

WE CARE REPORT

2011 – 2012

***Centre for Sustainability Management
and
Social Entrepreneurship***

Acknowledgments

The Center for Sustainability Management & Social Entrepreneurship expresses its sincere gratitude to Dr. Rajan Saxena, Vice-Chancellor, NMIMS for entrusting the team with the responsibility of designing the *We Care* internship programme. He along with Dr. Debashis Sanyal, Dean, School of Business Management, gave unstinted support to incorporate the civic engagement internship as compulsory part of the MBA programme.

The sanctity, relevance and importance of the internship programme were established because of the active cooperation from Dr. Sanyal. Despite his heavy workload, he made himself available for all the meetings, provided guidance and above all supported the *We Care* team. The *We Care* team sincerely acknowledges his cooperation.

Special mention needs to be made of Shri B P Sheth, Mentor, NMIMS for continuously motivating and appreciating the *We Care* team. His support to the team was instrumental in keeping the top management updated about the internship programme. The *We Care* team sincerely appreciates his support.

Mr. Manu Dubey, President, SRF and Ms Ankita Sheth, VP, SRF, despite their academic and personal commitments, provided unstinted support to execute the internship programme right from the inception stage. Without their support, it would have become extremely difficult to execute the programme. The support provided by the first year SRF volunteers to streamline the internship is highly acknowledged.

Our special thanks are due to Dr. Vidya Naik, Associate Dean, School of Distance Education, NMIMS for helping us in developing the feedback proforma and analysing the data.

The massive task of planning, executing, monitoring and evaluating the internship required support from the academic administration. We are thankful to Ms Varuna Saxena, Head, Academic Administration and her entire team for extending their cooperation.

The support extended by SBM Faculty members to accommodate and appreciate the *We Care* internship is highly acknowledged. A few faculty members from SBM, Mumbai, Hyderabad & Bangalore campus extended their support to mentor the students. The *We Care* team is highly indebted to them and is genuinely touched by their gesture.

Ms Sushma Louis, Secretary, despite her heavy workload, chipped in whenever we requested her to extend her support.

Our thanks are due to the students of the 2011-2013 batch as well as all the internship organizations for their support and co-operation.

We Care Team,

Center for Sustainability, Management & Social Entrepreneurship

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Executive Summary

We Care Civic Engagement internship is incorporated as a compulsory part of the full time MBA programme offered by, NMIMS with the objective of sensitizing future business managers to social realities and enabling them to understand the symbiotic relationship between business and society.

For the 2011-2013 Batch, *We Care* internship was scheduled between January 2 and January 21, 2012. In all 480 students were placed in 164 socially oriented private and public sector organizations spread across 21 States and 2 UT. One student was placed in Vietnam. In all, students contributed 10,080 man-days and 60,480 man-hours to the social sector. Despite challenges of time, manpower, knowledge and other resources the *We Care* team was actively supported by the SRF Core team, SRF volunteers and academic administration staff which made sincere efforts in handling the internship.

To review and revise the *We Care* internship, 431 students and 123 internship organizations submitted their feedback. Table 1 below lists the major feedback.

Table 1
Major Feedback

<i>Students</i>	<i>Internship Organizations</i>
1) 82% reported high level of satisfaction with the internship organizations	1) 84% showed higher level of satisfaction with students' conduct.
2) 87% reported high level of satisfaction with the projects ¹ allotted to them	2) 76% experienced higher level of satisfaction in the way interns handled the projects.
3) 75% of the students reported having high level of clarity with regard to reporting	3) 81% organizations experienced higher level of satisfaction regarding the reports compiled by the students

Despite diversity across the organizations the mean scores of students for level of satisfaction with organizations, project execution and clarity in reporting were well above the median value.

To review and revise the *We Care* internship, students and internship organizations have submitted a few recommendations. (See Table 2)

¹ Students were allocated projects in the area of resource mobilization & management, branding, business support, micro entrepreneurship, social research, social marketing, rural development, education, water, alternative energy and allied areas.

Table 2

Important Findings - Recommendations

<i>Recommendations by Students</i>	<i>Recommendations by Internship Organizations</i>
<i>1) 21% students recommended extension of internship from three weeks to four weeks.</i>	<i>1) 28% organizations recommended extension of internship from three weeks to four weeks</i>
<i>2) 16% students suggested that organizations should consider offering suitable management projects.</i>	<i>2) 16% organizations suggested for orienting and updating the students' social sector knowledge base prior to commencement of internship through provision of appropriate academic inputs.</i>
<i>3) 12% students felt that the strategic fit between student's interest and internship organizations should be aligned.</i>	<i>3) 10% of the organizations proposed increased faculty involvement in mentoring and supervising students.</i>
<i>4) 3% students proposed for simplification of reporting procedure.</i>	<i>4) 9% organizations indicated that the institute should develop skill sets of their students in time management, planning, communication, report writing and other allied areas</i>

Based on the recommendations, there is need to consider extending the internship duration, providing social sector oriented academic inputs, adequate mentorship support and strengthen communication with internship organizations with regard to project allocation.

We Care: Civic Engagement Internship Program 2012

1. About We Care

We Care Civic Engagement internship programme is an initiative undertaken by the School of Business Management, NMIMS for developing future business managers with a social sensitivity. The initiative is designed to create awareness among the MBA students regarding social causes, provide them opportunity to examine the ground realities and engage their creative minds to address some of the social issues like education, health, poverty, gender discrimination, environment and others. It also allows them to integrate the theoretical knowledge acquired as management students to deal with these issues.

1a. Objectives

- To enable students to value their role as an informed & sensitized citizen and engage them in social development activities
- To develop analytical skills of the students to examine the cascading impacts of social problems on various social groups and social institutions
- To facilitate student's contribution of time, skills, talent and knowledge to make a difference
- To provide an opportunity to the students to learn and apply managerial skills for addressing social issues and social projects

1b. Number of Students

As per the administrative record 483 students spreads across various specialisations were to be placed for the internship. (See Table 3)

Table 3
Students: Specialisation wise

Course	Number
Core MBA	308
MBA-Banking Management	66
MBA-Capital Markets	64
MBA-HR	30
MBA-Actuarial Science	15
Total	483

After Trimester I, two students moved out of the MBA programme and one student was declared medically unfit. Therefore, in all 480 students were to be placed for the internship.

