chalo' - Program to Prevent Violence Against Women	Child in Need Institute (CINI)	West Bengal	Siliguri

Annexure 3
List of Faculty Mentors & Regional In-chrage

List of Faculty Mentors

Sr. No.	Faculty Name	Allotted No. of students	No. of State /UT	No. of Organizations
1	Amit Bhadra	15	4	4
2	Anjalika Gujar	19	1	8
3	Arti Deo	20	2	5
4	Arun Sharma	10	2	6
5	Ashu Sharma	14	3	5
6	Bala Krishnamoorthy	9	3	6
7	Bijayinee Patnaik	8	2	6
8	Chandan Dasgupta	20	2	7
9	Chandrima Sikdar	10	1	3
10	Dayanand Shetty	15	6	7
11	Debashis Sanyal	12	1	4
12	Debasish Ghosh	10	1	5
13	Gayathri Sampath	10	2	7
14	Geeta Dsouza	14	4	7
15	Hari Iyer	20	2	5
16	Hema Bajaj	14	2	4
17	Hufrish Majra	16	7	10
18	Madhavi Gokhale	16	1	7
19	Madhulika Saxena Sinha	10	1	4
20	Manjari Srivastava	20	4	7
21	Mayank Joshipura	9	2	3
22	Meena Galliara	20	2	7
23	Nafisa Kattarwala	9	2	4
24	Neeta Acharya	12	1	5
25	P N Mukherjee	10	3	4
26	Papiya De	15	3	8
27	Paritosh Chandra Basu	12	1	4
28	Rajesh Manjrekar	10	2	2
29	Ranjan Chakravarthy	10	1	3
30	Sangeeta Wats	20	1	9
31	Sangita Kamdar	15	3	4
32	Satish M K	20	4	10
33	Seema Mahajan	10	2	2
34	Seema Rawat	20	1	6
35	Shailaja Rego	9	3	6
36	Shibani Belwalkar	10	1	8
37	Smita Mazumdar	12	1	4
38	Souvik Dhar	10	1	2
39	Sreeram Sivaramakrishnan	10	1	5
40	Sujata Mukherjee	20	1	7
41	T Kachwala	18	1	4
42	Tinu Jain	6	2	3
43	Veena Vohra	19	3	7
44	Vikas Gadre	15	1	5

List of Regional In-charge

Sr No	Regional Incharge	States
1	Dr. Meena Galliara	Gujarat, Haryana, National Capital Territory of Delhi, Singapore
2	Dr. M. K. Satish	Andhra Pradesh, Bihar, Chhattisgarh, Dadra and Nagar Haveli, Jharkhand, Karnataka, Kerala, Punjab, Rajasthan, Tamil Nadu and Telangana
3	Dr. Sujata Mukherjee	Assam, Himachal Pradesh, Odisha, Uttar Pradesh, Uttarakhand and West Bengal
4	Ms. Anjalika Gujar	Chandigarh, Madhya Pradesh and Maharashtra

Annexure 4
Student's Personal Data Form

SVKM's NMIMS
School of Business Management

MBA (Batch 2016-2018)
We Care: Civic Engagement 2017

Student Data Form

1. Name: _____
2. Gender: _____ 3. Age: _____
4. Course: _____ 5. Division: _____
6. SAP ID : _____
7. Roll No: _____
8. NMIMS Email ID: _____
9. Mobile No: _____
10. Parent's current Residential Address: (Specify City / Town / District)
    _____
11. Pin code: _____
12. State: _____
13. Contact Number (Home): _____
14. Graduation Degree: _____
15. Volunteer Skill Set: Please tick the appropriate
    a. IT Skills
    b. Marketing Skills
    c. Teaching Skills
    d. Finance Skills
    e. Any other, specify_____
16. Work Experience :
    a. Company / Organization : _____
    b. Number of months: _____
    c. Sector: Please tick the appropriate
        a) Finance   b) Marketing   c) HR   d) IT
        e) Operations   f) None (Fresher)   g) Any other, specify_____
17. Have you worked as an employee volunteer in your company's CSR department
    a) Yes   b) No
18. If yes, share Name and Contact No of your company's CSR Executive/Manager:
    _____
19. Languages known (other than English)
    1. _____   2. _____   3. _____
20. Intended field of Internship[1]: (Give any 4 Preferences)[2]
    a. Animal Rights
    b. Child Welfare
    c. Community Development
    d. Differently Abled
    e. Economic Empowerment
    f. Health
    g. Micro Finance
    h. Women Empowerment
    i. No Preference
21. Are you willing to be placed anywhere in India if the organization bears lodging & boarding cost?
    a) Yes   b) No
22. Are your parents working in PSU?
    a) Yes   b) No

