



Summer Internship Report

Jagran Pehel

Udita Dewan (PGDM, Second Year)

Offer Letter



To,

Date: 02nd May 2017

Ms. Udit Dewan
C/o T3-503, Parsvnath prestige -2
Sector -93A, Expressway
Noida.

Sub: Internship Letter

This is an agreement among Ms. Udit Dewan (Intern), and Jagran Pehel ("Company"). The purpose of this educational internship is for Intern to learn about Company's business and to gain valuable insight and experience.

The term of this internship begins on 02nd May 2017 and ends 31st July 2017.

Conditions of the Agreement:

- The internship is related to an educational purpose and there is no guarantee or expectation that the activity will result in employment with the company.
- The education received by the Intern from the internship is for the express benefit of the Intern.
- The Intern does not replace or displace any employee of the Company.
- The Intern will receive direct and close supervision by an appropriate supervisor.
- The company does not derive an immediate advantage from the activities performed by the Intern.
- Intern is entitled to wages of Rs. 5000 (Five Thousand only) on monthly basis during time spent in the internship.
- Company is not liable for injury sustained or health conditions that may arise for the unpaid intern during the course of the Internship.
- That the candidate will be working closely on sanitation based projects i.e. Changing Behavior Creating Sanitation Change Leaders and Project Hope in Partnership with RB under the Dettol Banega Swachh India Initiative.

Delhi Office

A division of Shri Puranchandra Gupta Smarak Trust
Plot No : 9 & 11, Okhla Industrial Area, Phase III
New Delhi -110020
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For JAGRAN PEHEL

Authorized Signatory

Registered Office

Jagran Pehel

2, Sarvodaya Nagar, Kanpur 208 005, Uttar Pradesh

T +91 512 3983000/3982364

F + 91 512 229 3040, www.jagranpehel.in

Certificate of Completion



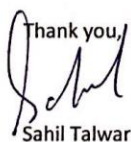
Date: 31st July 2017

SUB: Internship Completion Letter

We are glad to you that **Ms. Udita Dewan** form **IILM Institute for Higher Education, Lodhi Road** has successfully completed her Summer Internship at **Jagran Pehel** from **2nd May 2017 to 31st July 2017**.

During this internship she was exposed to various aspects of project coordination and management, working on two separate initiatives i.e. "project hope" and "changing behavior creating sanitation change leaders" under the Dettol Banega swachh India umbrella initiative.

Under the mentioned term, Udita has delivered exceptionally well.

Thank you,


Sahil Talwar

Project Manager

Jagran Pehel

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Acknowledgement

I, Udit Dewan (PG20161033) would like to convey my gratitude to the Management, Director, Dean and Career Development Center of IILM Institute for Higher Education, Lodhi Road for emphasizing on the 3-months Summer Internship Program and giving me the platform to interact with industry professionals.

I would also like to thank Mr. Ravi Bhatnagar, Head External Affairs & Partnership, Reckitt Benckiser and Mr. Sahil Talwar, Project Manager, Jagran Peהל for giving me the opportunity to work on the prestigious Dettol Banega Swachh India campaign.

I extend my warm gratitude and regards to everyone who helped me during my internship.

Table of Contents

S.No.	Particulars	Page No.
1	Offer Letter	1
2	Completion Certificate	2
3	Acknowledgement	3
4	Executive Summary	5
5	About the Organization	6
6	About the Projects	6-8
7	Opportunities	9
8	Learning	9-10
9	Challenges Faced	10

Executive Summary

The 3-months Summer Internship Program at IILM Institute for Higher Education is a vital part of the 2-year PGDM Course. Since majority of the students come without any prior work experience, the Summer Internship adds worth to their CVs by giving each student immense learning. At IILM, a student can bag an internship through various means since the institute gives us ample opportunities to interact with industry experts. I got my internship through a Career Trek visit to Reckitt Benckiser. Our interaction at RB started with the current trends of the Fast Moving Consumer Goods industry and how the increase in income of the rural market is an opportunity for leading FMCG companies in the coming times. Further to our discussion, Mr. Ravi Bhatnagar, Head External Affairs and Partnerships mentioned that RB had designed a soap for the Bottom of Pyramid market to control diarrhoea in rural India. The project of launching this soap in rural India was named “Project Hope” and the soap was called “Asha”. RB partnered with Jagran Peהל (The CSR Division of Dainik Jagran) to roll out Project Hope and shared the requirement for an intern for Project Co-ordination.