1c. Internship Execution

The internship execution scheduled from Jan 2, 2012 to Jan 21, 2012 (both dates inclusive) for placing 480 students entailed several steps as listed in Table 4 below.

Table 4
Internship Execution: Schedule

Task	Dates
Collection of student's personal data, preferences, skill-sets. (<i>Refer Annexure 2</i>)	July 22- August 9, 2011
Sorting of student's data, follow up with them for collating data and collection of student's CVs	August 10- August 31, 2011
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 organisations	August 25 - December 20, 2011
Designing 'Code of Conduct' and 'Reporting Proforma'	November 25 - December 3, 2011
Launch of <i>We Care</i>	December 5, 2011
<i>We Care</i> 'Open Dialogue Workshops' on 'Micro Finance', 'Working with Children', & 'Working with Disabled'	November 12, November 24 & December 12
Appointment of 18 Faculty Mentors. (<i>Refer Annexure 3</i>)	December 2 - December 20
Internship Execution	January 2 - January 21
Internship feedback duration	January 18 - February 5, 2012
Poster Presentation	February 9, 2012

1d. Selection of Internship Organisations

Students were placed both in public and private sector organizations. Students were placed in CSR/Sustainability department of corporate organizations, government departments as well as NGOs². In all students were placed in 164 organizations across 24 locations (*Refer Annexure 1*).

² The selection of NGOs was done on the basis of its legal status, accreditation from Give India or collaboration with UNDP/UNICEF/UNDMT/Central or State Government

Chart 1(A) below presents the cross sectoral mix of internship organizations. The distribution of various social sector domains of internship organizations is presented in Chart 1(B).

Chart 1(A)
Distribution of Organizations
(Cross-sector wise)

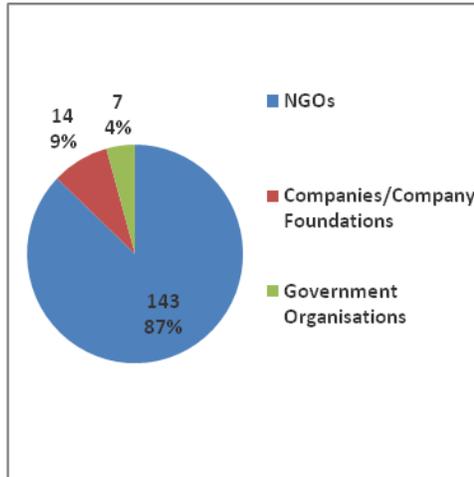
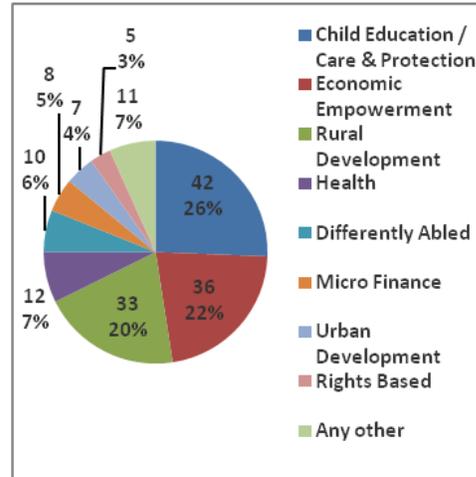


Chart 1(B)
Distribution of Organizations
(Social development sector wise)



Charts 2(A), below presents the distribution of the students across private and public sector organizations. Chart 2(B) lists distribution of students across various domains of social development.

Chart 2(A)
Distribution of Students
(Cross-sector wise)

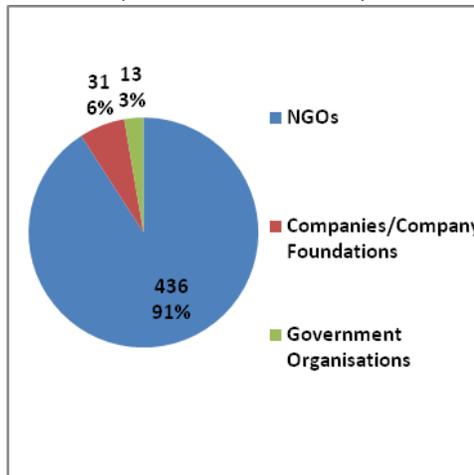
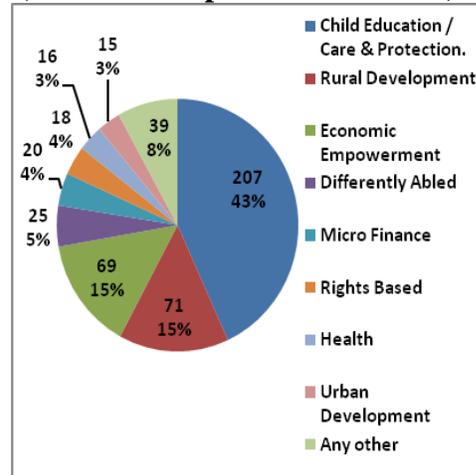


Chart 2(B)
Distribution of Students
(Social development sector wise)



1e. Monitoring and Reporting

Monitoring and reporting was an integral part of the internship. The students were required to adhere to the following:

1. Each student was required to maintain the daily reporting log book to be approved and signed by their respective internship organization mentor.
2. Students were required to submit weekly reports for tracking the progress of the project, to the We Care team in Mumbai
3. Each student was required to submit final project report to the internship organization and the institute
4. Each student was required to adhere to the 'Code of Conduct' specified by the institute.

In addition to the above, in Mumbai, faculty mentors visited the internship agencies, had discussions with organizational mentors. A few faculty mentors telephonically monitored the student's progress and conduct in the internship agencies.

