## A REPORT ON SOCIAL IMMERSION PROGRAMME

### AT

## HCG FOUNDATION BANGALORE

SUBMITTED TO

## R V INSTITUTE OF MANAGEMENT

(Autonomous Institution Affiliated to BCU)

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF

## MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

SANA UR RAHMAN

REG. NO: P18FW22M015131

### UNDER THE GUIDANCE OF

External Guide Mr. FEROS KHAN HCG FOUNDATION Internal Guide
POOJA RAVINDRA TAKALKAR
RV Institute of Management



## RV INSTITUTE OF MANAGEMENT

CA 17, 36<sup>TH</sup> CROSS, 26<sup>TH</sup> MAIN, 4<sup>TH</sup> T BLOCK, JAYANAGAR BENGALURU, KARNATAKA - 560 041 (Autonomous Institution Affiliated to BCU)

2022-2024

**DECLARATION BY THE STUDENT** 

I, hereby declare that the Report on Social Immersion Programme at HCG

FOUNDATION submitted in partial fulfilment of the requirement for the award

of the degree of Master of Business Administration is my original work under the

guidance and supervision of Mrs. POOJA RAVINDRA TAKALKAR (Asst.

professor) RV Institute of Management (Autonomous Institution Affiliated to

BCU).

This report has not been submitted to any other institution or university for the

award of any other degree or diploma or any other similar titles.

Date: SANA UR RAHMAN

Place: Bangalore Reg. No: P18FW22M015131



Autonomous Institution Affiliated to Bengaluru City University Approved by AICTE, New Delhi, Accredited by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

contact.rvim@rvei.edu.in www.rvim.edu.in Tel: 080 42540300 080 26547048

## Certificate

This is to certify that SANA UR RAHMAN bearing Register Number P18FW22M015131 student of III semester MBA Programme, had undertaken an Social Immersion programme at HCG FOUNDATION, under the guidance of Prof. Pooja Ravindra Takalkar, Assistant Professor, RV Institute of Management, Bengaluru.

This Social Immersion Report has not been submitted to any other Institution or University for the award of any degree or diploma or any other similar titles.

Date: 09.February.2024

Place: Bangalore

Director



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## **GUIDE CERTIFICATE**

This is to certify that SANA UR RAHMAN bearing Register Number P18FW22M015131, student of III semester MBA Programme has satisfactorily completed the Social Immersion programme and prepared the Report under my guidance and supervision.

This Social Immersion Programme Report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles.

Date: POOJA RAVINDRA TAKALKAR

Place: Bangalore Asst. professor

## **HCG** Foundation



Date: 8th February 2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that *Mr. Sana Ur Rahman* from RV Institute of Management, Bangalore has been an Intern for *HCG Foundation*. He has been actively associated with the organisation from 16<sup>th</sup> January 2024 – 31<sup>st</sup> January 2024. His role as an Intern was to assist the Accounts Manager on Daily accounts and Audit, assist Patient Care Coordinator during underprivileged patient assessments and to support in Cancer awareness and detection camps.

Mr. Sana has been very compassionate with the patients, friendly with the team and cordial with the Guests. Regardless of being a voluntary associate, he is sincere in his work and displayed utmost professionalism in his conduct and assignments. We sincerely appreciate his involvement and contribution to HCG Foundation and wish him all the best in all his endeavours.

HCG Foundation is a unique not-for-profit organization that raises funds through donations, grants and CSR funds towards helping economically marginalized patients. HCG Foundation was constituted and registered as a Public Charitable Trust on 4th December 2006 with the single-minded aim of improving the quality of life of patients by empowering them to avail the best that medical science can offer HCG Foundation vision is to improve the quality of life of cancer patients by empowering them to avail the best that medical science can offer. It has helped over 5000 patients since its inception, from concessions to covering the entire cost of cancer care. <a href="https://www.hcgfoundation.org">www.hcgfoundation.org</a>

Feros Khan

Sr. Manager - Foundation

0.3, Ground Floor, Tower Block, Unity Buildings Complex, Mission Road, Bangalore - 560027.

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# CHAPTER – 01 INTRODUCTION TO THE NGO



## **HCG FOUNDATION**

### Introduction to the NGO:

The Foundation was constituted and registered as a public charitable trust on 4th December 2006 with the single-minded aim of improving the quality of life of cancer patients by empowering them to avail the best that medical science can offer. It has helped over 3,000 patients since its inception, from providing partial aid to covering the entire cost of cancer care.

The Foundation has embarked on a journey of creating its identity by mobilizing funds by organizing interesting events, art shows and optimizing various visibility opportunities to increase awareness, and aiding patients who are on the road to swift recovery. From the patient's assessment to their activities following treatment, the Foundation strives to be there every step of the way.