Initially I was hired for only Project Hope, however after a week of my joining; I was absorbed for another project- Changing Behaviour: Creating Sanitation Change Leaders.

About the Organization

‘Pehel’, literally meaning ‘initiative’, signifies our effort as a change agent for inclusive and sustainable social development and our commitment towards amplifying people’s voices.

Jagran Pehel, A Division of Shri Puranchandra Gupta Smarak Trust, promoted by Jagran Prakashan Limited, has been actively involved in awareness generation aimed towards behavioural change and advocacy on social issues through innovative means of mass communication throughout the country. Pehel works across a diverse spectrum spanning sustainable livelihood, hygiene and sanitation, health, education and gender.

Jagran Pehel started its operation in 2002 with a strong presence in the Hindi heartland of the country and across Jagran footprints (namely Bihar, UP, Jharkhand, Punjab, Delhi, Uttarakhand, Haryana, Madhya Pradesh, Chhattisgarh, Maharashtra, etc.)

We partner with multilateral/bilateral agencies, Government and Non-Government Organizations to create synergistic effects by building upon the existing strategic approaches of both, partners and ours. Our endeavor is to improve the quality of human life by designing and implementing programs that advocate and promote healthy life, equity and equality for all towards an empowered community so that they can contribute positively to the society.

About the Projects

1. Project Hope India

Project Hope is an initiative by Reckitt Benckiser (RB) in partnership with Save the Children. The program aims at reducing mortality of children under 5 age group arising out of diarrhoea through implementation of WHO’s 7-point plan.

The project has a 3-part vision:

- To create low-cost health and hygiene products for the Bottom of the Pyramid an affordable hand wash soap “ASHA” has been developed by Reckitt Benckiser. The focus is to *Prevent* (diarrhoea), *Promote* (soap) and *Treat* (rural community)
- Drive Behaviour Change campaigns for Asha soap product adoption
- Build a sustainable last-mile distribution and scalable model

2. Changing Behaviour: Creating Sanitation Change Leader

To support & compliment 'Swachh Bharat Mission' by the Government of India, RB initiated a campaign "Dettol Banega Swachh India" in 2015 which is powered by Jagran Pehel in 200 villages of Bihar and UP to make them Open Defecation Free Zones.

The initiative was well appreciated by the Prime Minister of India, during "Mann Ki Baat" in October 2015 and by key ministries for its unique approach - Changing Behaviour - Creating Sanitation Change Leaders, at grassroots level. Using innovative Information Education Communication(IEC) & Behavioural Change

Communication (BCC) tools, the initiative aims to drive behaviour change of the community through key stakeholders, such as Panchayati Raj Institute (PRI) Members, Frontline Workers, Natural & Faith Based Leaders and Mothers & Caregivers. These stakeholders are anchors to spread the message to the wider audience.

With Mr. Amitabh Bachchan as the campaign ambassador, Dettol Banega Swachh India has won praises from Hon'ble Prime Minister of India, Mr. Narendra Modi time and again. Within 24 hours of the announcement of Swachh Bharat Mission, RB rolled out this program. Changing behaviour is one project under the Dettol Banega Swachh India umbrella. The initiative has won awards for Best Swachh Bharat Impact for the year 2017 and Best CSR Campaign of the year, Flame awards organized by Rural Marketing Association of India.