1f. Evaluation

Students were evaluated on the following criteria:

1. Securing 'Certificate of Completion' from internship agency
2. Submission of log sheets, weekly report sheets duly signed by the organizational mentor and final project report to the *We Care* team in Mumbai
3. Presentation of learnings through the Poster Presentation to independent jury

1 g. Feedback

To review and revise the We Care internship program, both the students and the internship organizations were requested to fill online feedback forms. The objectives of collating feedback regarding the *We Care* Civic Engagement internship were:

1. To examine the opinion of students regarding level of satisfaction with internship organizations, project execution and clarity of reporting.
2. To scrutinize the opinion of internship organizations regarding level of satisfaction with students' conduct, project execution and quality of reporting.
3. To solicit recommendations from students as well as internship organizations in strengthening *We Care* internship.

2. Methodology

Design of the Feedback	<p>The feedback of student's covered six data points spanning across 14 variables. Information for the feedback was captured through an online questionnaire. (<i>Refer Annexure 4</i>)</p> <p>The feedback of internship organizations covered five data points spanning 14 variables. Information for the feedback was captured through an online questionnaire. (<i>Refer Annexure 5</i>)</p>
Respondents	<p>Feedback was solicited from</p> <ul style="list-style-type: none"> a) 480 MBA students b) 164 internship organizations
Duration of Data Collection	<p>Jan 18 to Feb 5, 2012</p>
No. of Responses Received	<p>431 students (90 %) and 123 internship organizations (75%) submitted their responses</p>
Result Analysis & Interpretation	<p>Information gathered was analyzed using descriptive statistics to present a comparative picture of the students' as well as internship organizations' review about the <i>We Care</i> internship.</p> <p>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.</p> <p>The level of satisfaction across nine social sectors was calculated with the help of a median value.</p> <p>The level of satisfaction of internship organization 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. Median value was calculated to locate the level of satisfaction across sectoral diversity.</p> <p>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 after making appropriate inferences.</p>

3. Findings: Feedback from Students

Responses were gathered on student’s level of satisfaction with the internship organizations, project execution, special contributions made and clarity of reporting.

Students were also requested to give their recommendations to strengthen the *We Care: Civic Engagement Program*. The findings based on 431students’ responses are elucidated in the subsequent paragraphs.

3 a. 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 ‘Below Average’ (1). The parameters used to infer 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.

Chart 3(A)
Level of Satisfaction
Internship Organizations

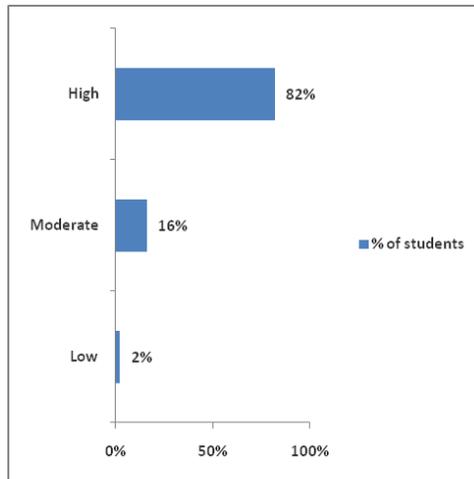
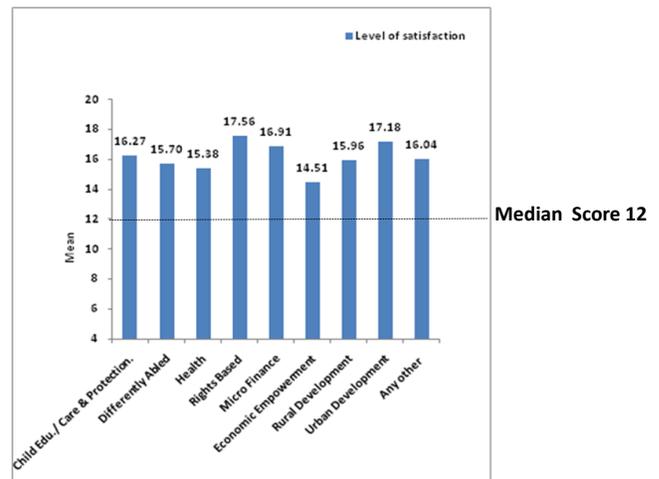


Chart 3(B)
Level of Satisfaction
(Social Development Sector wise)



As depicted in Chart 3(A), it was heartening to know that 82% of the students experienced higher level of satisfaction with the internship organizations. Students reported that the internship organizations accommodated them well and appreciated their volunteering initiative. Higher level of interaction of the staff facilitated good working atmosphere. Those with moderate and low level of satisfaction reported to have issues concerning confusion in the organization about the allocation of projects, mentors and location of fieldwork.

Irrespective of the diversity of the internship organizations students formally and informally expressed a higher level of satisfaction in interning with them. The analysis of the satisfaction level across various internship organizations based on median score displayed in Chart 3(B) also

confirms the same, as mean score of satisfaction across all the project areas is well above the median score.

It can be surmised from the above discussion that students enjoyed their three week stint with the social sector. Students reported to have heightened their emotional attachment with the internship organizations, project areas and project beneficiaries. They felt the power and the joy of contributing and making a difference to the organization. Some reported to have experienced a major change in their own perspective while analyzing the social realities.