---

[1] Efforts will be made to locate NGOs in your preferred areas, but in case we are unable to locate the same, you shall have to intern in an NGO which is allocated to you. If a good NGO is not located in your hometown you will be placed in Mumbai

2 Some organizations may ask for internship fees ranging from Rs. 500/- to 7000/- which will have to be borne by the student.

23. If yes, are you willing to intern in the CSR department of the PSU?
    _____
24. If yes, please give the contact details of the CSR department of the PSU
    a. Name & Designation of the official
    b. Office Address
    c. Contact number
    d. Email ID

Annexure 5
Rubric: We Care: Civic Engagement: Social Sector Internship

Name of Internship Organization : _____

Name of the Student : _____

Div : _____ **Roll No. :** _____

	Reflect on service as a component of active community engagement, and social responsibility (Out of 10 Marks)	Demonstrate reciprocity and responsiveness in interning with a community organizations (Out of 10 Marks)	Describe and analyze the social issues relevant to the community organization (Out of 10 Marks)	
Accomplished	Student clearly articulates his/her ideas about active community engagement and social responsibility. Student is able to make clear connections between community service and being a responsible and engaged citizen.	Student clearly articulates how his/her internship experience has been mutually beneficial. Student clearly articulates how s/he was responsive to those served, and how s/he was affected or challenged or changed by these relationships. Student demonstrates sensitivity to the target audience.	Student clearly demonstrates knowledge and critical analysis of the important social issues facing the population served. Description and analysis shows depth and complexity. Student draws clear, relevant and nuanced connections between his/her analysis of the social issues and the organization in which s/he interned.	
Developed	Student has ideas about active citizenship / community engagement and social responsibility. But these ideas are not fully integrated / related to the issue handled by the organization.	Student demonstrates basic awareness of reciprocal relationships in the context or service, and demonstrates how s/he has been responsive and sensitive.	Student demonstrates knowledge of the important social issues facing the population served but lacks depth in analyzing the complexity of the problem. Student is able to draw few connections between the social issues and the organization in which s/he interned.	
Undeveloped	Student does not articulate ideas about active citizenship / community engagement or social responsibility. S/he is unable to integrate how the services offered by the organization address the social issue	Student is unable to demonstrate an appreciation of reciprocity, responsiveness, sensitivity in the context of service. Internship for this student is just a requirement to be fulfilled.	Student has little understanding of the important social issues facing the population served. Application of the social issues are simplistic, irrelevant and superficial.	**Total Score**
Score				

Date : _____ **Faculty Mentor's Signature :** _____

Faculty Mentors during We Care viva can assess students on the following :

I.   Understanding the Social Issue

Clarity gained by the student on the following:
A)   Social issue addressed by the organization
B)   Cause effect relationship of the social issue
C)   Cascading Impacts of the social issue
D)   Target audience and their characteristics
E)   Products/services offered by the organization to address the social issue
F)   Reach of the organization

II.   Management of Social Issue by internship organization

Clarity gained by the student on the following
A)   Legal framework of the organization
B)   Governing pattern (Trustees, Board of Directors, Managing Committee)
C)   Staffing pattern and HR practices
D)   Decision making processes
E)   Operational Models adopted
F)   Financial management of the organization
G)   Challenges faced by the organization

III.   Project Handled by the Student

Clarity, Competency gained by the Student in the Project Duration
A)   Project proposition (objective/purpose) and project deliverables
B)   Project Design adopted
C)   Project execution
D)   Application of management knowledge/prior experience for designing/executing the project
E)   Project utility (outputs/ proposed outcomes/impacts)

IV.   Impact of Internship on the student

Sensitivity & Learning gained by the student with regard to
A)   Social inequities and its impact on various components of the society
B)   Perceptual changes experienced by the student post internship in addressing social inequity
C)   Innovative propositions to address the inequity
D)   Application of management education to address the social issue

Annexure 6
Feed Back Form: Student Perspective

SVKM's NMIMS
School of Business Management

We Care **: Civic Engagement Programme 2017**

Student Feed Back Form

We Care: Civic Engagement programme is a compulsory part of your MBA curriculum. We sincerely appreciate the cooperation extended by you in completing your internship.