Cancer treatment is a very costly affair and is out of reach for most poor patients. Cancer is both a psychological and economic burden. The core goal of the Foundation is to alleviate the economic burden and thus in turn the psychological burden of bearing the cost of the disease by providing quality treatment. The fund is utilized only for general ward patients on a case-by-case basis. Only those patients who show critical economic need and who cannot afford treatment, are helped in this program.

Foundation also believe in prevention before cure, so the Foundation also focuses on prevention and awareness activities related to cancer.

### **List of Promoters / Trustees:**

Dr. BS Ajai Kumar	Raj Gore
Executive Chairman	Whole-time Director and CEO
Siddharth Patel	Amit Soni
Non-Executive	Non-Executive
Non-Independent Director	Non-Independent Director
Anjali Ajaikumar Rossi	Geeta Mathur
Executive Director – Strategy	Non-Executive Independent Director

Table 1.1

## Vision:

Ensure access to quality cancer treatment for those in need and create awareness about cancer and its prevention

### Mission:

- Provide financial support to those who cannot afford cancer treatment
- Spread awareness about cancer
- Make early detection services more accessible for rural communities
- Provide psychological support to the family of cancer patients
- Educate students on healthy lifestyle habits and cancer prevention
- Sponsor, promote and conduct research activities towards prevention, treatment and eradication of cancer

## **Objectives:**

- Awareness and Prevention
- Patient Aid

## **Target Beneficiaries:**

Financially backward cancer patients

## **Source of Funding:**

Donation and by the sale of paintings



Figure 1.1

## Geographic Coverage of NGO's services:

Bengaluru, Mysuru districts

## **Partnering Organizations:**

- Child Vikas Foundation
- The Baby Care Foundation
- Ashirvadham
- Health Care Foundation
- The Heart Foundation
- Child Support Foundation

## **Major Activities of the NGO:**

• Awareness and Prevention: The awareness among the people is fostered through weekly medical camps, enhancing both knowledge and health consciousness within the community.

 Patient Aid: Patients facing financial instability are offered discounted bills, with the necessary treatment costs covered by the foundation, thereby ensuring accessibility to healthcare services for all.

## SPECIFIC CAUSE IDENTIFIED IN THE NGO

### • Lack of cancer awareness

Cancer awareness among the general public is still a major problem with farreaching consequences. Despite advancements in medical research and greater
accessibility to information, many individuals remain unaware of the
seriousness of cancer and the importance of early detection and prevention.
There are several causes for this lack of awareness, including cultural taboos
around discussing health-related matters, unequal access to healthcare, and
insufficient understanding of the illness. Without enough information, people
may misinterpret or dismiss warning signs and delay getting the essential
medical attention until their cancer has advanced to the point when there are
few other options for therapy and the prognosis is frequently not good.
Additionally, false information and the stigma associated with cancer can
increase anxiety and avoidance, weakening efforts to support screening
programs and health-conscious lifestyle choices.

## **CHAPTER - 02**

## PLAN OF ACTION

## **Awareness and Prevention**

## **Corporate Training**

 The HCG Foundation has developed special modules for the corporate sector organizations where technical and highly professional employees are provided relevant information on the risk of cancer they are more likely to encounter in their life due to specific occupational demands and how to cope with it.

## **Mobile Screening**

- In an effort to remove the obstacle of transportation that prevents people from getting medical checkups, the Infosys Foundation and the HCG Foundation introduced a mobile cancer bus in 2014. The clinic has five team members total, including a doctor, nurse, and paramedical personnel. It also has mammography, x-ray, ultrasound, pathology, and lab equipment.
- The north Karnataka areas are served by the mobile cancer clinic, which is stationed in Gulbarga. For some who live in isolated places, it is a blessing. Access to early detection and advanced cancer screening is made possible by the mobile clinic. The bus is equipped with cutting-edge technology and is completely functional. It raises awareness about cancer by projecting visuals onto an external screen from a television mounted inside the mobile clinic.
- The goal of the mobile bus clinic is to raise public awareness of cancer through teaching regarding cancer screenings, diagnosis, and treatment. By accomplishing this, the final stretch of the cancer education delivery journey will be completed.

### **Student Outreach**

• In order to emphasize the value of upholding a healthy lifestyle to students in the fourth, fifth, and sixth grades, the foundation has been running a healthy habits campaign in government schools since 2018.

This program's objectives are to teach kids about peer pressure and the risks
associated with substance addiction, support them in healthy ways to resist peer
pressure, stress the value of a balanced diet, and arrange educational meetings
between students and medical professionals.