3 b. Project Execution

During the internship period each student was expected by the internship organization to work on specific project(s). The level of satisfaction of the intern regarding project execution was measured on a five point rating scale ranging from ‘Excellent’ (5) to ‘Below Average’ (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 4(A)

Project Execution: Level of Satisfaction

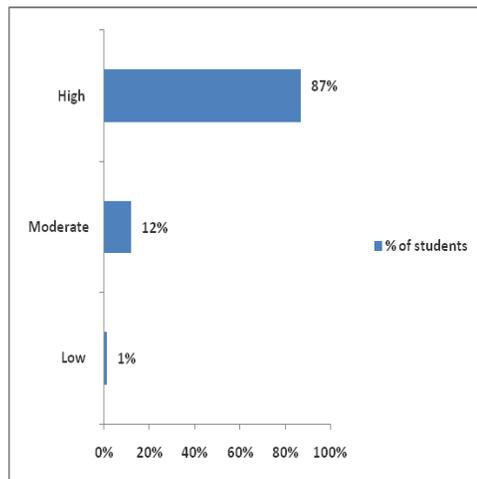


Chart 4(B)

Project Execution: Level of Satisfaction (Social Development Sector wise)

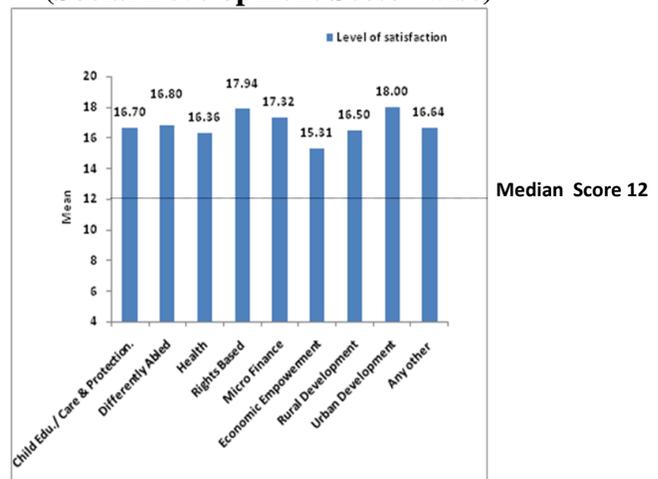


Chart 4(A) highlights that 87% students expressed higher level of satisfaction with regard to project execution. As MBA students, organizations allocated projects in the areas of resource mobilization & management, branding, business support, micro entrepreneurship, social research, social marketing and allied areas. Students reported that the internship agencies allotted them projects which had a higher level of significance to the organization. The fact that the organizations helped them to realize the utility and functionality of the project motivated the students to execute the projects with integrity, competency and compassion.

Analysis based on the median score is displayed in Chart 4(B). Mean score of satisfaction across all the social development sectors is well above the median score. This confirms that irrespective of the diversity of projects across varied development sectors students reported to have higher level of satisfaction.

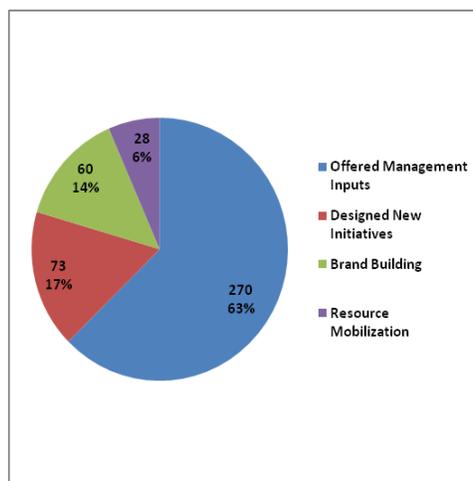
It can be confirmed from the above discussion that to engage MBA students in civic engagement projects, effort is needed to strike a balance between the inherent competencies of the students, nature of the task allocated, appropriate mentorship, clarity of expectations and autonomy. To keep students motivated, the internship organizations played a key role in allocating students short term assignments, which gave them quick results. The process of witnessing change with small actions which gave concrete results raised the confidence level of both the students as well as internship organizations.

It is quite remarkable that *We Care* program enabled students to annually contribute 10,080 man-days and 60,480 man-hours to the social sector as they were required to put in minimum of 6 hours per day for 3 weeks.

3 c. Contribution by students

As part of the feedback students were asked to mention special contribution made by them to the internship organizations during the internship duration. Chart 5 below describes that 63% of the students worked on the existing projects of the internship organisations and contributed to the organization by adding specific management inputs like introducing automation of procedures to reduce redundant manual work, introducing innovative and cost effective implementation plans to save resources and increase efficiency, impact assessment and other related areas. Students reported of integrating the theoretical knowledge gained by them in different subjects while handling their projects.

Chart 5
Special Contribution



17% of the students reported that they started new initiatives to increase the overall impact of the work done by the organizations. Students introduced visual aids/video clips, computer technology and designed new courses for educating children. One team undertook audit of the 'Disaster Mitigation Preparedness' of the Ahmedabad Municipality Schools. Another team created a documentary on migrant workers that would be used as an advocacy tool in spreading awareness on the issues faced by them. Ground work was undertaken for new income generation activities, setting up of dairy business and disabilities clinic for children. Information technology was introduced for the first time for budgeting, accounting, inventory management and a new management information system was installed in one of the organisations.

14% of the students contributed by devising ways to build organization's brand and promote the social cause of the organization. They designed attractive brochures/leaflets, newsletters & websites, introduced use of social media, networked through conferences and created PowerPoint presentations.

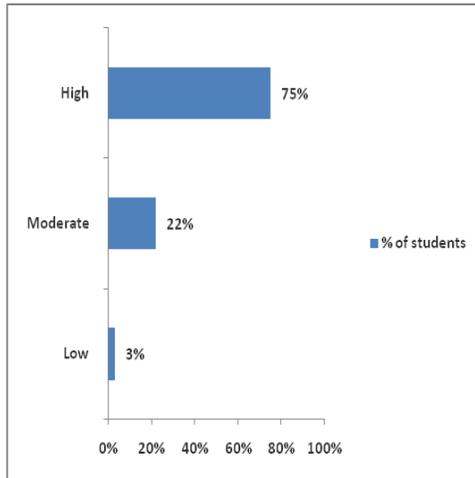
A small section of the students contributed for mobilising financial resources for their organisations. Besides designing various typologies of donor appeals and compiling databases of institutional and individual donors, they assisted in designing innovative fund raising strategies.