Tools used to bring about a Behaviour Change in the targeted villages

1. Baby Book, a foundation of Healthy Childhood: To inculcate critical hand-washing behaviour, '**Baby Book**' is an effective tool for Mothers & Caregivers. It's distributed through ASHAs/ANMs during VHND/VHSC meetings.
 - The book helps mothers to understand importance of hygiene & good sanitation practices during pregnancy and motherhood.
 - It has an immunization/vaccination schedule for the baby to prevent him/her from various infections and diseases.
 - The most important aspect of this book is to create an emotional bond between a mother and child as this book provides space to paste baby's picture, his/her hand and foot prints. This special feature ensures that the book is kept well and referred for various reasons from time to time.
 - The book helps mothers to focus on critical yet regular issues relating to children's hygiene & health.
 - 76% mothers attributed positive hand washing behaviour change to the Baby Book.
 - 8000 plus baby book distributed since the inception of the program.
2. Swachhta Chakra, an Android app for frontline workers: To overcome the challenge of illiteracy in rural areas, digital technology is used to make people understand the importance of health, hygiene and sanitation, an Android-based interactive game "**Swachhta Chakra**" is developed to educate villagers in a question-answer format.
 - The Front-line Workers (FLW) who are trained to demonstrate this game uses platforms such as VHND/VHSC, household visits etc. to demonstrate the game.
 - The game is appreciated by the beneficiaries for being informative as well as knowledge testing tool.
 - The game has various levels which keeps audience involved with an interest and enhance their knowledge & awareness.
 - 85 % women were of the opinion, that the Swachhta Chakra game increased awareness about good sanitation practices and the hazards of open defecation.
 - Beneficiaries who participated in the Focus Group Discussions reported that the game is an entertaining alternative for knowledge dissemination.
 - Although the target audience of the game is the mothers, even children have benefited a lot from it.
3. Wall Paintings: To reinforce the key messages from time to time, wall paintings play a key role as people see them during their daily routines. They have a great potential to emphasize on key & correct hygiene and sanitation messages.

- Under this initiative, 1,20,724 square feet of wall paintings were done in Bihar and UP for wider impact.
 - 66% of the initiative beneficiaries who had seen the wall paintings claimed that they reinforced learning relevant to good hygiene and sanitation.
 - Another advantage of the wall painting is that it does not target a group of stakeholders but in fact triggers thought in anyone who sees them.
4. Street Plays: To drive awareness among villagers the interactive street plays/Nukkad Nataks are conducted using their local language. The plays are conducted to address the problem of open defecation in 200 villages across Bihar and Uttar Pradesh.
- These plays are well accepted by the local people as a source of entertainment and information to follow good hygiene and sanitation practices for better health.
 - Most of the targeted beneficiaries found the street plays extremely entertaining while also being very informative.
 - 82% of the Programme beneficiaries that attended the street plays report it to be extremely informative, while also having the potential to rapidly trigger behaviour change with respect to good hygiene and sanitation.
5. Faith Based Leaders: Faith Based Leaders (FBLs) are the largest organized sector of civil society and important partners for success. Their voice is powerful to reach, influence and accelerate change among communities. Under this initiative, orientations were organized for faith leaders at Varanasi, Etawah, Kannauj (Uttar Pradesh) and Bhagalpur (Bihar).
- 300 faith leaders were oriented and trained for further dissemination of information to the community through religious gathering, sanitation chaupals, institutes etc.
 - After attending these orientations, these FBLs successfully reached out to stakeholders with orthodox/traditional mindsets and motivated both genders (in all age groups) in their villages to promote importance of hygiene & sanitation practices for healthy lives.
6. Panchayati Raj Institutes: Panchayati Raj Institute Members such as Sarpanch/Pradhan is the local administrator who has a major role to play in development of the villages.
- The Panchayati Raj Institute Training Manual is an important tool to train Panchayati Raj Institute members for all kinds of village level activities focusing on their role in achieving Open Defecation Free status for their village.
 - Under this initiative, 200 Panchayati Raj Institutes were trained in year 1 to promote and take initiatives towards making their villages clean and open defecation free zone. The trained Panchayati Raj Institutes are playing a strategic role in creating awareness and imparting key messages on hygiene and sanitation for behaviour change. They are committed and contributing towards making their village clean & Open Defecation Free and to sustain the Open Defecation Free status (if achieved) of their village.