## **Patient Aid**

## How foundation provide access to world-class cancer care

- The doctor meets the patient and learns if the patient needs aid; if so, they inform the foundation's patient coordinator
- The patient coordinator evaluates the financial circumstances of the patient and refers them to the foundation director for evaluation; this evaluation is based on various parameters such as age, family details, occupation and family income; all patient information is filled out in a confidential form
- Based on the recommendations made by the patient coordinator, the director makes an approval decision
- Patients are treated at the nearest HCG hospital

## **CHAPTER - 03**

## IMPLEMENTATION REPORT

Cancer is a broad term used to describe a group of diseases characterized by the uncontrolled growth and spread of abnormal cells in the body. These abnormal cells can form tumors, invade nearby tissues, and spread to other parts of the body through the bloodstream and lymphatic system.

There are many different types of cancer, each with its own set of causes, risk factors, and treatments. Some common types of cancer include lung cancer, breast cancer, prostate cancer, colorectal cancer, and skin cancer, among others.

Risk factors for developing cancer include genetics, environmental factors such as exposure to carcinogens like tobacco smoke or asbestos, unhealthy lifestyle choices like poor diet and lack of exercise, and certain infections such as human papillomavirus (HPV) and hepatitis B and C viruses.

Treatment options for cancer vary depending on the type and stage of the disease but may include surgery, chemotherapy, radiation therapy, immunotherapy, targeted therapy, hormone therapy, or a combination of these approaches.

Early detection through screenings such as mammograms, Pap tests, colonoscopies, and regular check-ups can greatly increase the chances of successful treatment and survival. Additionally, lifestyle modifications such as maintaining a healthy weight, eating a balanced diet, exercising regularly, avoiding tobacco and excessive alcohol consumption, and protecting the skin from excessive sun exposure can help reduce the risk of developing cancer.

## **IMPLEMENTED ACTIONS**

The HCG Foundation has developed special modules for the corporate sector organizations where technical and highly professional employees are provided relevant information on the risk of cancer they are more likely to encounter in their life due to specific occupational demands and how to cope with it.

Aiming at overcoming the hurdle of transportation that comes in the way of medical check-ups, the HCG Foundation, in association with the Infosys Foundation, launched a mobile cancer bus in 2014. Staffed with a doctor, nurse and paramedical staff (five team members in all), the clinic is equipped with mammography, an x-ray system, ultrasound system, pathology and lab.









Figure 3.1

Since 2018 foundation have been conducting a healthy habits campaign in government schools in order to communicate the importance of maintaining a healthy lifestyle among schoolchildren in 4th, 5th and 6th standards.

The goals of this program are to teach students about peer pressure and the dangers of
substance abuse, help them resist peer pressure in a healthy way, teach the importance
of a balanced diet, and facilitate informative interactions between the students and healthcare professionals.
neatheare professionals.

### CHAPTER - 04

## LEARNING OUTCOMES FROM SIP

- Engaging with an NGO has provided invaluable insights into the intricacies of its day-to-day operations, offering a profound understanding of how such organizations function effectively.
- My journey with the NGO has been deeply meaningful and fulfilling, enriching both my professional insight and personal growth.
- It has served as a catalyst for self-discovery, allowing me to align my values with a greater sense of purpose in my endeavours.
- This experience has nurtured my self-awareness and holistic development, fostering a deeper understanding of my strengths and areas for growth.
- Moreover, it has illuminated the potential for positive impact within our community, particularly through initiatives aimed at supporting orphans and vulnerable populations.
- Collaborating with fellow rotractors has provided unique insights into their challenges and experiences, nurturing empathy and compassion towards others.
- Through this journey, I've learned that meaningful work transcends professional achievements, emphasizing the profound satisfaction derived from contributing to the well-being of others.
- It has underscored the importance of empathy, resilience, and collective action in fostering positive change and nurturing inclusive communities.
- As I continue to navigate my path, I remain committed to leveraging my experiences to drive meaningful impact and inspire others to join in the noble pursuit of service and compassion.

## **CHAPTER - 05**

## **FUTURE COURSE OF ACTION**

- Moving forward with the HCG Foundation Bangalore, I envision a strategic and impactful course of action aimed at advancing our shared goals of promoting health and well-being in our community.
- First and foremost, I intend to deepen my engagement with the foundation by
  actively participating in its ongoing initiatives and projects. This will involve
  contributing my skills, expertise, and time towards supporting the foundation's
  mission of providing quality healthcare services and improving access to
  medical resources.
- I am committed to exploring opportunities for collaboration and partnership
  with other organizations, healthcare professionals, and community
  stakeholders. By forging meaningful alliances and leveraging collective
  strengths, we can amplify our impact and reach more individuals in need of
  medical assistance and support.
- I aspire to take on leadership roles within the foundation, where I can contribute
  my insights and perspectives to shape strategic decisions and initiatives. This
  will involve actively participating in meetings, providing input on key
  initiatives, and supporting the implementation of innovative solutions to address
  pressing healthcare challenges.
- I am eager to explore avenues for fundraising and resource mobilization to support the foundation's programs and initiatives. This may include organizing events, campaigns, and outreach activities to raise awareness and garner support from donors, sponsors, and the wider community.
- Finally, I am committed to continuous learning and growth, seeking opportunities to expand my knowledge and skills in healthcare management, community outreach, and philanthropy. By staying informed about emerging trends and best practices in the field, I can contribute more effectively to the foundation's mission and drive positive change in the lives of individuals and families served by HCG Foundation Bangalore.