3 d. Reports

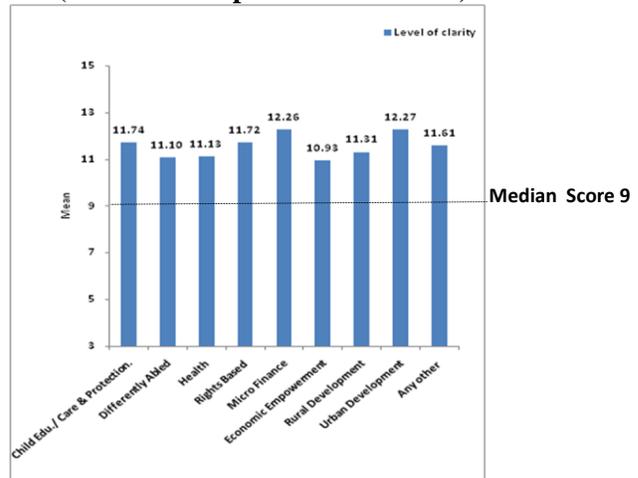
Reporting was an integral part of the internship program. Students were required to submit online weekly reports and a final report. In order to showcase their work with their own peers, faculty, SVKM's management and field practitioners, the students were required to present their learnings through a poster presentation which was scheduled after two weeks of the internship period. The level of clarity of the intern regarding reporting was measured on a five point rating scale ranging from 'Excellent' (5) to 'Below Average' (1). The parameters used to deduce level of clarity in reporting were a) clarity of weekly reporting, b) clarity in submitting final report and c) clarity given for poster presentation.

Instructions about reporting were given by the *We Care* team both in written and oral format. As illustrated in Chart 6(A) below, 75% of the students reported having high level of clarity with regard to reporting. Those who expressed moderate to low level of clarity in reporting felt too much written information was provided to them and reading the written material was cumbersome. Additionally, accessibility to availing internet facilities in the remote areas for reporting was the greatest barrier to retrieving information about how and when to submit reports and posters. Students also felt a higher level of concern in designing professional posters. Though, the information about how to make posters was disseminated along with some demo posters, a section of students' inferred posters as logos or theme posters. Also the last minute changes in allocation of poster slots and poster numbers added to the chaos.

**Chart 6(A)
Clarity of Reporting**



**Chart 6(B)
Clarity of Reporting
(Social Development Sector wise)**



The clarity of reporting based on median score across various development sectors also confirms a higher level of clarity with regard to reporting. As can be seen from Chart 6(B) above mean scores irrespective of the project areas are well above the median score. However, there is lot of scope of improving the communication regarding reporting between the We Care team and the students.

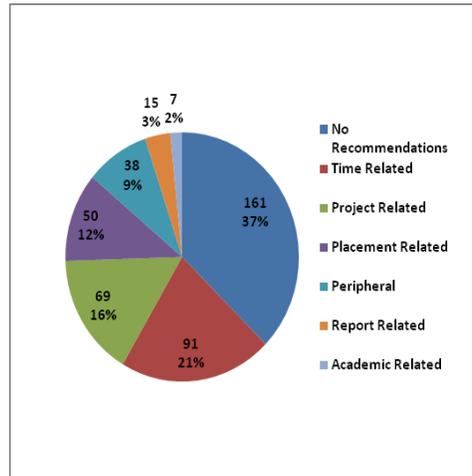
3 e. Recommendations

In order to strengthen the *We Care* program and make it more functional, students were requested to forward their recommendations. It was remarkable to note that a little over one third of students offered no recommendations as they opined that the *We Care* program was fairly well organized. In ascending order students gave their recommendations with regard to extension of internship period (time), project allocation, placement related and, peripheral recommendations. A small section of students also offered report and academic inputs related recommendations. (Refer Chart 7)

21% students recommended that the institute should extend the internship period from three weeks to four weeks. This will enable them to complete the project assignments undertaken by them.

16% students recommended that internship organizations should take efforts to plan and allocate suitable projects dealing with managerial aspects to MBA students. To expose students to field realities, organizations should depute students to the field rather than allocating desk jobs.

Chart 7
Recommendations



Recommendations related to strengthening the strategic fit between student’s interest and placement of student in internship organization came from 12 % students. Amongst these some students felt that the institute should allow students to select their internship organization, while others felt that the institute should be sensitive to students needs and place them in organizations suitable to them.

The peripheral recommendations were related to scheduling the internship period before summer placements, considering *We Care* part of CGPA by incorporating individual assessment, revisiting internship organizations in the second year and defining role of mentors.

A small number of students recommended that submission of reports on daily and weekly basis is cumbersome. They also felt that too much information on writing reports was emphasized. To strengthen *We Care* performance, it was recommended by a few students that institute could consider providing some academic inputs in the areas of management of NGOs, social research, social marketing and so on.

4. Findings: Feedback from Internship Organizations

In all, 75% (123) organizations submitted the feedback form through which responses were solicited on the internship organization’s level of satisfaction with the intern’s conduct, project execution, reporting quality and special comments on student’s performance. Internship organizations were also requested to suggest ways to improve the programme further. The findings presented below are based on these responses.

4 a. Level of Satisfaction: Interns Conduct

The level of satisfaction of the internship organization with interns conduct was measured on a five point rating scale ranging from ‘Excellent’ (5) to ‘Below Average’ (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.