Opportunities

During these 3 months, I was given the opportunity to perform the following roles:

For Project Hope:

- Coordinating with field staff on a regular basis to keep a track of on field activities such as Community Meetings held and Sales.
- Interacting with Asha soap users over phone to get their feedback on the product.
- Visited Bahraich, Balrampur and Shrawasti in Uttar Pradesh to gather insights about Asha soap from community members, Women Health Educators and the field team. Successfully conducted a Behaviour Change Communication session with the community members in Gopalpur village, Shrawasti.
- Maintain a daily Sales MIS and share with decision makers in Jagran Pehel, Intellectap and Home Remedies
- Enter sales data on daily basis in Online MIS of the Project.
- Daily monitoring and streamlining reporting formats for the field team.
- Get Information, Education and Communication (IEC) material designed and printed. This material is used by the field staff during community meetings.
- Coordinating with Vendors for designing and printing of IEC material.
- Analyzing Monthly village level data and compiling the master sales file.
- Documenting success stories of customers, Women Health Educators and Field team members for the Project Status Update.

For Changing Behaviour Project:

- Actively involved in planning for Staff Training. Also, gave a presentation on “A Guide to Clicking Good Photos on the Field” to the field staff.
- Got various collaterals designed for the Staff Training.
- Documenting achievements of Change Leaders emerging from the grassroots level in villages in Uttar Pradesh.

Under this project, a one-day Knowledge sharing event was organized in Lucknow. This event got together organizations working in the Water, Sanitation and Hygiene area.

- Actively involved in Event planning and coordination.
- Acted as contact point for dignitaries and the event management company.

Learning

The 3-month Summer Internship exposed me to various aspects of Project Management. I spent the initial week to read about the Projects and interact with the field team. During the field visit to villages in Uttar Pradesh, I learnt about the behaviour of a rural consumer and ways to enhance sales in the rural market; the key to which is Behaviour Change Communication. I maintained the MIS daily and did village level analysis to find out the Laggards, Star Performers, Low Potential and Under Developed villages which enhanced by ability to compile, analyze and interpret data.

During the 3-month period I was given a crucial responsibility of inviting key partners and guests to the event “You are the Solution to Swachh Uttar Pradesh”. The event witnessed participation from over 125 guests and I was the contact point for them. By this, I learnt about the important aspects of Event Planning and Management.

I closely coordinated with vendors who designed various collaterals for our project, exposing me to the importance of maintaining Vendor Relations.

In July, I attended a 3-day training workshop organized by the London School of Hygiene and Tropical Medicine in Varanasi. RB has partnered with the London School to conduct a research “To study the impact of Mortein products on mosquitoes in 3 districts of Uttar Pradesh and 1 district of Bihar”. Over the 3 days I learnt about the Research Methodology, importance of establishing Standard Operating Procedures and ways of collecting mosquitos under the study for conducting further tests by the London School.

Additional skills acquired: Listening, performing under pressure, working under an ambitious project leader and multi-tasking.

Challenges Faced

- Initially when I interacted with the community members over phone to get their feedback on Asha Soap, language was a barrier because they spoke in a Bhojpuri accent. But after I visited the field, I observed and tried to communicate in their language, which was important to establish a feeling of trust.
- Getting a daily update from the Block Coordinator was a challenge in the beginning since they were not used to constant monitoring. I overcame that by telling them the importance of regular monitoring for a pilot implementation project.
- There was a time when I was asked by both my bosses for urgent submissions. That's when I met the deadlines successfully by multi-tasking.