# BIBLIOGRAPHY <u>HCG Foundation – Ensuring Access to Cancer Care</u> ANNEXURE Page | 12



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CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041

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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

pay <u>69</u>
Name of the Student: Sana Ux Rahman
Register Number: P18F122M015131
Name of the NGO: HCG Foundation
Date: 16/1/24
Place: Banglose.
What did you do today?
(Describe the Activity)
Assisted in enail drafting & in matching transactions
V
What is your plan for next Day?
Signature of External Mentor  Signature of the Student



## RASHTREEYA SIKSHANA SAMITHI TRUST $\circledast$

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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

DAY 02
Name of the Student: Sana UR Rahman Register Number: P18 FM22M015131 Name of the NGO: HCG Foundation Date: 17/1/24 Place: Banglose
What did you do today?
(Describe the Activity)
Cross verifying the natched transactions. (Donations)
What is your plan for next Day?
Signature of External Mentor  Signature of the Student



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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

02
DAY 03
Name of the Student: Sana Ux Rahman
Register Number: P18FW22M015131
Name of the NGO: HCB Foundation
Date: 18/1/24
Place: Banglole
What did you do today?
(Describe the Activity)
Filling The Teansactions into book (Powerrow)
What is your plan for next Day?
Signature of External Mentor  Signature of the Student



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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

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egister Number: P18FW22M015131		
ame of the NGO: HCG Foundation		
tte: 19/1/03		
Resolution		
ace: Bengalusy	9 1	
hat did you do today?		
escribe the Activity)		
Assisted Onkal sin in acc	ounting.	
hat is your plan for next Day?		
12		
( )		
	SanaueRob	
	Signature of the S	Student
gnature of External Mentor	Signature of the S	Student



## RASHTREEYA SIKSHANA SAMITHI TRUST $\mathfrak R$

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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

DAY 05		
Name of the Student: Sana Us Rahman		
Register Number: 178. Name of the NGO: HCG Foundation		
Name of the NGO. 1991		
Date: 22/1/23 Place: Bengaluser		
What did you do today?		
(Describe the Activity)		
Checked & verified mutual fund with Onkas 1518.	pre Kyc dou	iment
What is your plan for next Day?		
Signature of External Mentor	Sanaus	
-Actual Mentor	Signature of	the Student



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## SOCIAL IMMERSION PROGRAM BATCH 2022-2024

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Sanawa Student



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SOCIAL IMMERSION PROGRAM BATCH 2022-2024

DAY 07
Name of the Student: Sana Ux Rahnan
Register Number: PI8FW38M015 131
Name of the NGO: HCG Foundation
Date: 24/1/24
Place: Banglose
What did you do today?
Describe the Activity)
Visited patient for pre apperoval form, assisted
Visited patient for pre apperoval form, assisted in teaching transactions,
What is your plan for next Day?
Signature of External Mentor  Signature of the Student



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## SOCIAL IMMERSION PROGRAM BATCH 2022-2024

DAY
Name of the Student: Sana Un Rahman
Name of the Student: Sana Ox Mart 131
Register Number: P18Fk132M015131
Name of the NGO: HCG Foundation
Date: 25/1/24
Place: Banglose
What did you do today?
(Describe the Activity)
Awisted intracking transactions, Tracking emails,
visited hospital to need patients.
What is your plan for next Day?
The state of the s
Sanauskoh
Signature of External Mentor Signature of the Student



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### SOCIAL IMMERSION PROGRAM BATCH 2022-2024

рау	
Name of the Student: Sana Va Rahman Register Number: PISFWIZDMOIS 13 1 Name of the NGO: HCG Foundation Date: 29/1/24 Place: Banglose	
What did you do today?	
(Describe the Activity)	
Attended Medical Campin govit. de Karnataka	Kollegala allanged by
What is your plan for next Day?	
Signature of External Mentor	Sanaul Pah Signature of the Student



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### SOCIAL IMMERSION PROGRAM BATCH 2022-2024



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CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041
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### SOCIAL IMMERSION PROGRAM BATCH 2022-2024

DAY
Name of the Student: Sana Ux Rohman
Register Number: PISF W22M01513
Name of the NGO: HCG Foundation
Date: 31/1/24
Place: Banglore
What did you do today?
(Describe the Activity)
Visited patient case for assistance and to collect ossessment form from the patient. Made a report on total number of patients assisted in the month of January.
What is your plan for next Day?
Signature of External Mentor  Signature of the Student