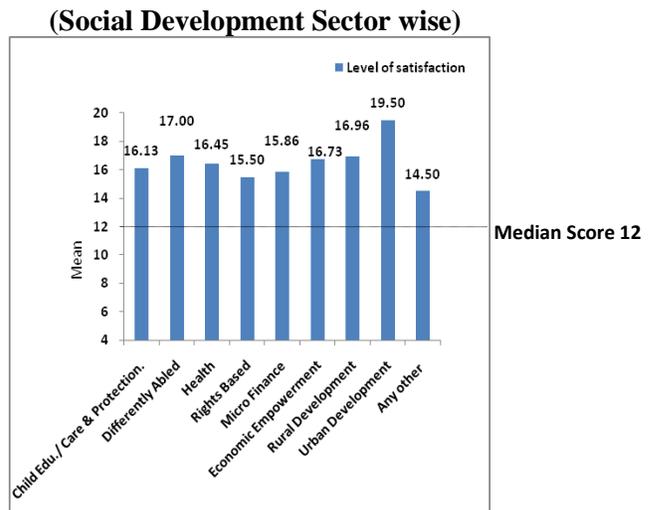
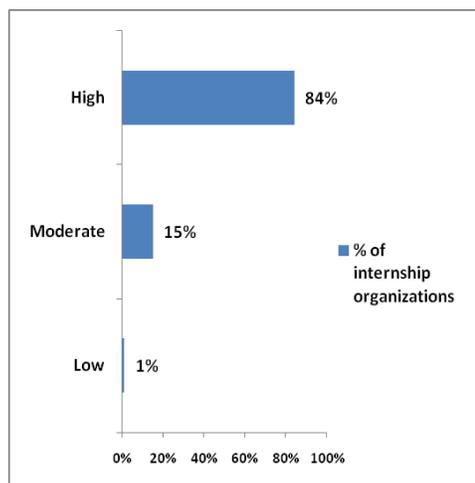
Chart 8(A) below reveals that 84% of the internship organizations showed higher level of satisfaction with students conduct. It is really encouraging to know that majority of the students were found to be disciplined and sincere about their projects. They were also found to be cooperative and good team workers. Internship organizations appreciated their high level of motivation and keenness to understand the social issues.

Chart 8(A)

Chart 8(B)

Level of Satisfaction: Interns conduct

Level of Satisfaction: Interns conduct



Despite the diversity in the social issues handled by internship organizations, the level of satisfaction for interns' conduct was found to be high across all social development sectors. This implies that interns found their emotional connect with the social issues and were concerned to make their contribution. Chart 8(B) supports the above inference as the mean scores of satisfaction of all the sectors are well above the median score.

4 b. Level of Satisfaction: Handling Projects

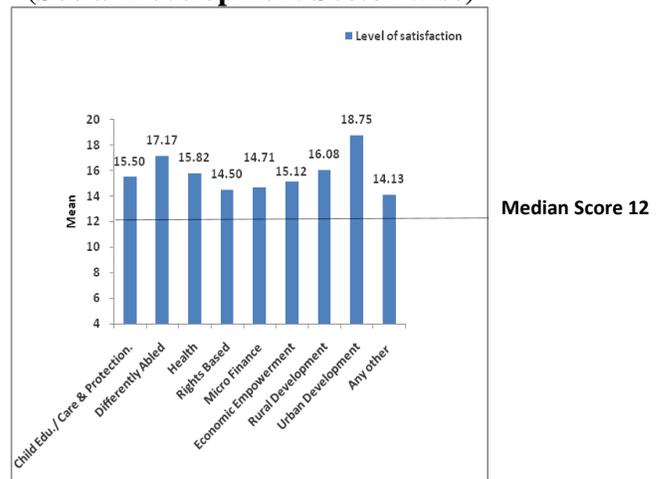
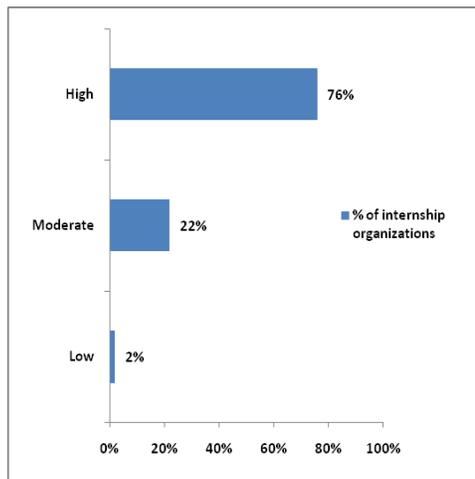
The level of satisfaction of the internship organizations regarding handling of projects by the interns was measured on a five point rating scale ranging from 'Excellent' (5) to 'Below Average' (1). The parameters used to infer level of satisfaction were, i) originality of ideas, ii) clarity in designing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

As depicted in Chart 9(A) below, 76% of the internship organizations experienced higher level of satisfaction in the way interns handled the projects.

These Internship organizations were of the opinion that students displayed dedication and showed willingness to work at the grass roots irrespective of physical or cultural barriers. The organizations appreciated students’ willingness to learn and enthusiasm in applying their knowledge in project execution. A little less than 1/4th internship organizations expressed moderate level to low level of satisfaction. These organizations felt that students would have been able to learn and contribute more effectively had they been better oriented to the development issues and if the duration of internship could have been stretched a little longer.

Chart 9(A)
Level of Satisfaction: Project Execution

Chart 9(B)
Level of Satisfaction: Project Execution
(Social Development Sector wise)



Despite the diversity in the social issues handled by internship organizations, the level of satisfaction for project execution was found to be high across all social development sectors. Analysis based on the median score as displayed in Chart 9(B) confirms the above inference as mean score of satisfaction across all the social development sectors is well above the median score.

4 c. Level of Satisfaction: Reports

Each intern had to maintain the daily reporting log book and submit weekly reports. Both were to be approved and signed by the organizational mentor. Interns were also required to prepare a final report at the end of the internship under the supervision of the mentor.

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 ‘Below Average’ (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.

Chart 10(A) below demonstrates that 81% of the internship organizations experienced higher level of satisfaction regarding the reports maintained by the students. It is heartening to know that internship organizations appreciated that students were punctual and kept daily records of the progress of the project. The mean scores of ‘Satisfaction with Student’s Reports’ across development sectors irrespective of its diversity as displayed in Chart 10(B) are well above the median score. This implies that the rigour developed for reporting by the institute and executed by the students was well appreciated by the internship organizations.