To review and revise our programme we request you to provide us with your feedback about the same.

* Required

Name of the Student* _____

Roll No* _____ Div* _____

Name of the Internship Organization* - _____
_____

City* _____ State* _____

Please rate your opinion on a scale of 1 – 5 for Q I to Q III

Poor – 1, Average – 2, Good – 3, Very Good – 4, Excellent – 5

I.   Satisfaction with the Organization in which you were placed*

1. Quality of interpersonal relations
2. Orientation provided to understand the functioning of the organization
3. Working atmosphere of the organization
4. Utilization of your time by the organization

II.   Handling Projects*

1. Importance of the Project to the organization
2. Clarity of expectations
3. Autonomy given to complete the project
4. Support received from organization mentor to complete the project

III.   Reports*

1. Clarity of reporting expected
2. Clarity in submitting Final Report
3. Clarity given for Poster Presentation

IV.   Project Handled in the area of*

1. Advocacy / Empowerment
2. Child Welfare
3. Community Development
4. CSR
5. Disability
6. Environment & Animal Welfare
7. Financial Management & Resource Mobilization
8. Health
9. Livelihood / Skill Development
10. Project Management / Business Development
11. Social Marketing

V.   Special contribution made by you to the Organization*

_____

Faculty Mentor Feedback

VI.   How did the faculty mentor provide support to you during the internship Placement?
Please tick multiple options whichever apply

1. Provided me with inputs prior to internship placement
2. Provided me with inputs during my internship placement.
3. Intervened and helped me whenever I had any administrative problems
4. I did not require any support as such
5. Other

VII.   During the course of your internship, did you experience difficulty in contacting your faculty mentor?*
Please tick multiple options whichever apply

1. I received a response from my mentor when I contacted him/her
2. My faculty mentor never responded to my mails/ telephone/ requests for personal meetings
3. I did not feel the need to contact my mentor
4. Other

VIII.   How did you keep in touch with your faculty mentor?*
Please tick multiple options whichever apply

1. Prior to my internship, I had a meeting with my mentor
2. During my internship, I was in touch over e-mail/ telephone
3. I had difficulty in accessing my faculty over e-mail/telephone/personal meeting
4. I did not feel the need to access my faculty mentor.
5. Other

We Care Learning and Feedback

IX.   Do you feel that We Care was a learning experience*

1. Yes
2. No

X.   If Yes, Please mention three major learnings from We Care

_____
_____
_____

XI.   Suggestions for Improvement (We Care programme)*

_____
_____
_____

SVKM's NMIMS
School of Business Management
We Care **: Civic Engagement Programme 2017**

Organization Feed Back Form

We Care: Civic Engagement programme is a compulsory part of our MBA curriculum. We sincerely appreciate the cooperation extended by you in accommodating our student(s) in your organization as interns.

To review and revise our programme we request you to provide us with your feedback about the same.

* Required

Name of the Internship Organization* - _____

_____

City*   _____   State*   _____

Number of Students Placed* (Enter only numerical data)   _____

Please rate your opinion on a scale of 1 – 5 for Q I to Q III
Poor – 1, Average – 2, Good – 3, Very Good – 4, Excellent – 5

I.   Satisfaction with Interns Conduct

1. Adherence to the work discipline
2. Quality of interpersonal relations
3. Level of motivation to work with the organization
4. Ability to learn about a social issue

II.   Handling Projects

1. Originality of ideas
2. Clarity in designing plan of action
3. Adherence to Timelines in delivering tasks
4. Overall delivery of the project

III.   Reports

1. Timely submission of log book and weekly report
2. Timely submission of Final Report
3. Clarity in Presentation of the Report
4. Overall Quality of the Report

IV.   Specific remarks about interns contribution*
_____
_____

V.   Suggestions for Improvement*
_____
_____

a)   News coverage : Childline (Bhartiya Kisan Sangh), Dhanbad (Jharkhand)

b)   News coverage : Naya Sawera, Jaipur (Rajasthan)