Chart 10(A)
Level of Satisfaction: Reports

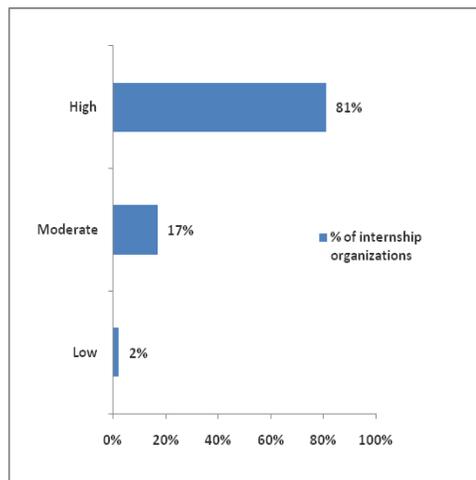
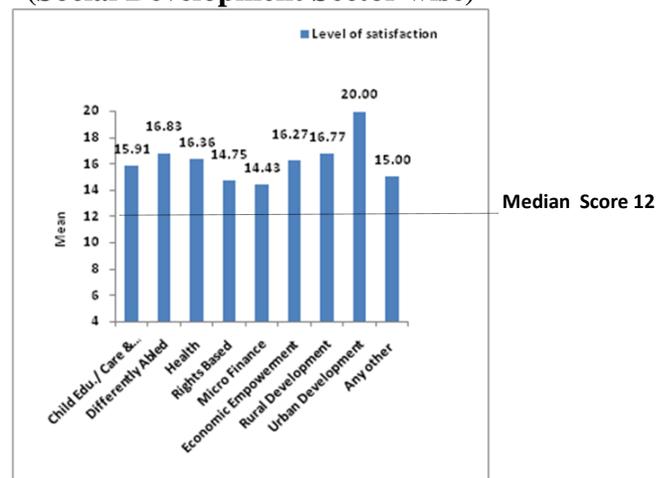


Chart 10(B)
Level of Satisfaction: Reports (Social Development Sector wise)



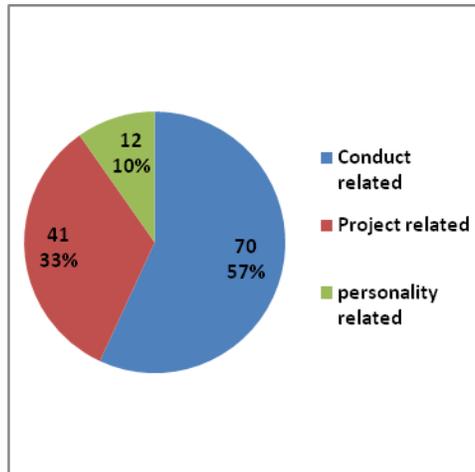
Although final reports were found useful by internship organizations, majority of the organizations expressed that longer duration of internship would have improved overall quality of reports further.

4 d. Special Comments on Student’s Performance

It was interesting to note that internship organizations offered special comments with regard to student’s conduct, project performance and their overall personality. The data in this regard is presented in Chart 11 below. It was heartening to note that students maintained discipline during their internship period, which is indicative of their responsible behaviour. 57% of the comments were related to conduct of the student. Majority of the comments were highly appreciative in nature. As reported by these organizations, students were found to be disciplined, committed to the cause and highly motivated. They had positive approach towards learning new things and were sensitive to the social issues. They were efficient, hard working and blended well with the organizational culture.

Chart 11

Special Comments



However, there were still a few concerns raised by Bihar Rural Livelihoods Promotion Society which reported that compared to Gaya team, conduct of the two students placed at Khagaria was not up to the expectations. Save the Children India, reported that three students placed with them lacked punctuality.

33% of the comments were project related. Internship organizations have admired the way the projects were executed by the students despite short duration of the program. Students were found to be professional in their approach and an asset to the society. Internship organizations reported that overall the work done by the students was of good quality and suggestions made in the final reports will help them to get better results in future. Although one organization has pointed out that to know the reality students should be willing to undertake projects in the interior and remote areas.

One tenth of the comments were related to the personality traits of the students. Internship organizations found the students placed with them intelligent and innovative. They felt that the students were quite clear in their thought process and had the ability to analyze and present the data effectively. One organization pointed out that students need to be more proactive.

Overall the internship organizations valued the contribution made by students and expressed their desire to work with them in future also.

4 e. Recommendations

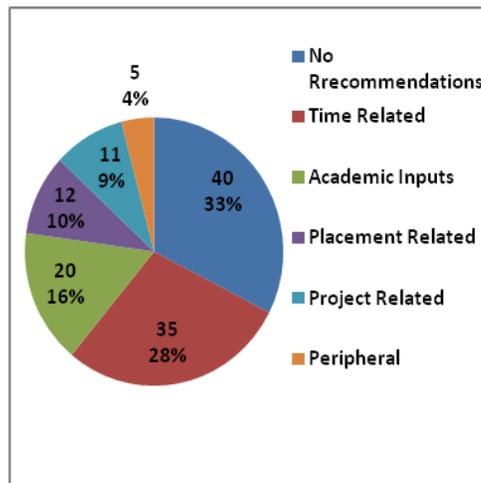
Internship organizations were requested to give recommendations in order to review and revise the *We Care* internship.

As depicted in Chart 12, one third of the internship organizations offered no recommendations as they found the initiative quite satisfactory. Little over 1/4th of the organizations felt that the internship duration (time) has to be extended from three weeks to four/six weeks. This will enhance their understanding of the sector and enable them to complete their projects. One of the NGO also mentioned of avoiding January for internship duration as there are donor visits lined up.

To strengthen the performance of the students, organizations felt that academic inputs with regard to social issues, social research, social policies, legislations, communication and documentation skills should be provided to the students. Students should be encouraged to develop their reading in the areas of development policies.

Chart 12

Recommendations



One tenth of the organizations have recommended that faculty should play an active role while supervising students by visiting the placement organizations, interacting with field staff and providing strong orientation and support to the students. One of the organizations recommended placement of male and female students in the team to facilitate higher acceptability level by the beneficiaries.

A little less than one tenth of the internship organizations felt that students need to be trained to develop their skills in the areas of project management especially with regard to time management, planning, oral & written communication, report writing and other allied areas.

A small percentage of organizations recommended that students should take a more proactive and deep interest in social issues. To mobilize support and action for civic engagement they should share their knowledge with others and continue to do the good work even after the completion of the project.

5. Agenda Ahead

Based on the recommendations given by the students, internship organizations and the We Care team the following aspects need to be considered to strengthen the We Care internship for the 2012-2014 Batch.

- a) Internship Duration: To be extended from three to four weeks.
- b) Increase the strategic fit between student's interest and internship organization.
- c) Communicate with internship organizations to plan and assign in advance appropriate management projects to students.
- d) Provide reading material and orientation to facilitate student's understanding of the social sector.
- e) Organize special workshops for providing academic inputs in the areas of drafting reports, proposals, B-plans, social research and other related areas.
- f) Simplify communication procedure with the students to facilitate more clarity with regard to reporting, poster presentation and related disciplinary issues.
- g) Design strategies to provide adequate and effective mentorship support to students by involving socially inclined faculty members and second year students.

Annexure 1
Distribution of Internship Organizations: States & UT

		NGOs	Companies/Company Foundations	Government Organizations	Total
	States				
1	Andhra Pradesh	9			9
2	Assam	1			1
3	Sikkim	1			1
4	Bihar	2		1	3
5	Punjab	3			3
6	Chhatisgarh	2		1	3
7	Gujarat	2	2		4
8	Haryana	4			4
9	Himachal Pradesh	2			2
10	Jammu & Kashmir	2			2
11	Jharkhand	1			1
12	Karnataka	4			4
13	Kerala	3			3
14	Madhya Pradesh	9			9
15	Maharashtra	40	10	1	51
16	Orissa	1		2	3
17	Paschim Banga	8			8
18	Rajasthan	9	1		10
19	Tamil Nadu	4	1	1	6
20	Uttar Pradesh	9			9
21	Uttarakhand	3			3
	Union Territories				
1	Chandigarh	1			1
2	Delhi + NCR	22		1	23
	Outside India				
1	Vietnam	1			1
	Total	143	14	7	164

Annexure 2
SVKM's NMIMS
School of Business Management
We Care: Civic Engagement
FTMBA (I)
(Student Data Form)

- 1.Name:
- 2.Gender:
- 3.Age:
- 4.Division:
- 5.Roll no:
- 6.Email ID:
- 7.Mobile No:
- 8.Permanent Residential Address (Mention city/town/district and State)

9.Volunteer Skill Set: Please tick the appropriate

- a. IT Skills
- b. Marketing Skills
- c. Medical Skills
- d. Teaching Skills
- e. Any other specify _____
- f. No Skills

10. Previous experience in social sector : Yes/No

11. If Yes, please describe briefly _____

12. Intended field of Internship: (Top 4 Preferences) (Number the preferences in rank order)³

- | | |
|---|----------------------|
| a. Child Education / Care & Protection. | <input type="text"/> |
| b. Differently Abled | <input type="text"/> |
| c. Health | <input type="text"/> |
| d. Rights Based | <input type="text"/> |
| e. Micro Finance | <input type="text"/> |
| f. Economic Empowerment | <input type="text"/> |
| g. Rural Development | <input type="text"/> |
| h. No Preference | <input type="text"/> |

The information provided by me in this form including the permanent residential address is correct.

_____ (Signature of the Student)

³ 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.

Annexure 3

List of Faculty Mentors

	Name of the faculty	States covered			
1	Dr. Meena Galliara	Mumbai	Chandigarh, Punjab	Gujarat	Vietnam
2	Ms.Chandrani Ganguli	Mumbai	NCR		
3	Dr. Sujata Mukherjee	Mumbai	Paschim Banga	Orissa	Assam & Sikkim
4	Prof. Simi Vij	Mumbai			
5	Prof. Vittal	Andhra Pradesh			
6	Prof. B U Bhaskar Rao	Andhra Pradesh			
7	Prof Sasmita Misra	Andhra Pradesh			
8	Dr. Premlatha	Andhra Pradesh	Karnataka	Kerala	Tamil Nadu
9	Prof. Madhusri Srivastav	Bihar	Uttarakhand		
10	Prof. Seema Mahajan	Chandigarh, Punjab	Himachal Pradesh	Haryana	Jammu & Kashmir
11	Dr. Mala Shrivastava	Chattisgarh	Jharkhand	Madhya Pradesh	
12	Prof Preeti Khanna	Delhi			
13	Dr. Meera Sharma	Delhi			
14	Prof. Ketan Vora	Karnataka			
15	Dr. Sangita Kamdar	Maharashtra			
16	Dr. Anshu Jalora	Rajasthan			
17	Dr. Manjiri Srivastava	Rajasthan			
18	Dr. Amit Shrivastava	Uttar Pradesh			

Annexure 4
SVKM's NMIMS
School of Business Management

We Care: Civic Engagement Programme

Feed Back Form: Student Perspective

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.

Name of the Student

Roll No

Div

Name of the NGO

City

State

Please rate your opinion on a scale of 0-5 for Q I to QIV

Poor	Below Average	Average	Good	Very Good	Excellent
0	1	2	3	4	5

I. Satisfaction with the Organisation in which you were placed

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

II. Handling Projects

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

III Project Handled in the area of

- a) Health
- b) Education
- c) Livelihood support
- d) Micro Finance
- e) Environment
- f) Rural Development
- g) Urban Development
- h) Handicapped
- i) Any other

IV Reports

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

V Special contribution made by you to the Organisation

VI Suggestions for Improvement (We Care programme)

Annexure 5
SVKM's NMIMS
School of Business Management

We Care: Civic Engagement Programme

Feed Back Form: Internship Organization Perspective

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 organisation as interns.

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

Name of the Organisation:

State

City

Number of Students Placed:

Please rate the student's performance on a scale of 0-5.

Poor	Below Average	Average	Good	Very Good	Excellent
0	1	2	3	4	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 organisation
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:
