

HEALTHCARE



In Collaboration with



clearcals

► WeChat

**ASHUTOSH
BHALERAO**

**Sr. General Manager -
Global Supply Chain
Sun Pharma**



MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2022, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education.”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.

Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured differently.

WeSchool has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the **120th** Issue of **SAMVAD**!

SAMVAD is a platform for "Inspiring Futuristic Ideas," we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our **WeChat** section.

In this issue of SAMVAD, we bring to you half a dozen articles focusing on '**Healthcare**' with a section called '**Talk of the town,**' where we have got some exclusive deals happening under the nose of our theme.

In this edition, we collaborated with **Clearcals**, our official sponsors, a digital health and nutrition startup founded with an objective to couple nutrition science and digital technology to provide innovative healthcare solutions.

In the last 2.5 years, Covid-19 has taught us that no matter how advanced technologies can become, you can still lose your battle to an invisible virus. It has made us more sincere towards our health, pushing our health facilities to go a step higher to deal with such situations. India's healthcare industry has been growing at a compound annual growth rate of around 22% since 2016. At this rate, we expect to reach USD 372 billion in 2022. The healthcare industry has become one of the largest sectors of the Indian economy in terms of both revenue and employment, further bringing new opportunities like healthcare marketing, pharmaceuticals, telemedicine, medical tourism, health insurance, manufacturing of medical equipment, etc.

We hope you have a great time reading SAMVAD!

Let's read, share and grow with us!

Best Wishes,

Team SAMVAD.

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How has the journey been from being an employee to the CEO of Clearcals? What was the biggest hurdle in this journey that you overcame?

From the time I graduated from RPI with Ph.D. in

Chemical Engineering in 2011, my dream was to start something of my own, and it took me almost a decade to make it a reality. All these years, I have worked with companies like Biological E, Dr. Reddy's, and Aurobindo in various roles. I have had opportunities to work with some fantastic people in these companies and learned about vaccines, small molecules, and biotherapeutics. In my last job at Aurobindo, I was lucky to be one of the first ten members of an entirely new business unit. Thanks to the leadership and my colleagues there, I got a chance to learn business development and had the first-hand experience of being part of a group building a new organization from scratch. Along with my background in research, these experiences helped me quite a lot in my current role as co-founder and CEO of Clearcals.

The biggest challenge was taking the leap from biological products to building digital products. It took me some time to unlearn, pick up new skills and settle into my new role. We founded Clearcals in April 2020, right before the first wave of COVID in India. The transition was more dramatic due to the lockdown and other restrictions. Despite these challenges, the journey was worth it, and it feels great to see the products developed at Clearcals help people improve their health.

What inspired you to come up with Clearcals?

After moving back to India, I used to do some research on the side while doing my day job. My early focus until 2015 was more on developing affordable drug delivery systems and diagnostics. After a few years, my research focused on nutrition, wellness, and wearable products. In mid-2019, I stumbled upon medical nutrition therapy and its use in diabetes care.



The systematic and evidence-based process of providing nutrition care to patients and people at risk of chronic diseases fascinated me. I thought we could deliver MNT to patients at scale by creating a digital platform and reached out to Susheel Athmakuri. He is my younger brother and has more than ten years of experience in app development.

He found the idea exciting and could relate to the problem. Since childhood, we have seen many of our immediate family members suffer due to chronic diseases. We appreciate the value of good nutrition and its importance in preventing complications or improving someone's quality of life. We have a family history of chronic diseases and have used various apps and wearables to follow a healthy lifestyle. In most cases, we found no reliable information regarding Indian food and too much emphasis on fitness rather than nutrition. After some more due diligence on the scope of business for nutrition apps, we have decided to start Clearcals.

What unique features does the Hint app provide to help one lead a healthy lifestyle?

The "Hint" app is the first product launched at Clearcals. To the best of our knowledge, **"Hint" is the first nutrition app in our country that provides Indian food nutrition data for 31 essential nutrients, including 12 vitamins and nine minerals. Every user gets personalized nutrition goals as per NIN-ICMR guidelines. You can measure calorie burn for 28 exercises, including yoga, without any expensive wearable device.** It also has other valuable features such as water tracking, reminders, and Indian recipes categorized based on their nutritional profile. Using these features, you can easily manage chronic conditions and recover from dietary deficiencies.

Our goal with the first version of the Hint app was to understand how users interact with the app and learn their requirements. More importantly, we wanted to validate the Indian food nutrition database used in the app. It's been nearly six months since we launched the android version of the Hint app, and the user feedback has been pretty positive.

With today's fast-paced life, people tend to pay less attention to continuous health monitoring. Tracking food and exercise habits on a daily basis comes out as a tedious task. How do you plan to cater to this population?

Tracking is more like taking a course to learn about your lifestyle and

using that knowledge to keep yourself healthy. Currently, tracking your habits is the safest and most affordable way to follow a healthy lifestyle. However, which metrics to monitor and how much you need to track them depends on your age, height, weight, gender, and physical activity level.

In people with a sedentary lifestyle (inactive without any daily exercise), tracking eating habits help reverse preconditions such as obesity and prediabetes and prevent chronic diseases.

Recent surveys suggest that more than two-thirds of the population in India is sedentary, and this number could be higher now due to the pandemic. The primary reason for a sedentary lifestyle is the lack of time for exercise due to your occupation and fast-paced lifestyle. For people who can't exercise regularly, food or nutrition tracking is highly effective in keeping them healthy.

Most of our current users are college students, academics, homemakers, and corporate employees with a sedentary lifestyle. We provide personalized calorie goals to each user in the Hint app and break down macronutrient, vitamin, and mineral goals. Learning how much you need to eat as per your physical activity level helps you understand your nutritional needs.

We typically advise you to track your food habits for a week and check if you meet the recommended goals. Once you figure out which foods are helping you reach the plans, you need not track daily. Just refer to the app when you doubt and learn about foods that keep you healthy.

If you have a moderately or highly active lifestyle (you exercise for at least 3 to 5 days or more), you can even track your workouts without any expensive wearable devices using the Hint app.

In the current version of the Hint app, it doesn't take more than a few seconds to log your food or exercise. Moreover, the app learns from what you have logged previously and makes it easier to keep using it.

For individuals with a chronic condition, continuous monitoring of specific health parameters and food tracking could be life-saving. We recommend such users consult our qualified dietitians. They will assess your nutritional status, recommend an appropriate diet plan, and then search to check your compliance with the program.

In summary, whether you need to track your food or exercise habits depends on your physical activity level and health condition. You need to track until you learn about your lifestyle and not do it daily.

What's the vision 2030 for Clearcals? What could we expect in the near future from Clearcals?

My daughter was born in 2020, a few months after we started Clearcals; she enjoys using Youtube and Spotify. She will be ten years old by 2030. I want to make the Hint app so simple that she can use it herself to learn about her health, physical activity, and nutrition. And that is not as easy as it sounds.

In the near future, our focus will be on clinical nutrition. We are adding features that help patients suffering from chronic diseases and individuals at risk of such diseases. Getting a personalized diet plan that enables you to manage or reverse your health condition is quite expensive and time-consuming. We are going to make it affordable and effortless for you. There are some more products and features we are launching next year that I can't reveal right now.

ASHUTOSH BHALERAO

**SR. GENERAL MANAGER -
GLOBAL SUPPLY CHAIN**

Sun Pharma

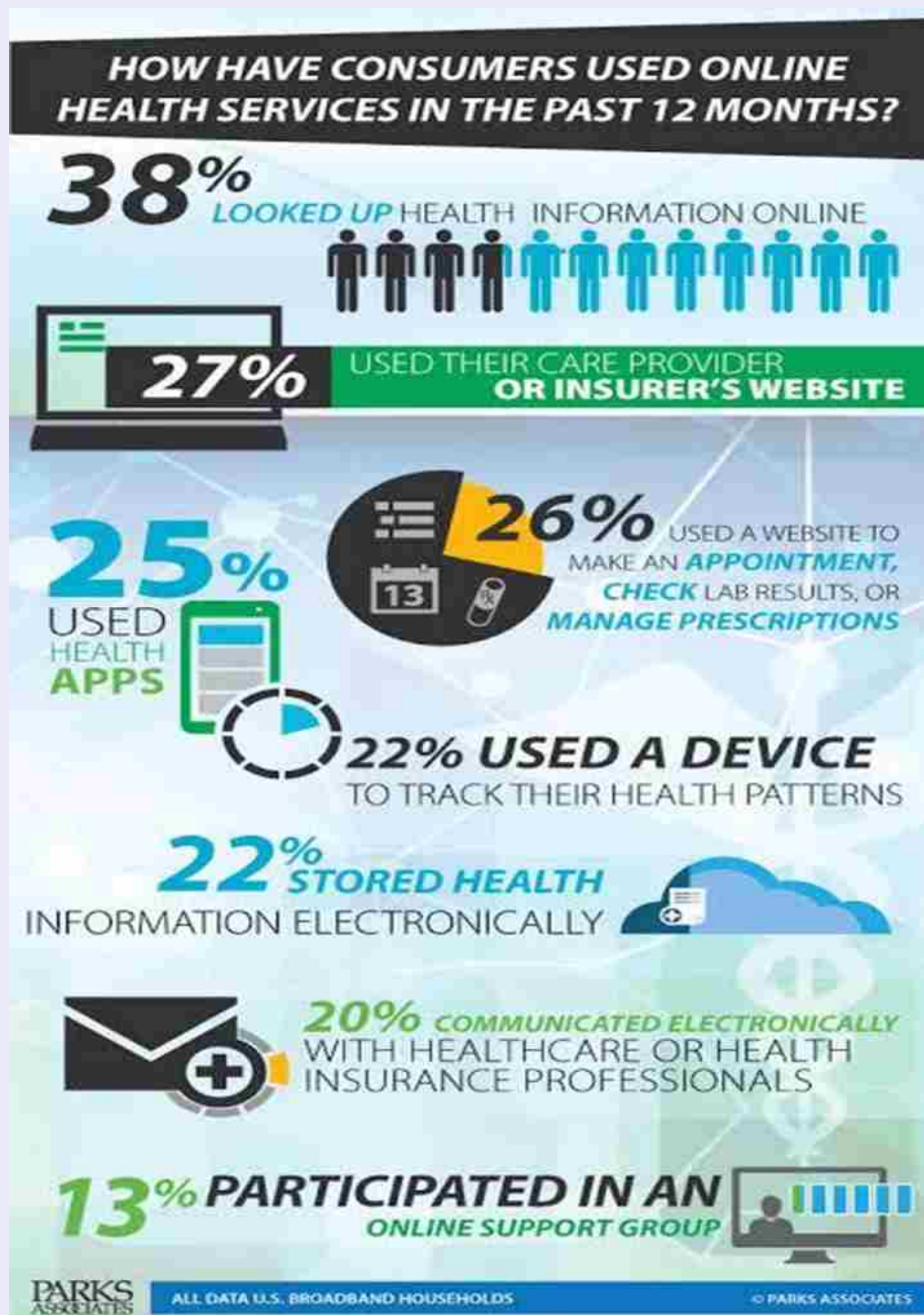


1. Could you please take us through your journey from being a Welingkarite to date?

It's been a long journey. I have worked for several firms, and Sun Pharma, where I'm currently employed, is my seventh company. Over the course of my career, I've worked in five different industries. I started with BALSARA Home, which used to be in the FMCG industry but is now a part of Dabur. After that, I worked in the food industry for a while. Before joining Sun Pharma, I worked for Century Pulp and Paper, a completely different sector. It's been a long road overall.

2. With rapid digitization and technological advancements, what are the recent developments in the healthcare sector, and what lies ahead for India in this industry?

There has always been a move toward digitization, and you are aware of the widespread use of technology in healthcare. However, in the last two years, the rate of digitalization has quickened. How we receive orders from clients, how we process information or data across our business, or how we collect data from our production systems. We have complete control over our GNP documents, whether manufacturing or quality records. Much effort is being made to automate these and make them more compliant. As a result, as we can see worldwide, regulations are getting stricter. Rather than someone filling out a manual form, we rely more on accurate data acquired directly from multiple data points.



The analytics sector is another area where significant technological adoption occurs because there is such a large volume of data. So, there is our data, which is organizational data, as well as data from competitors or other sectors that impact us. So, how do we gather all of these data points, conduct analysis, and get to a decision point faster? When I say faster, it's a matter of minutes, if not seconds. Therefore, investment in that area is becoming increasingly important, and people will become heavily reliant on it. People are, after all, rapidly moving in that direction.

3. What are your opinions on India's healthcare system? How does our healthcare system fare compared to the rest of the world?



India's healthcare system is quite comprehensive and widespread, especially when compared to the population we have. Take the United States or Europe, which are examples of developed countries and are pretty supportive of their healthcare policies and management advancements. We must also keep in mind that their population is not nearly as large as India's. So our backbone is relatively robust in that regard.

What challenges us?

There are four things. The first is the proliferation, or as I like to call them, 'spurious' drugs, if there is a well-known brand. So, instead of using healthcare as an example, I'll use something that everyone is familiar with as a component. Some people engage in medical practices and have their brand of compliance. Similar things take place in India. That is one of the most challenging tasks. And none of the difficulties I will mention are in any specific order of priority.

The quality of manufacturing and delivery is the other major challenge. While people are becoming more compliant and upgrading themselves, specific small-scale manufacturing units are still lagging, contributing to a lack of quality processes and pharmaceuticals.

Our distribution and storage capacities are the third major obstacle for us. I have been watching the pharmaceutical sector for the past 15-17 years now, and we have come a long way from what we had as a warehousing and distribution system in 2005 or 2006 to what we have now. Many players, both domestic & global, have come to India and established their own networks. However, warehousing, logistics, and last-mile delivery remain challenges, particularly in tier 3 cities and distant rural areas.

	 INDIA	 US
WHO HEALTHCARE RANKS	112	37
LIFE AT BIRTH EXPECTANCY	63 years for men and 66 years for women	76 years for men and 81 years for women.
PUBLIC HEALTH SCENARIO	spent about \$40 per person annually	spent \$8,500 per person annually
<p>The entire GDP of India was \$1.6 trillion then while the US health care spending alone was \$2.6 trillion. In the US currently, per person healthcare expenditure is the highest in the world at an average of \$10,345 per person.</p>		
HEALTH SPENDS AS % OF GDP	The total expenditure on healthcare as percentage of GDP is just 4%,	It is 17%.
OUT OF THE POCKET EXPENDITURE	70% of the Indian population pays out of their own pocket for medical expenditures which is a staggering number compared to the US, the out of the pocket expenditure is	

The other most significant challenge is that the touchpoints are many because we come from a country with a large population. People have their systems, databases, and ways for determining new qualifications. Every medicine we make does not have a unified national number. As a result, these factors make things complex, especially when you need to move fast. Fortunately, we've had GST for a few years now, so we harmonized the taxing component. Besides this, regulatory issues or patent issues still exist in some pockets.

4. Q.4 Healthcare facilities in rural areas are still not up to the mark. What are the existing gaps and how can they be bridged?

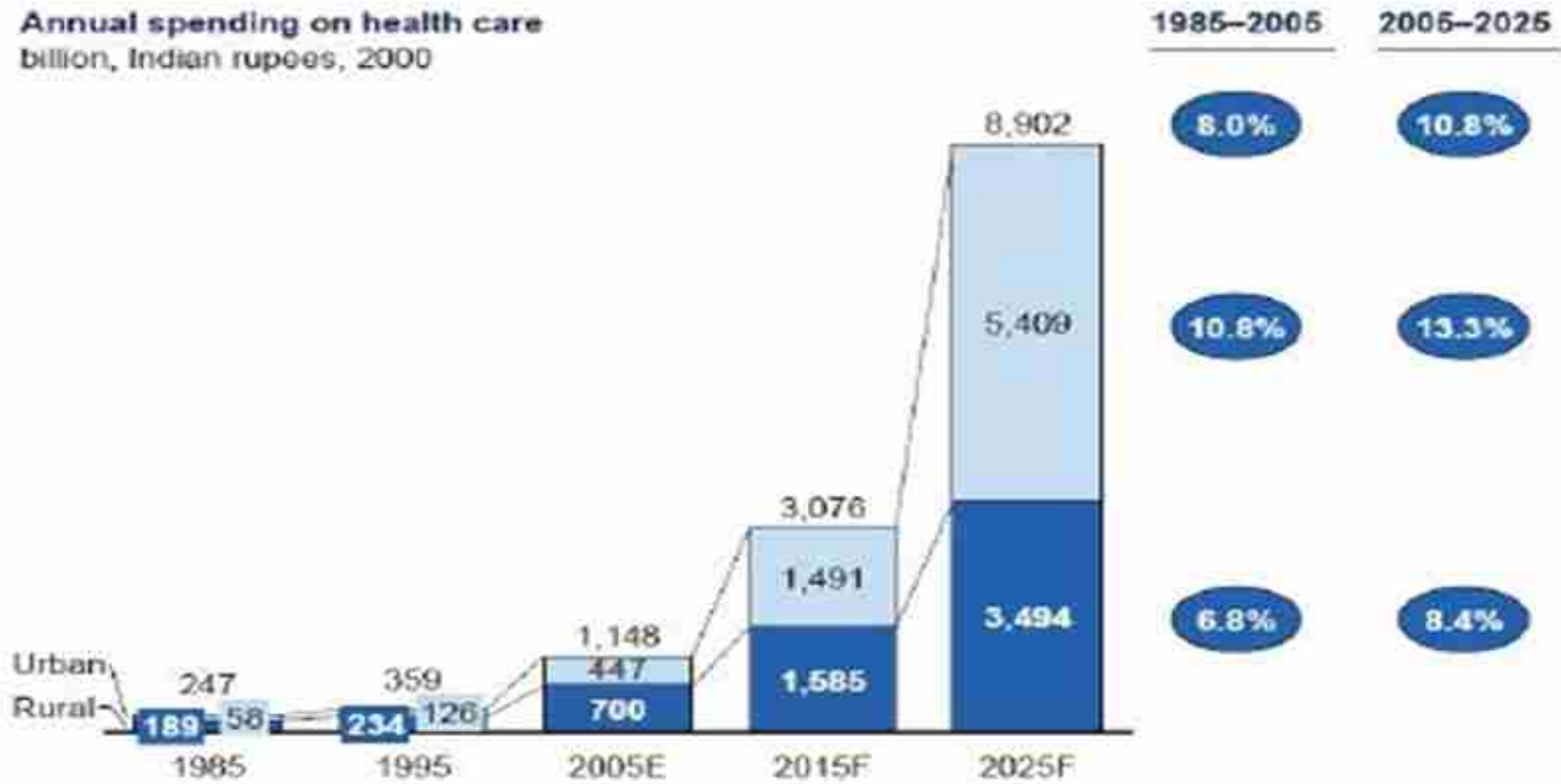
We are widely dispersed, and our healthcare system is also widely dispersed. The government has chosen both a centralized and decentralized strategy. So, we are in charge of procurement. When I talk about public healthcare in Mumbai or a distant town 100 kilometers from Mumbai, people continue to buy their medicines covered by insurance. **But, when it comes to villages, people here are either uninsured or unaware. They have no choice but to rely on public health care systems.**

Healthcare - Urban vs Rural

HEALTH-CARE CONSUMPTION GROWTH WILL BE MOST RAPID IN URBAN INDIA, BUT ALSO STRONG IN RURAL AREAS

Compound annual growth rate

Annual spending on health care billion, Indian rupees, 2000



Source: MGI India Consumer Model v1.0

Healthcare services one of the **fastest growing segment** in India

Things have improved primarily in the corporate sector but not in government-run channels. It's a more significant challenge to ensure that everything is available online, from procurement tendering procedures to secure that everything is available online. One option is to execute it on a BOT basis, like construction or flyovers. They hand it over to private parties, allowing them to build it, operate it, connect the calls, and so on, before handing it over to the government later. This same thing might be done here while guaranteeing that corporations do not take advantage of people. India will grow if it is forced to. Apart from shelter, health care and food are these two most essential aspects that must be addressed.

5. Logistics of medical essentials was a real challenge during the pandemic. How could this network of health care supply chain be improved to tackle such situations in the near future?

We must first understand that it is not that only the products that a pharmaceutical company produces faced distribution challenges; it was also the input materials that came in which was used to produce them. During the first few months of the pandemic, in early 2020, when we first encountered it, there were restrictions on all cargo transportation, intrastate, and interstate. Certain fundamentals were, of course, exempted from this movement. While what a company produces as a medicine reaches all of us is exempt, people are aware of it. They can read about it on the invoice or any other document that has carried it. The raw material utilized in this production is not known much. So this was the first challenge we faced at the time.

We somehow managed to fulfill the needs of the entire industry, spoke with the relevant ministries, and received several notifications daily. However, it takes time to filter down to each district or taluka. **And, because India serves as a manufacturing hub for many countries, including the United States and Europe, the availability of continuous supplies and flights to transport medicines outside of India was a significant concern.** Freight rates had doubled, even though they haven't dribbled off in some industries. This raises the cost of medicines for patients everywhere. It's not that the airlines are profiteering or anything; it's simply a matter of balancing demand and supply. There have been dedicated transportation methods, whether aircraft, containers, or even domestic movement of trucks dedicated to conveying medicines. However, they are few and far between. Also, it's not something that everyone wants to do.

When travel limitations were due to the pandemic, airline firms completely changed commercial and cargo aircraft into cargo flights to fly out medicines. But, as I previously stated, not everyone is interested in doing so. There were a lot of restrictions and concerns in the beginning, and not every country was open. Fortunately, with each country's efforts to contain this pandemic, the effect is slowly fading. However, **in the unlikely event that such things occur again, what should be done, which has emerged as a very sore point, is that there is no BCP- the Business Continuity Planner- the backup plan for everything,** not just medicines, but also food. How do they subsist? How to travel? How do you do that? That is something I believe is going on in the framework all over the place. It's just that we haven't recovered from the shock or the previous events.

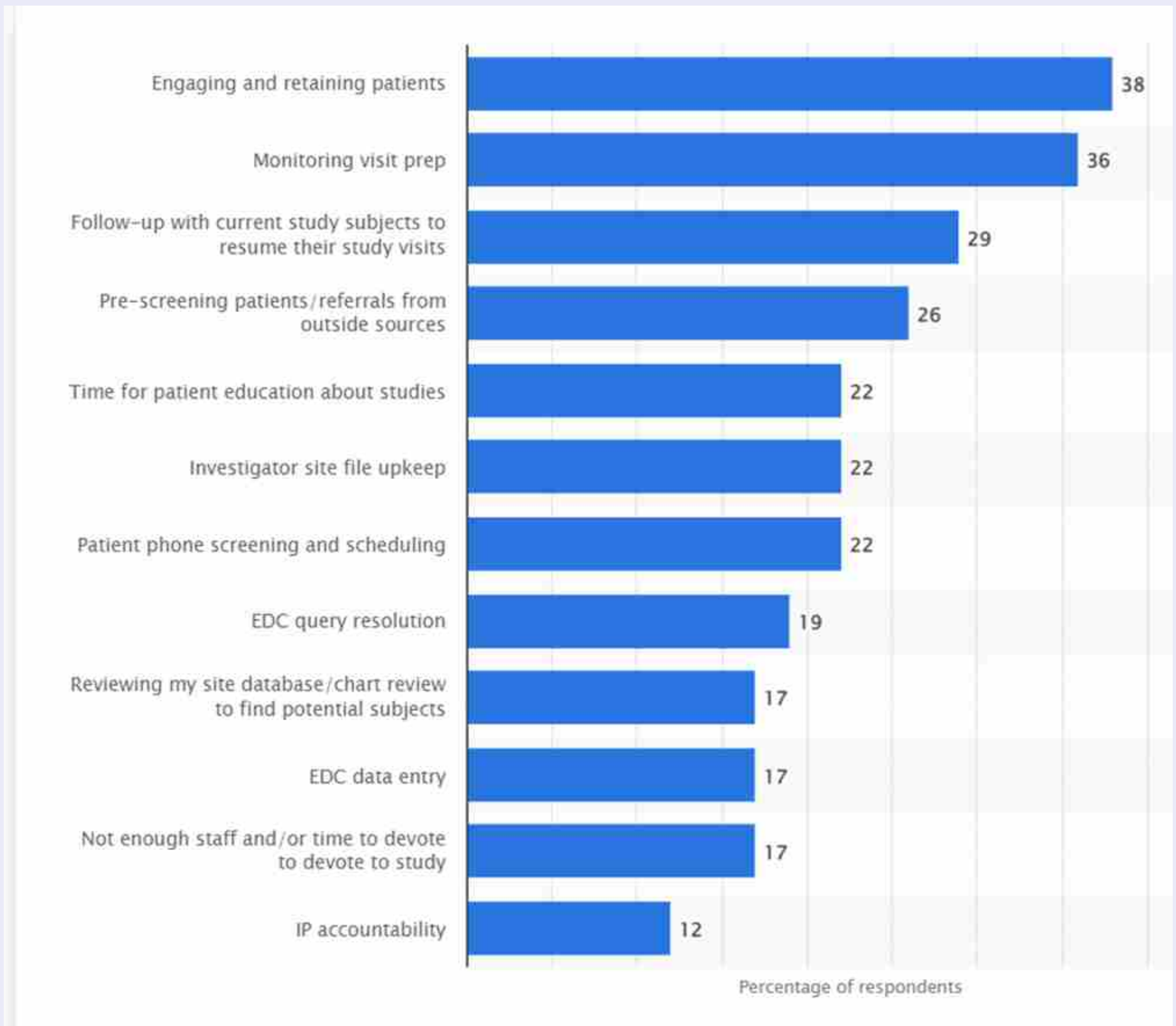
In the United Nations, we have a Security Council. Countries form the Global Council or Regional Council. How do we do that within the country? Finding the answer to this is essential. It is happening, but in bits and pieces, there are many other geopolitical issues to contend with in the meantime.

6. During the pandemic, India saw unprecedented demand for various medical equipment, tablets, etc. Did the pharmaceutical industry face shortage of raw materials, and how were the other similar roadblocks addressed?

Even though there is a shortage, this is only the effect that we have witnessed. One of the leading causes of the epidemic was that people refused to travel, and many corporations have plants in remote locations where one must go from a city or village to get there, so what do you do if you can't travel? To tackle this, we identified certain hotels and mass-booked them for our staff as an organization. As employees couldn't travel, we made arrangements to stay very close to the plant. We had to make sure that we were producing medicines for the country and the rest of the world, regardless of where we were supplying. Still, shortages persisted, compounded by our environmental concerns and the financial challenges people and businesses have faced in the last two years. All these things combined amount to a shortage. The demand-supply gap fits all pricing because of what we need and what we have.

That's a little more of a scenario than merely a material deficit.

Key challenges for pharmaceutical companies during the COVID-19 pandemic



7. What's your advice for the young professionals who would be starting their careers soon?

I sincerely advise everyone to **keep an open mind when it comes to learning**. To some part, this is also based on my personal experience. We frequently hear people say, "Now that I've completed my MBA, it's time to put it to use," and then we close our learning systems. This is something that none of you should ever do. It's never too late to learn anything new, whether it's a language, a skill set, or anything else. **Another thing you should do is not limit yourself.**

When you go to work, you are assigned a role in the organization; you should concentrate on that role, give it your all, and learn as much as you can about that role; keep your eyes and ears open. **Going out of your way to learning a new skill in a different field that isn't relevant to your job is always beneficial.**

If it's a small company, you will have more flexibility; you can switch roles within the same company rather than changing jobs, which is, unfortunately, the current trend. And while it may not be as simple in large firms, they may still have programs in place to help you learn a new skill or transfer to other locations or responsibilities. For example, I had one colleague who worked in the supply chain department. She left us about two years ago to work for one of the multinational pharmaceutical corporations. She's now in a completely new position and based in Paris. So, how did she manage to do it? Such opportunities do not come to everyone. It was her curiosity, opportunity, and willingness to learn, contribute and go above and beyond her comfort zone had helped her reach her goals.

My sincere recommendation to everyone is not to change jobs frequently. Changing careers is neither a sin nor a crime. However, commit to a group for some time. Learn and contribute. As I previously stated, the grass is always greener on the other side of the fence. When you enter the company, you will notice everything is the same. There are similarities in work styles with differences in setups. Unless you go into a perfect organization, it doesn't change much.

Another **quality you must possess** is an action-oriented mindset. When I first started working in the corporate world in 1996/97, one of the first things our MD told us was that we needed to have an action plan, at least on a basic level, for the next 12 months. Then it's down to a monthly bucket, then for the next 30 days, each with a detailed day-by-day action plan that includes your personal goals as well as business objectives.

So, let's say you pass out in May or June, so what do you want to do for a living in the next 12 months? You could be an expert in any field. Many certifications may be obtained, an MBA in Finance is neither the gold standard nor the pinnacle. You can get a CFA certification or a degree in actual sciences. So that's something you'll have to identify first and then decide for the next 12 to 24 months, depending on how much you can put in given your other obligations.

In a corporate role, in the first year or two years, it can be a bit overdone or not possible for your professional life because that is more guided by your mentors. But at the very least, you'll have a short-term perspective. What do I need to do in my role in the next 30 days? That's what you should do, make it a habit to keep a routine.

Know your strengths and, more importantly, your weaknesses. Observe people. Also, please note where you went wrong and think about it. Perhaps once a month is a decent time to do so. You are not required to keep a journal. I mean, it's fine if you enjoy keeping daily logs or journals, but it's not needed. Once a month, take a look at it. What went wrong with me? And you'll know your answers if you ask yourself that question. As a result, that is how you will develop and flourish.

More importantly, **even if you leave a job, maintain relationships and engage with people as we all do. Keep in touch with everyone from your past employer.** You never know when you'll run into each other again. You never know when you'll need help, whether it's professionally or personally. You might also be lucky enough to be able to assist that person. You should constantly speak positively. There will be negative things in life, and we must learn from them to avoid becoming bogged down, but we must never dwell on them. Please take what you've learned from them. Make a good thing out of it. And, yes, that will cause you to speak positively about everything. People will remember this as you move ahead in life. People recall how this person acted over time or interacted with them. And, more often than not, your impressions inside the teams matter more than what you have done in your professional life, especially if you were in a senior or perhaps too senior position. You may be the best CEO or CFO, but if you're seen or perceived as someone who isn't a team builder or player or doesn't allow others to grow, that role is of no use.

TALK OF THE TOWN



**Microsoft closes \$19.7B
Nuance acquisition
after EU, UK antitrust
probes**

- Microsoft has finally closed the \$19.7 billion acquisition of Nuance Communications nearly a year after first announcing its intention to do so.

-Microsoft hopes to improve clinical productivity and patient outcomes for its healthcare customers by incorporating Nuance's conversational artificial intelligence into its cloud services platform.



-In March, the antitrust agency gave the deal the green light, stating that it would not significantly reduce competition.

TALK OF THE TOWN

Rupee likely to depreciate on strong dollar, more due to high surge in oil prices



-Rupee is expected to depreciate further against the dollar due to the global trade situation and contingent crude oil prices.

-Consistent FII withdrawal from domestic markets will continue to pressure the rupee.

-INR depreciated 1.05% to its lowest level against the US dollar.

- US dollar is expected to rise further towards 77.50 for a day, according to ICICI direct.

-The main reason behind this is persistent foreign fund outflow and a weak trend of domestic equities weighing on it.

-Rupee opened at 76.85 against the US dollar, then slipped further to 76.98, registering a decline of 81 paise from earlier close.

-Dollar index, which gauges the greenback's strength against a basket of six currencies, rose 0.29% to 98.93.

Latest Marketing Strategies in the Healthcare Industry 2022



National Winner

Arpan Chakraborty

MBA 20-22

University of Calcutta, Alipore

Camp



How much money do you have in your savings account? Is it 50k or 50 cr? Or more? It's actually infinite. Sounds weird? We cannot buy our way to good health. It can, however, be a very valuable savings account.



More Indians die because of poor quality healthcare compared to a lack of healthcare access. Having the right healthcare facilities at the right time and in the right places can save 1.9 million lives in India.

So, the marketing of healthcare services plays a crucial role, which has changed its entire dynamics now.

Two crucial factors that determine the success of any health care service are

- Trust
- Satisfaction

By 2022, you will understand the different strategies to generate trust by using different activities in further readings.



Here, we are considering a specialist healthcare domain in a tier two city where affordable health care is the priority.

It's not about health care. It's about affordable specialist health care.

A Knee Care Hospital named "Knee Care" where end-to-end problems with knees will be treated.

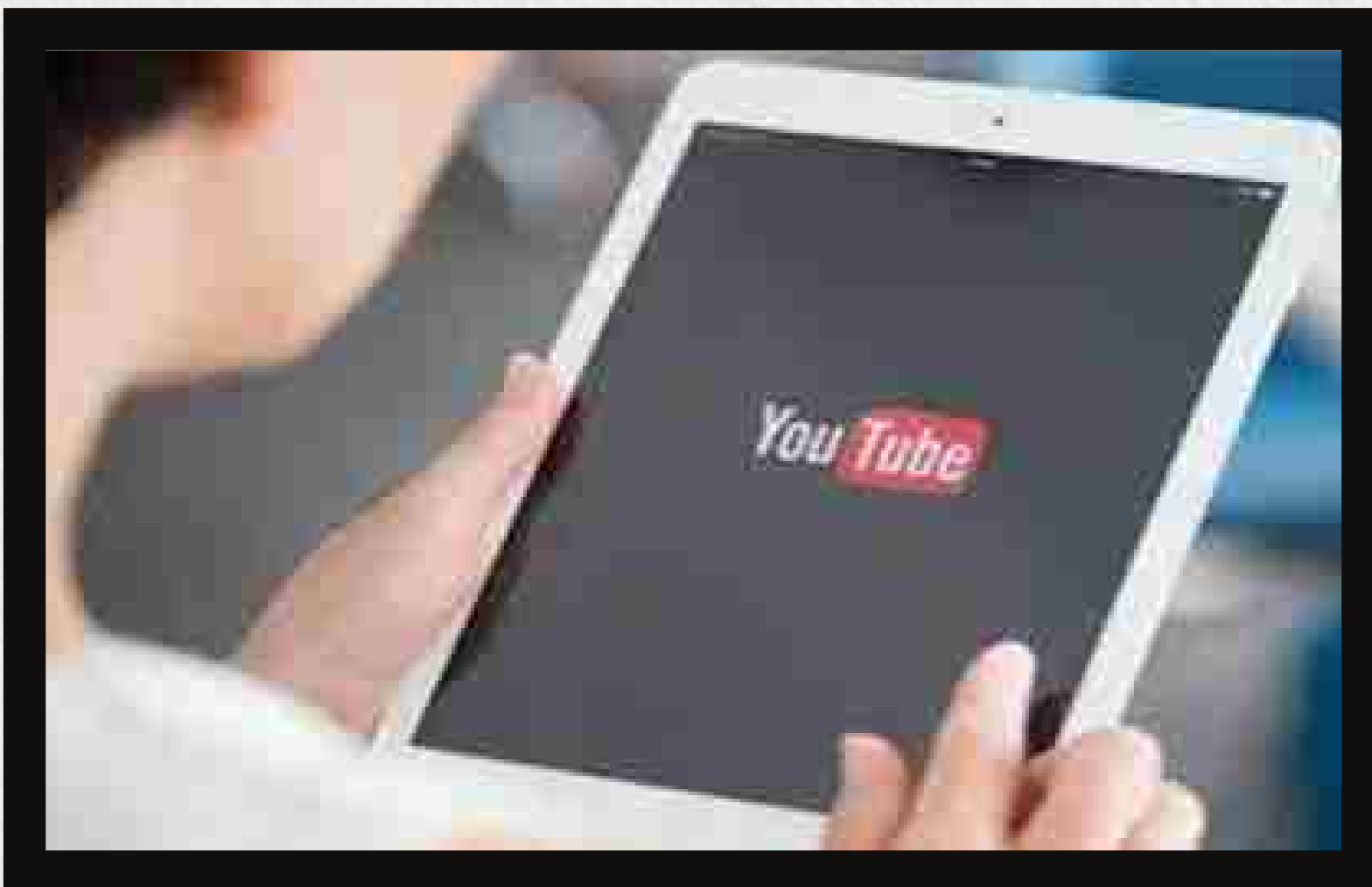
Let's see the marketing plans to generate trust and satisfaction.

Direct Marketing:

·The marketing aspects have changed nowadays. It is not about giving money to the media houses and getting a TV slot. Marketing can be done without spending money, which is also very effective.

·You need to understand that trust is one of the factors that can bring the patient to the clinic. Now, the next question is how to generate trust. It is very simple. You need to share your knowledge regarding the diseases that patients are looking to cure. There are a few platforms that can be used.

YouTube:



·The second-largest search engine gives access to the biggest video sharing platform where content can be put without any cost. Now, there are a few strategies that need to be followed in the process of it. It is advisable to put consistent and relevant

content on the platform that will both solve the patient's problem and educate the patients also. Again, the question is how to understand what health-related problems your patients are looking at.

·There are different platforms available that provide the data regarding the topics that people search for. Once a topic has been identified, select the topic where search volume is high. You need to plan your content after comparing the content of competitors.

·You must remember that your main objective is to generate trust in you. Some of the most popular content ideas are as follows:

1. Seven ways to reduce knee pain
2. These are three foods that minimize knee pain.

Facebook & Instagram:

Patient knowledge and trust are improved by small informational posts, reels, and videos.

Webinar Funnel:

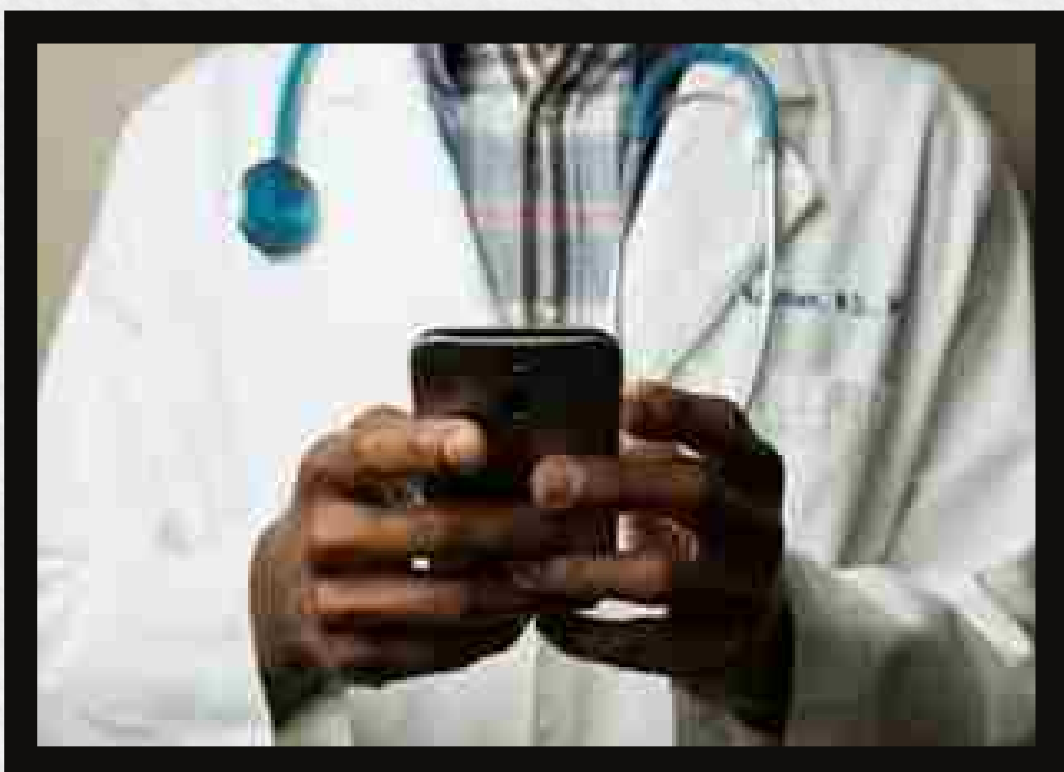


·As you know, hospital services cannot be directly advertised on the internet, but there is a way to do that. Let's see how it works.
·An advertisement on Facebook or Instagram for a free webinar for knee pain solutions can be given.

It will be a complete knowledge-sharing webinar regarding knee pain for the first 40 minutes, which will generate trust in the organization and then offer the hospital services as a package (including consultation fees, physiotherapy services, medicines, diet plans).

·A minimum of 10% conversion from the webinar can bring a lot of patients into the hospital.

·Now consultation can be provided on video platforms.



Email Marketing:

·Once people join the webinar, the phone number and email ID will be mentioned. So if they don't show interest in the webinar, they can show interest after you give a lot of values or information on how knee problems can be removed.



Reviews:

When patients are pleased with the services, their testimonials should be used to populate social media platforms and Google. Incentives can be given for giving the reviews, such as a 10% discount on further services.

Local SEO:

As we know, people search on Google for any information regarding healthcare service providers. Local SEO will be helpful for simple websites with greater opening speed.

Marketing by Referral:

As you have understood, we are trying to build trust, so why not use referral marketing where incentives can be given for the referral?

Activities in Public Relations:



Free knee checkup programmers in corporations and banks will bring more footfalls into hospitals.

Distribution of coupons for the retired employees can be done.

Relationship Marketing:



A hospital is not a place where people want to stay for long. During this time period, the behavior of the surrounding people influences their experiences directly.

Patient-centric behavioral training should be given to every contact point.

A special doubt clearing department should be there to address each and every issue of the patients, which will help us to create a helpful experience.



Giving continued helpful materials for the patient through WhatsApp or email after treatment may create a "wow" which will trigger them to refer the hospital to their nearest family members or friends when needed.

Conclusions:

You should focus on building trust and providing affordable health care services. The rest of the marketing activities will be done by your happy customers.

Keep your savings account in an affordable bank.

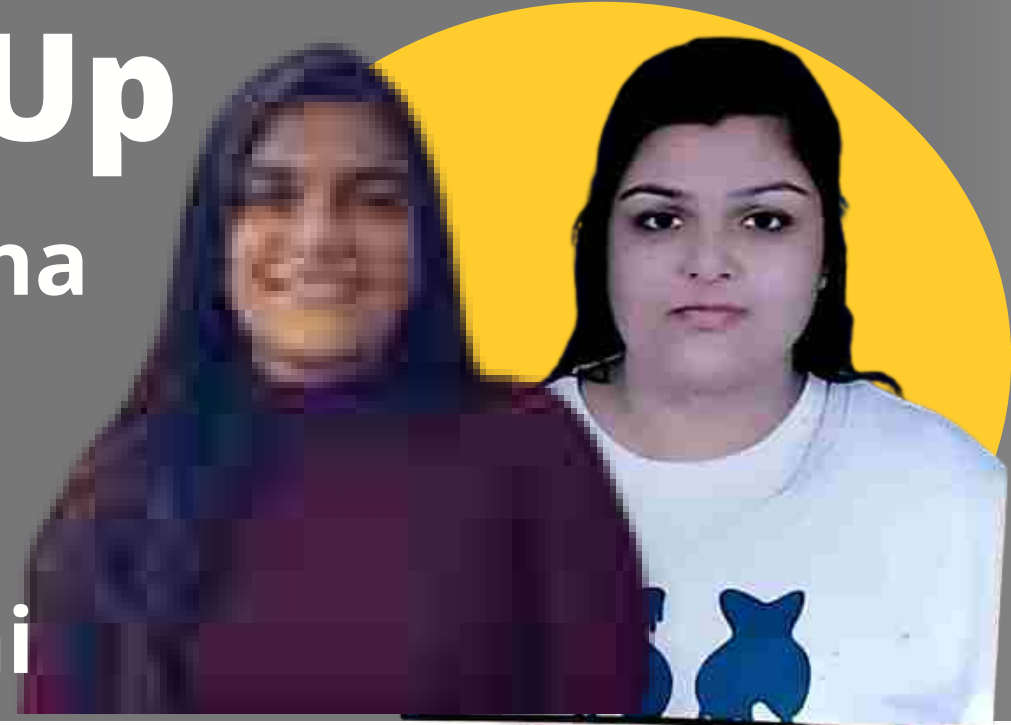
The use of machine learning for the betterment of healthcare operations



National Runner Up

Sejal Gupta & Khushi Kushwaha
MBA 21-23

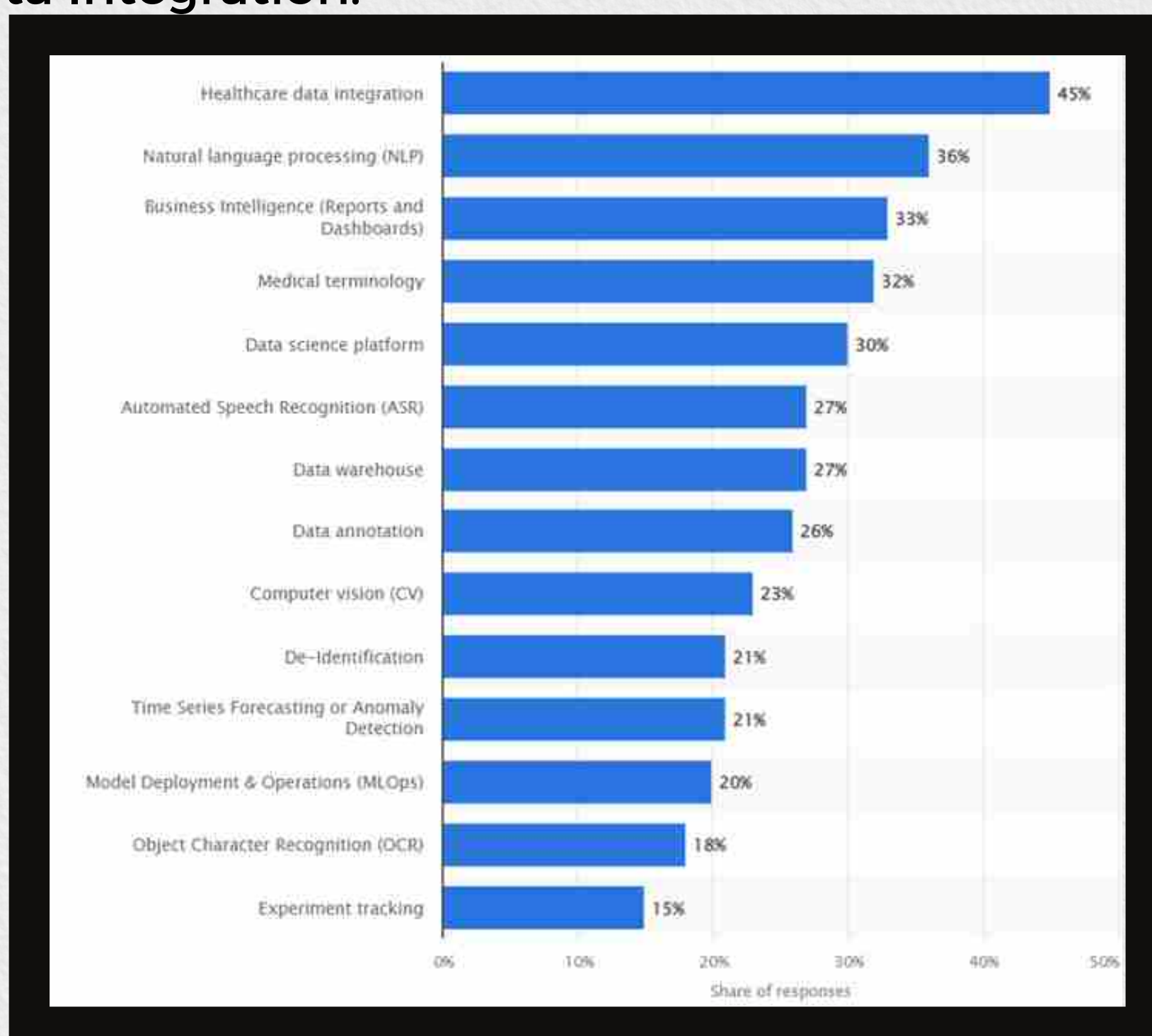
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Many intelligent systems in various fields use machine learning and deep learning methodologies to enhance their scenarios. The healthcare industry is no exception. These cutting-edge technologies produce incredible results. As a result, the goal is to investigate the medical area using these rapidly expanding technologies.

Data-driven decisions have characterized the twenty-first century. It is stated that sectors or segments that generate more data will expand quicker, and organizations that use it to make critical decisions will stay ahead of the curve.

Healthcare is one of the businesses that generate a vast amount of data. Several new data collection technologies, such as sensor-generated data, have been developed. According to a survey conducted in 2021 by Conor Stewart, it was found out that the highest technology used is in Healthcare data Integration.



Machine learning in Healthcare

Healthcare providers can use machine learning to make better decisions about patients' diagnoses and treatment options, resulting in an overall improvement in the healthcare sector.

Because there were no technologies or tools accessible previously, it was difficult for healthcare practitioners to collect, analyze and interpret the vast amounts of data for successful forecasts and treatments. It is much easier now with machine learning because big data technologies like Hadoop are mature enough for widespread deployment.

According to the Ventana Research Survey, 54 percent of firms utilize or consider Hadoop as a big data processing platform to gain vital insights into Healthcare. Out of existing Hadoop users, 94 percent execute analytics on massive data, something they say was previously impossible.

Machine learning algorithms can also help clinicians and doctors obtain crucial statistics, real-time data, and sophisticated analytics related to a patient's ailment, lab test results, blood pressure, family history, clinical trial data, Etc.

Applications for Machine Learning in Healthcare

-Health records improvement.

Despite all of these technological advancements, maintaining health data remains a pain. Although it is much faster today, it still takes a long time. Vector machines and ML-based OCR recognition approaches could be used to classify records. Google's Cloud Vision API and MathWorks' ML handwriting recognition technology are two of the most prominent examples.

-Making diagnoses via image analysis.

With its InnerEye project, Microsoft is transforming healthcare data analysis. This startup uses Computer Vision to analyze medical photos to make a diagnosis. InnerEye is becoming more well-known in healthcare analytics software as technology advances. Machine Learning will become more efficient in the near future, allowing for the analysis of even more data points to establish an automatic diagnosis.

-Robotic Surgery

Surgical operations necessitate extreme precision, flexibility in the face of changing circumstances, and a consistent approach throughout time.

While trained surgeons possess all of these attributes, one of the applications of machine learning in Healthcare is robots to perform these jobs.











For the time being, robotic surgery can assist human surgeons. Machine learning, for example, can be used to improve operation modeling and planning, assess a surgeon's abilities, and simplify surgical chores such as suturing.

-Drug Discovery and Production

ML algorithms can simulate an active component that would function on another similar condition based on previously gathered data on active components in medications and how they influence the organism.

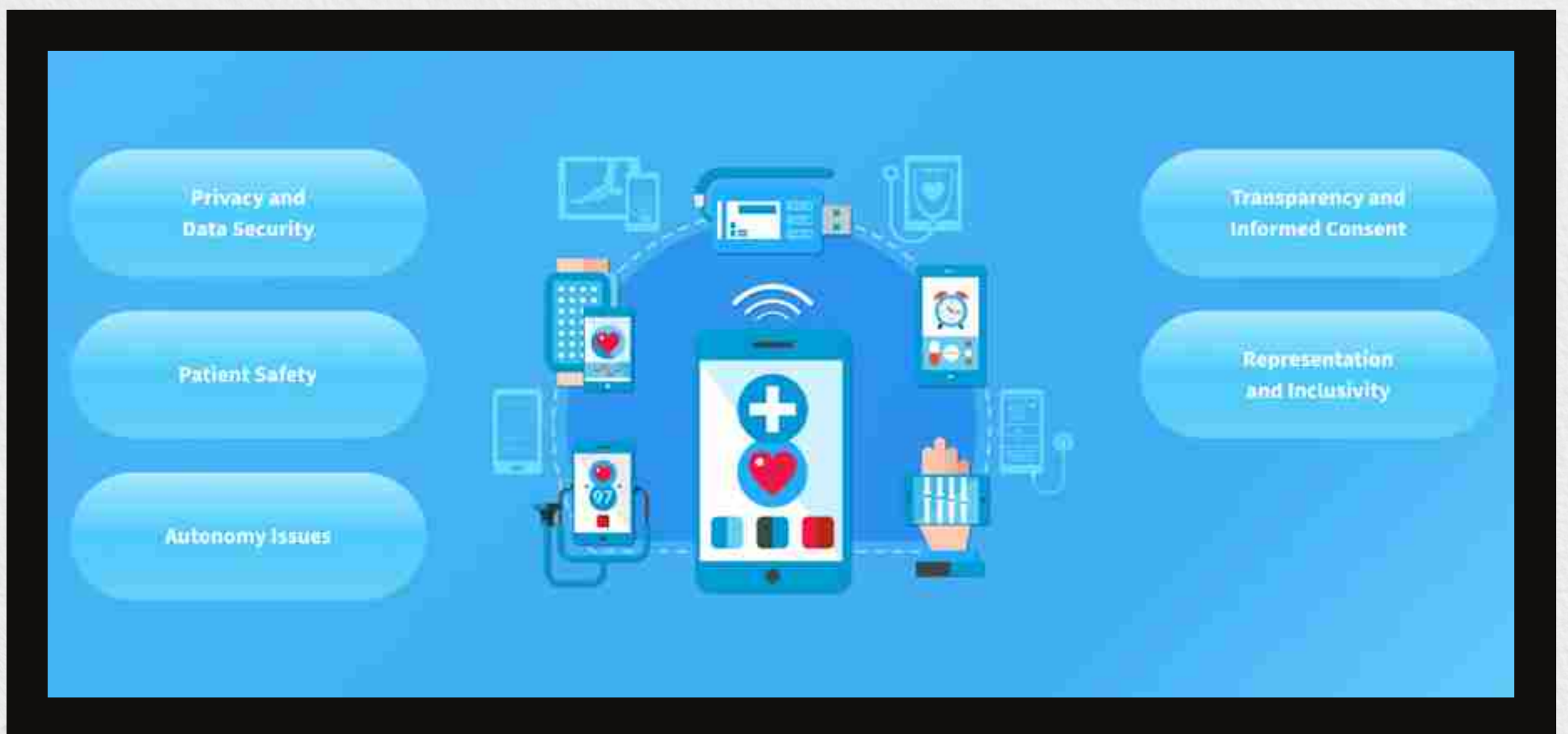
A tailored prescription for patients with a specific set of ailments or particular needs might be developed using this method. This machine learning method could be combined with nanotechnology in the future to improve medicine delivery.

According to the newest Accenture analysis, robot-assisted surgery is the most promising AI-powered technology in the healthcare industry, saving the **US healthcare industry roughly \$40 billion per year by 2026.**

Application	Value	Application	Value
 Robot-Assisted Surgery	\$40B	 Critical Trial Participant Identifier	\$13B
 Virtual Nursing Assistants	\$20B	 Preliminary Diagnosis	\$5B
 Administrative Workflow Assistance	\$18B	 Automated Image Diagnosis	\$3B
 Fraud Detection	\$17B	 Cybersecurity	\$2B
 Dosage Error Reduction	\$16B	 Connected Machines	\$14B
		Total	~\$150B

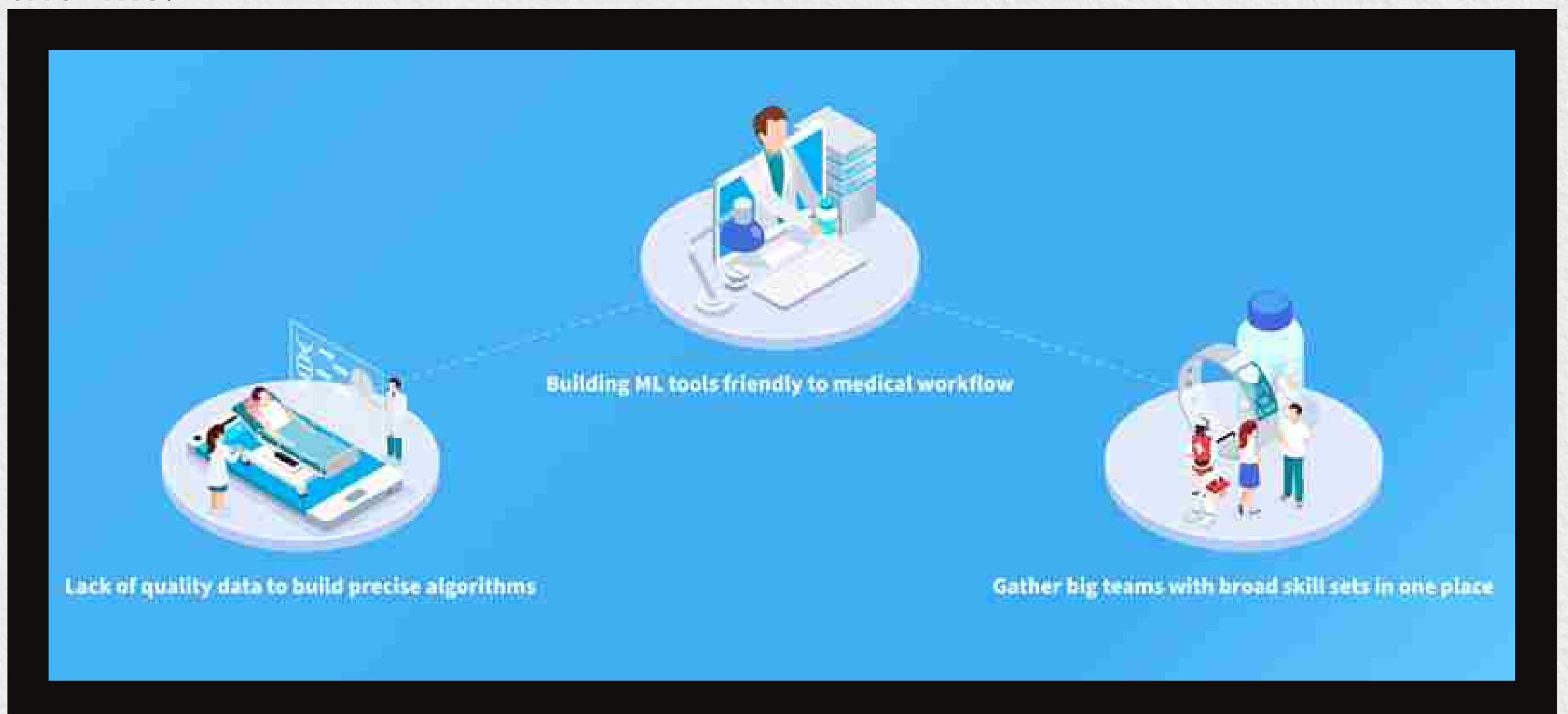
Ethics of Employing Machine Learning in Healthcare

The use of AI has been a source of ethical dilemmas for a long time. However, some of them are specific to machine learning in Healthcare.



Challenges of Machine Learning in the Healthcare Industry

Computers will not replace doctors in the near future because healthcare operations demand common sense, intuition, and experience to interpret data appropriately. Moreover, human doctors can analyze non-verbal patient data – like behaviour, breath smell, and the like.



Conclusion

Machine learning already has many practical uses in the healthcare industry, but it also can do a lot more. Besides patient diagnostics and treatment development, it can improve medical care, predict outcomes, and even assist with surgeries.

As machine learning has a lot of potential and scope in the healthcare industry, it also has many drawbacks, such as ensuring healthcare data quality, developing physician-friendly products, and assembling a large staff of data experts. There are also specific ethical issues to consider, such as patient safety and accountability. Despite some drawbacks, the advantages of machine learning in Healthcare much exceed them.

In the realm of Healthcare, the use of digital technologies such as machine learning is entering a new phase. Informatics, biology, engineering, chemistry, and computer science collide with Science and hasten our understanding of the genetic and environmental components that contribute to the onset of complicated diseases. It is interesting to think about how copy number differences could predict cancer diagnoses. Machine learning could be used to produce an interpretable technique of understanding how the genomic landscape interconnects across genes to contribute to inherited cancer risk, which could potentially improve patient care on a personal basis.

Insurance as an elixir in healthcare industry



National finalist

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Step into the world
**of better
healthcare...**

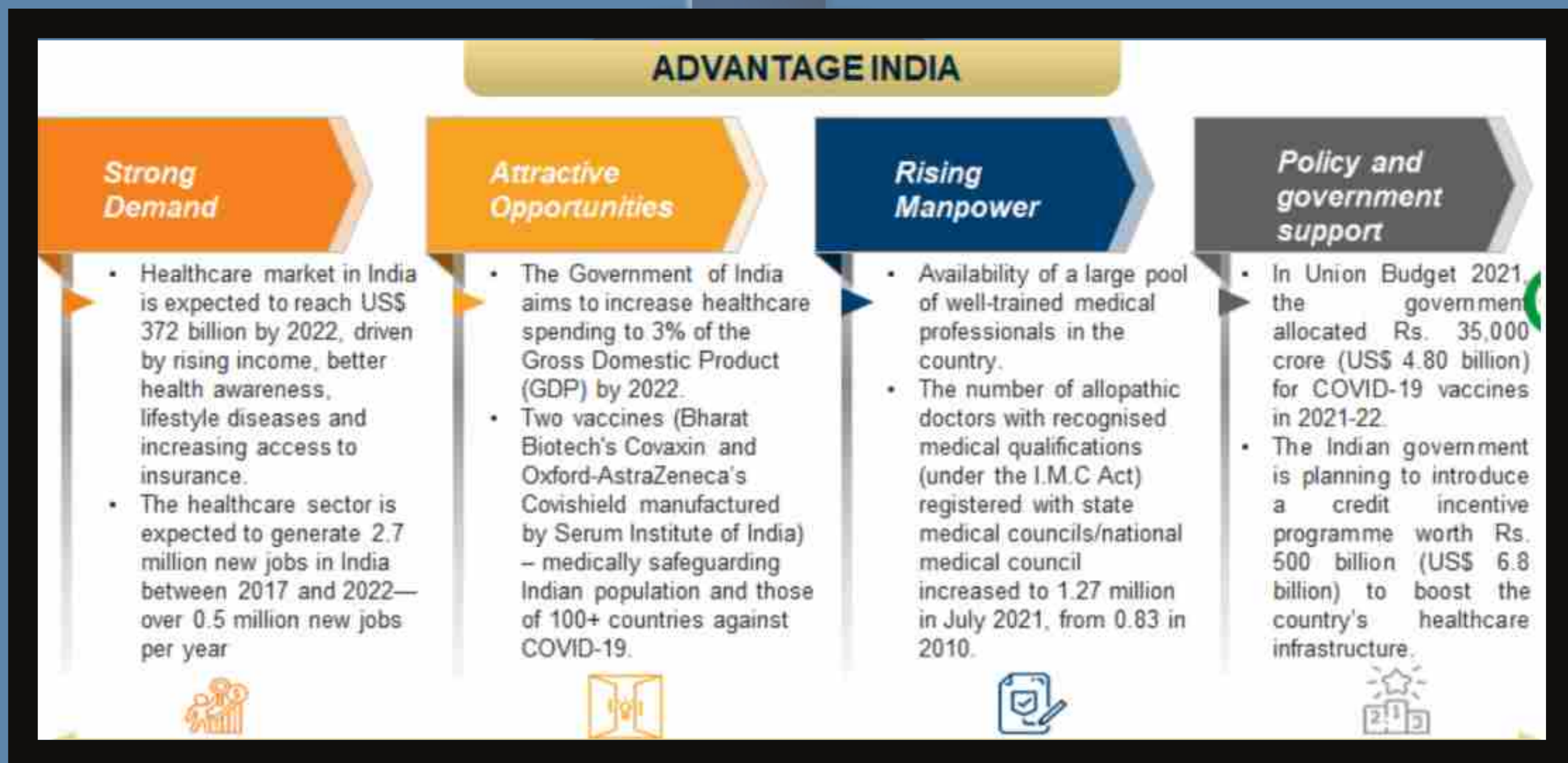


According to the World Health Organization, health is defined as a state of complete physical, mental, and social well-being, not just the absence of sickness and injury. As a result, a country's health system includes all of the organizations, institutions, and resources dedicated to providing health care. Health care has long been an issue for India, a country with a vast population and a significant section of the people living in poverty. As a result, healthcare access and equity have become major concerns, and health insurance coverage in the world's fifth-largest economy has not yet reached its full potential. An estimated 1.3 billion people worldwide lack access to good, affordable health care, and more than 150 million people in 44 million households face financial ruin every year due to high medical expenditures. Yet, until recently, most policymakers assumed that poor families in developing nations, whose existence is fragile, would refuse to pay health insurance premiums even to save future hospitalization expenditures.

When we look at the situation in the private sector, out-of-pocket spending is the largest contributor, followed by the pharmaceutical business and so on. Until now, India's primary health-care system has been mostly controlled by limited government health-care facilities and other public health-care systems, following a traditional model of health funding and service. However, this structure will not be able to meet the demand of India's 200 million or so health-insured citizens. Furthermore, it has grown costly as a result of high health-care expenditures, insufficient physician numbers, weak education programmes, low hospital numbers, substandard medical equipment, and insufficient government funding for health-care services.

India spends up to 7% of GDP on healthcare, with the government accounting for 1.3 percent (or 22% of total spending) and the private sector responsible for 4.7 percent (or 78% of total spending). The spending impact numbers are noteworthy - India's life expectancy, at 64 years, is higher than China's (5 percent of GDP) healthcare spending, which results in a life expectancy of 52.5 years. The United States spends approximately 13.2% of its GDP on health care and has a life expectancy of 72.5 years.

Estimating future health insurance expenditure



A government body in India anticipated future health insurance requirements. By 2021, it was estimated that 10% of India's population will still be poor. According to China and Korea, 50% of the population should have access to health insurance. For those living below the poverty line, the cost of government insurance is estimated to be Rupees 400 per year per person. Private insurance, on the other hand, is anticipated to cost Rs. 1,200 per person per year for everyone save those living in poverty. Based on these assumptions, annual health insurance spending is anticipated to be Rs 645,320 million, with Rs 49,640 million coming from the public sector and Rs 595,680 million from the private sector, assuming 40% coverage rather than 50%.

Issues and concerns

There are a number of issues with India's healthcare plans. Among the most common unfavorable factors are: -

- When the plan provider, such as ESIS or CGHS, owns facilities, the service is drastically reduced.
- Rejection and unwarranted reimbursement delays.
- Service restrictions — either low policy reimbursement limits or restrictions on pre-existing and chronic illnesses.
- Inadequate information on health, illnesses, procedures, and treatments, as well as the associated costs and outcomes.
- Provider malpractice.
- Pricing for comprehensive total care.
- Inadequate medical care coverage.

Why health insurance?

The reasons for health insurance-based services include:

- The healthcare industry was recognized as an industry in the mid-1980s. As a result, financial institutions began to lend money, and the government lowered import tariffs on medical equipment and technology.
- Socioeconomic shifts: as the literacy rate has risen, so has public awareness, thanks to the broad penetration of media outlets. This has resulted in a stronger focus on health.
- Brand development: several family-owned firms have established charity hospitals, and by doing so, they have developed positive market perceptions

Expansion of related businesses: Some pharmaceutical companies, such as Wockhardt and Max India, have entered this market because it is a

natural extension of their current operations.

Year	Brazil	Russia	India	China
2000-2005	2.7	5.9	5.3	8.0
2005-2010	4.2	4.8	6.1	7.2
2010-2015	4.1	3.8	5.9	5.9
2015-2020	3.8	3.4	5.7	5.0
2020-2025	3.7	3.4	5.7	4.6
2025-2030	3.8	3.5	5.9	4.1
2030-2035	3.9	3.1	6.1	3.9
2035-2040	3.8	2.6	6.0	3.9
2040-2045	3.6	2.2	5.6	3.5
2045-2050	3.4	1.9	5.2	2.9

Changing attitudes – from self-centered to consumer-centered – are causing medical prices to skyrocket, making great health care a seller's market. Currently, two-thirds of India's population is covered by private health insurance, which accounts for 83% of overall health spending.

Private insurance as a catalyst for progress

Private health plans, which are the origins of health insurance, have a long history of initiating and facilitating health care progress. Private health insurers are almost by definition social entrepreneurs constantly looking for ways to improve the service they provide to their customers. The creative additional value that private health insurance may provide is based on social entrepreneurship. International issues for health insurance and health provision occur as a result of greater globalization. More individuals are able to buy items and services all around the world as a result of enhanced communication and travel. This unstoppable trend in health care and health insurance cannot be avoided. This presents numerous issues for public health systems, which are national phenomena directly linked to the state, whereas commercial health insurers have a significant deal of expertise and skill dealing with international cases. Because of its flexibility, private health insurance can respond quickly to new problems. One of the prerequisites for private health insurance to serve as a catalyst for innovation in health insurance and health care delivery is flexibility. Private insurance, for example, shown a spirit of inventiveness in response to the waiting list problem by providing people speedy treatment in high-quality hospitals abroad. While public health systems are primarily concerned with reimbursing or providing health care, risk prevention activities in the private health insurance industry are crucial. Private insurance could help advance

medical science by making novel technology and medicine that aren't (yet) covered by public health systems more financially accessible. Finally, in terms of patient service informatics, private health insurance is a trailblazer. The implementation of electronic medical insurance cards can reduce the administrative burden for patients and providers in nations where medical costs are paid. These and other approaches could be embraced by public health systems or left to commercial health insurance companies. Private insurers, on the other hand, have been quicker to take the first step.

Life insurance	Premium volume (\$million)	Emerging market share (%)
South Korea	41,998	22.4
China	32,442	17.3
Taiwan	23,779	12.6
South Africa	20,728	11.0
India	13,590	7.2
Hong Kong	10,117	5.4
Brazil	6,306	3.4
Singapore	5,561	3.0
Russia	4,887	2.6
Mexico	4,230	2.3
Total	163,598	87.1

Conclusion

Through the introduction of new products, services, and price options, competition will undoubtedly drive the market to expand, creating a larger "pie" and providing more consumer choices. Nonetheless, public and private sector businesses will collaborate to ensure the sector's continued growth and development. In comparison to comparable foreign data and India's urban centers, the health sector in rural India has the weak infrastructure, such as inadequate staffing. As a result, the rural poor face a lack of access to health facilities and ineffective delivery systems. Both are anchored in the rural health sector's governance. Given the condition of India's healthcare sector regulation, it's unlikely that fully-fledged insurance companies will make significant investments in health insurance. To make healthcare risks manageable, the health sector needs to be controlled and changed so that insurers will want to enter and develop it.

The Telemedicine Way of Treatment



National finalist

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We rely almost exclusively on digital technology to communicate, collaborate, and perform essential business functions during the coronavirus pandemic in this day and age. The ability to adapt to virtual environments in all areas is considered "necessary" rather than some "backup" plan. From e-Learning to e-health, from virtual offices to online events, technology has helped make it more accessible, faster, and more efficient for everyone. One of the most significant changes we are seeing today is the growing technology adoption in the healthcare industry.

Due to pandemics, people prefer telemedicine when physical interaction is risky. Fortunately, medical stays can be reduced when telemedicine services are used via video conferencing or other virtual technologies. Thus, telemedicine saves both the patient and the health care provider time of treatment. Furthermore, its quick and advantageous characteristics can help hospitals and clinics streamline their workflow. This disruptive technology would make it easier to monitor and manage the recovery of discharged patients. As a result, they state that telemedicine can create a win-win situation.

Why does the healthcare system need telemedicine?

Telemedicine allows healthcare professionals to practice and improve their patient's experience. It provides doctors with more convenient access to patient information. Telemedicine also allows doctors to spend less time with each patient to treat a more significant number of patients. Telemedicine has also increased the benefits of contact, extending to communication between the doctors. Doctors can use telemedicine to share skills and build support networks to provide better healthcare.

Telemedicine Can Facilitate a Broad Range of Interactions Using Different Devices and Modalities

Interactions	Devices	Modalities	Patient Location
<ul style="list-style-type: none"> • Patient to provider • Provider to provider 	<ul style="list-style-type: none"> • Smartphone • Computer/tablet • Monitoring device 	<ul style="list-style-type: none"> • Videoconference • Remote patient monitoring • Phone* • Secure messaging* 	<ul style="list-style-type: none"> • Home (or location of choice) • Clinic/Office • Hospital

Features of telemedicine

The concept of telemedicine and related services have demonstrated social support. The functions provided like Chronic health management, Prescription Compliance, Remote follow-ups, care for all critical and Serious cases, etc., can ultimately be used to support the medical care sphere.

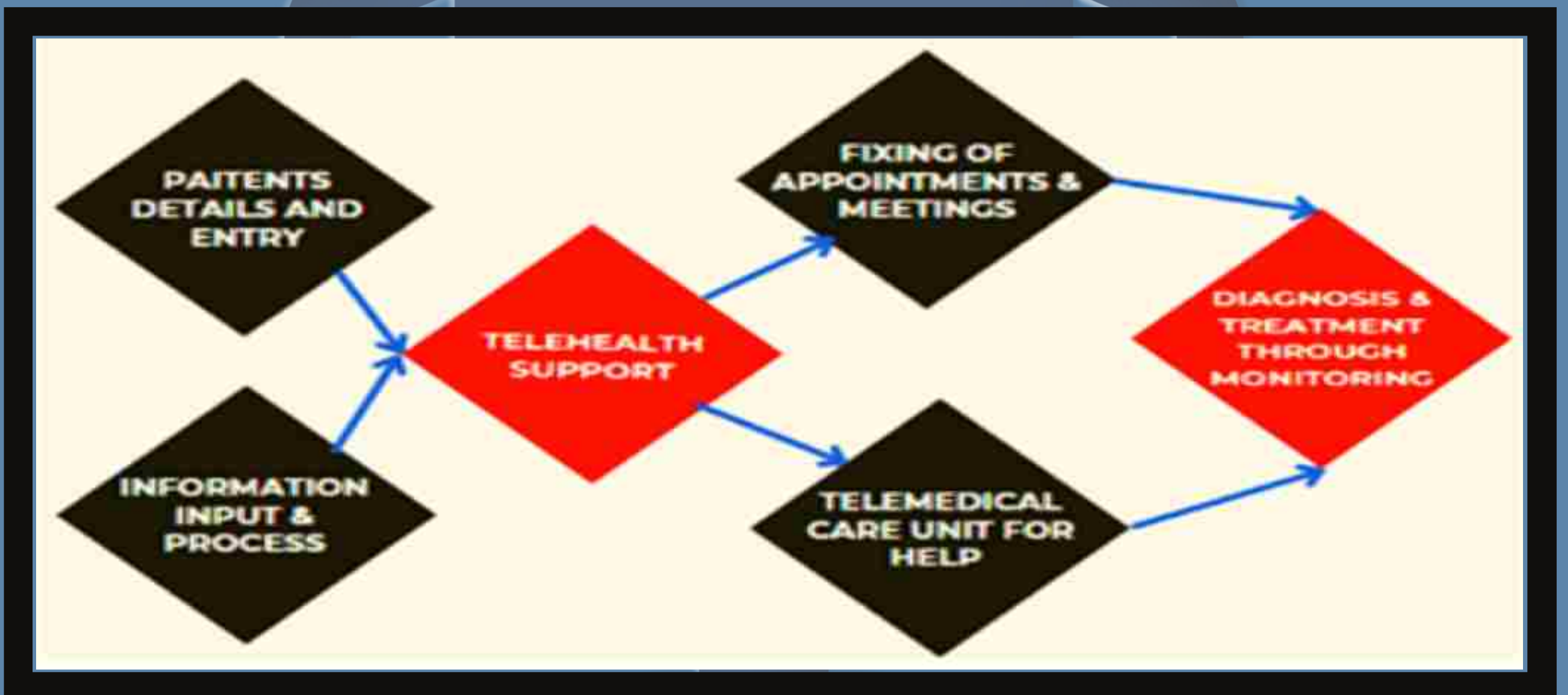


The idea of telemedicine patient self-management can be extended for patients suffering from high blood pressure and digestive disorders. However, it becomes much more effective when combined with artificial intelligence (AI). The AI sends the data promptly and is a high-quality way to assist patients. Healthcare analytics is often used to analyze the collected data and view it from the user interface. The store-and-forward approach will improve time and cost utilization, and remote monitoring will be based on electronic technologies that send patient statistics directly to healthcare providers' analytical interfaces.

Also, Virtual reality (VR) systems have transformed the communication applications of telemedicine devices to make them more immersive. Doctors can view 3D monitors in VR during surgery. The telemedicine platform uses VR with patient data and a graphical environment with video conferencing to optimize communication with doctors.

Treatment workflow used in telemedicine

Telemedicine provides an ultra-edge type facility and a focus at every step during its implementation. It all starts with the patient's entry or detailed information, followed by the telehealth supportive care unit. This step is further related to fixing the doctoral assistant to the patient after the diagnosis and appropriate treatment offered to the person under utmost care.

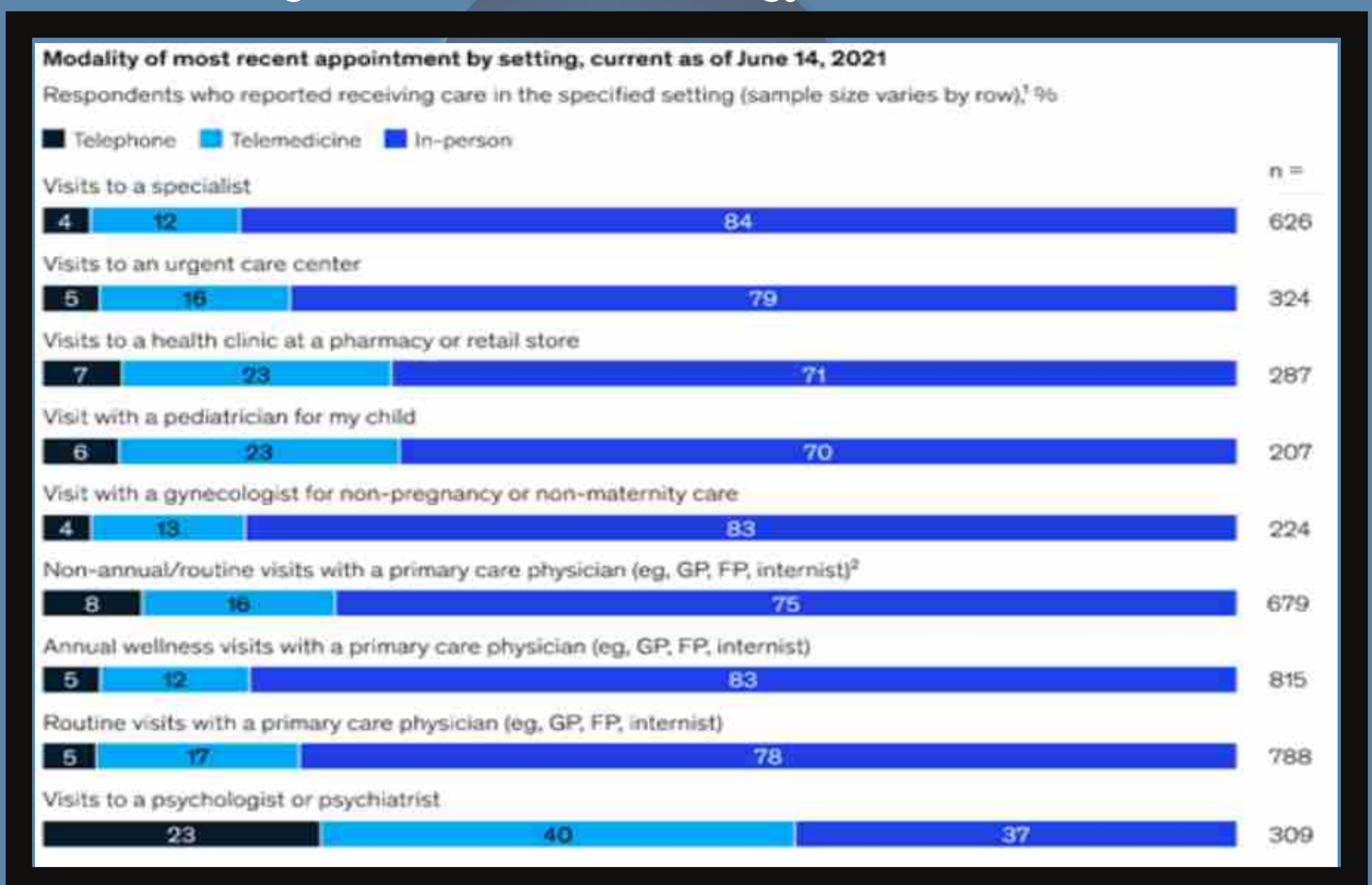


The telehealth app ensures seamless patient record collection and consolidation. It helps pharmacies, customers, and prescribing physicians deliver healthcare services quickly. With the e-prescription feature, doctors can create and provide prescriptions with lesser errors. Also, help to pay medical bills from mobile should be a requirement of each telemedicine app. Patient feedback is considered a necessary part of quality management and professional development. Furthermore, it'll assist many new patients in locating the specialist doctor that's ideally suited to their needs.

Applications of Telemedicine

Telemedicine technology provides access to various treatment options, including primary care counseling, psychotherapy, physical therapy, and more.

- 1. Facilitate service to disabled patients:** Telemedicine facilitates access to services for patients with disabilities. It also improves access to other groups, such as the elderly, culturally isolated people, and imprisoned people. Telemedicine can help treat a variety of conditions.
- 2. Treatments of school-going children:** Telemedicine can play an essential role in treating children who get sick at school, meet school nurses, or are picked up by their parents and taken to an emergency medical facility, and these all are perhaps needless. Advanced schools can work with doctors to conduct video tours from the classroom. The provider can determine the necessary action and provide the parent guidance or peace of mind.
- 3. Tele dentistry:** This technology improves dental care by allowing dentists to acquire photos or other relevant evidence of teeth, dentures, and other parts of the dentistry for evaluation and transmit them to other practitioners for review. The most crucial benefit of telemedicine in dentistry is the exchange of records between the dentist and the dentist to determine whether a particular treatment is needed.
- 4. Skincare:** Dermatologists can use high-resolution photos and films to evaluate patients with psoriasis, bedsores, eczema, and other conditions. This is especially useful for patients who have to stay at home. Dermatologists can safely and reliably detect and treat skin conditions using telemedicine technology.



According to a report of McKinsey & Company, 40% of surveyed consumers stated that they believe they will continue to use telemedicine, and around 58% of physicians prefer to continue to telehealth.

Healthcare organizations must harness the power of the IoT, and the purpose of building IoT-based systems is not limited to patient monitoring. For example, hospitals can install IoT sensors on wheelchairs, nebulizers, defibrillators, and other medical equipment to provide real-time tracking. This method can also be used to monitor the location of medical staff relative to the hospital.

Drawbacks of telemedicine in healthcare

Telemedicine has many potential drawbacks to using telemedicine compared to traditional treatment approaches. It is not a replacement for conventional medical systems. It complements the health system for minimal functionality. Hacking patient medical data is a severe problem, especially when patients connect to telemedicine over public networks or unencrypted channels. This technique can delay dosing if a person needs emergency care, primarily because doctors cannot remotely provide critical care or laboratory tests. There are various state regulations, and doctors may not practice medical care across state boundaries. Telemedicine is a valuable and rewarding facility, but small medical facilities can be exorbitantly expensive. Lack of communication also makes it impossible to provide reliable care.

Future of telemedicine in the healthcare sector

In the future, patients will book an appointment quickly and with the doctor of their choice. The patient interface is a valuable feature that allows doctors to plan for emergencies. It outlines the patient's physical and personal records and helps doctors make decisions. This will enable clinicians to focus directly on difficult and complex cases rather than low-level cases that can be handled remotely. In the future, the emergency room will triage patients through video counseling. Some medical institutions are using AI-enabled telemedicine applications. It connected a cardiologist and a patient who came to a local facility for care. It also shortens the scheduled follow-up period and complements the standard system.

Conclusion

Telemedicine is a valuable technology that connects doctors and patients and ensures long-term lifestyle changes. There are significant benefits to clinic staff. This often eliminates the burden of hospitalization of the patient and concentration on higher-value tasks. In recent years, telemedicine has improved the quality of medical facilities by allowing information to be shared in many remote locations. People with disabilities can get the medical reports and prescriptions they need faster. Telemedicine changes the lives of all sick people by minimizing the movement of doctors and patients worldwide and ensuring that all sick people receive adequate medical care.



Exploring Mental Healthcare in Workplaces Amidst Pandemic



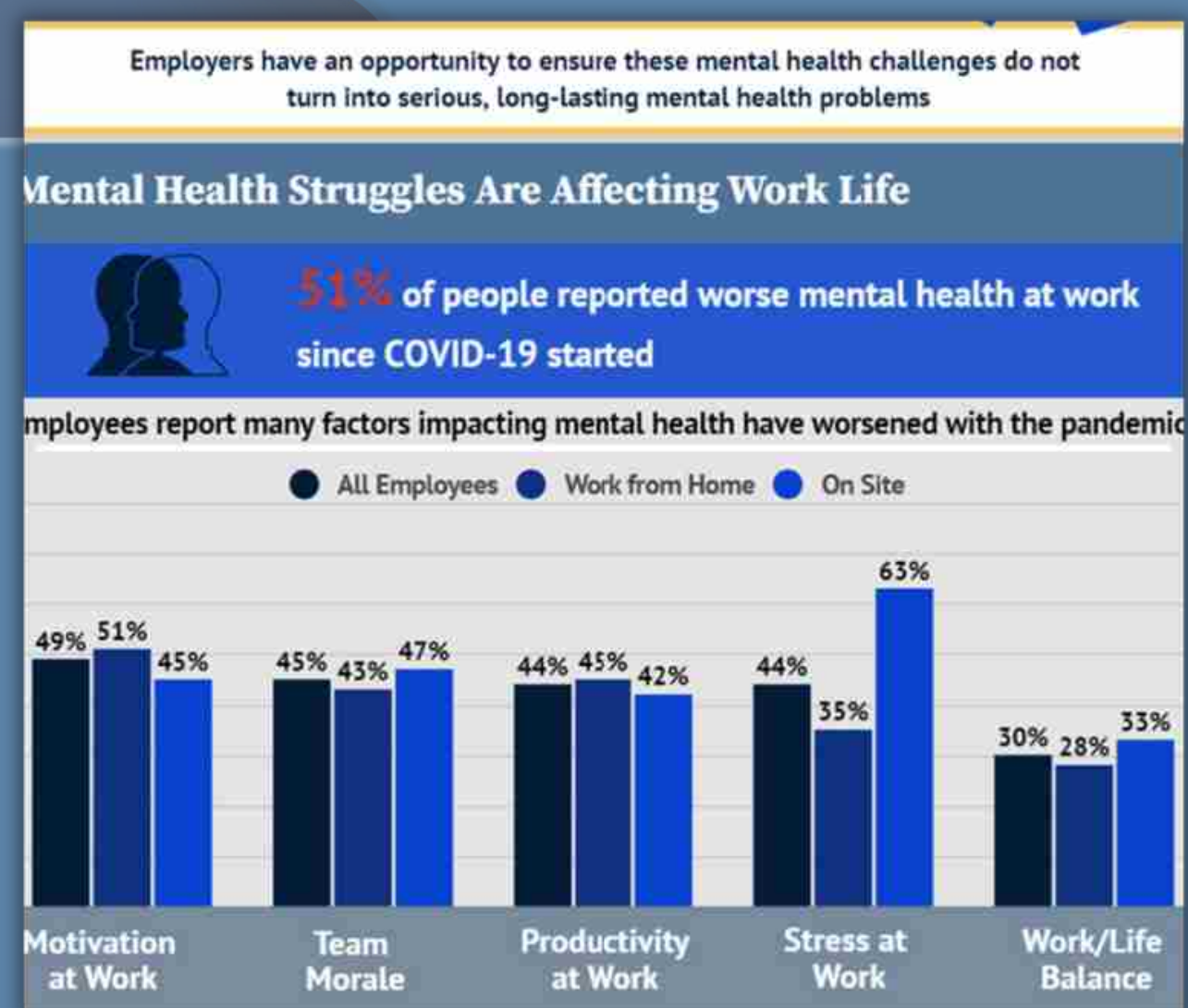
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Humans have come a long way as a species as well as a society, however, the fundamental needs of a human have remained roughly unchanged since the beginning. Although food, water, air, and shelter continue to remain the fundamental needs for survival, mental health has emerged as an equally important fundamental need to sustain a healthy society. Despite the importance of mental healthcare, it is the most overlooked and neglected component of the healthcare industry. Especially in developing countries, the absence of a well-drafted regulatory framework often hampers mental healthcare professionals from adequately and effectively discharging their duties. Further, the lack of awareness and societal shaming often results in individuals suppressing their concerns regarding mental health issues. Although the aforementioned factors have always been a prevailing cause of concern, the crisis was further exacerbated with the onset of the Covid-19 pandemic.

As per reports released by the World Health Organisation, the Covid-19 pandemic has had devastating impacts on mental health. The drivers of this devastation include social isolation, financial loss, reduced access to mental health services, housing insecurity, and loss of coping mechanisms. Pandemic-induced restrictions and challenges have worsened pre-existing mental health conditions and have also affected people who have not previously experienced poor mental health.



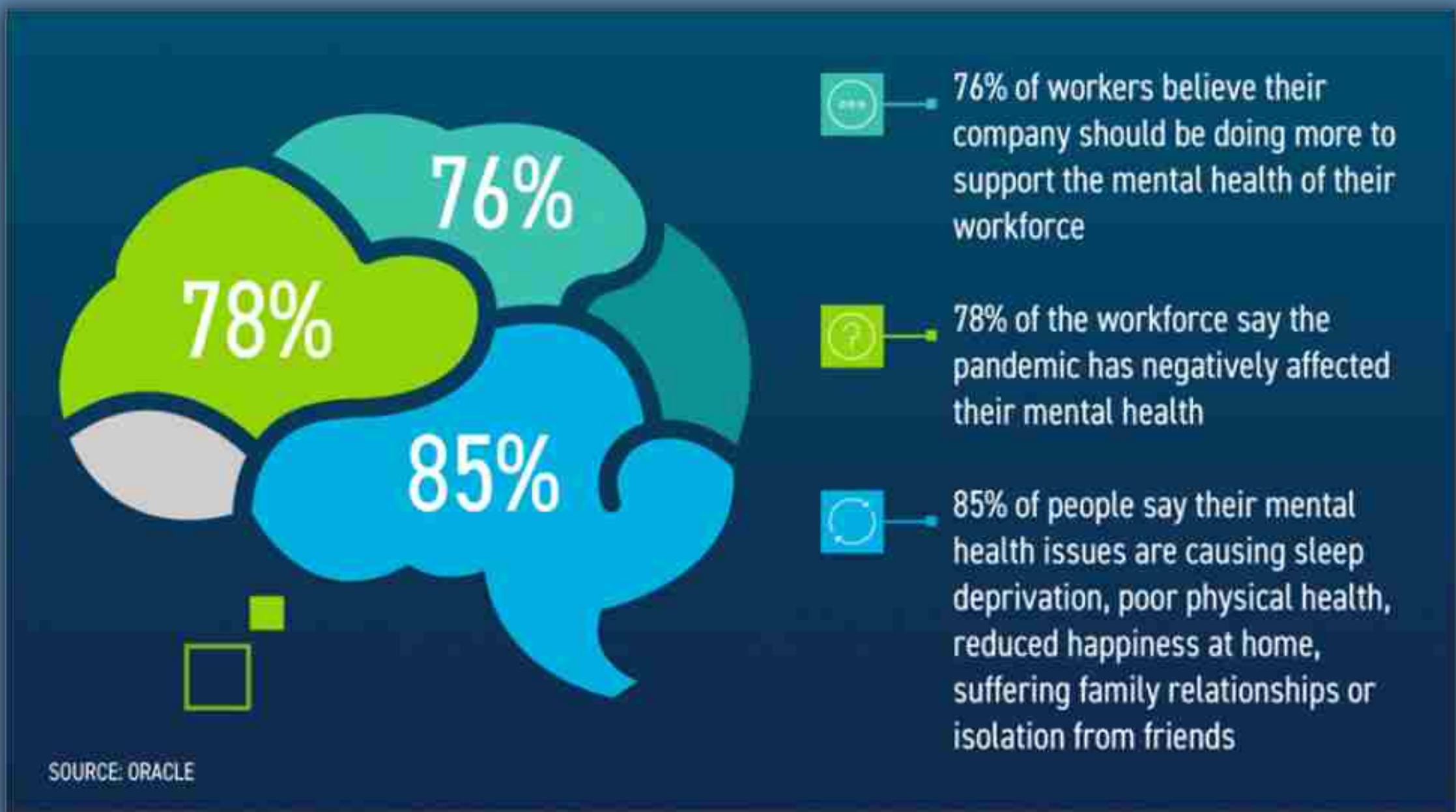
Impact on mental health and workplace wellbeing

To add to the challenges, several workplaces exploited their employees with long working hours, at lower than existing compensations. Numerous employees witnessed pay cuts during the pandemic but continued to serve long durations every day to protect their employment, owing to the uncertainty. Employees were expected to work virtually, without any in-person interaction for several hours every day alongside their household responsibilities. The burden of adapting to the new work-life environment, financial losses, and loss of loved ones have significantly impacted the mental health of many. Anxiety, depression, alcoholism, and substance abuse have emerged as the most commonly reported consequences of what is referred to as the 'new normal.'

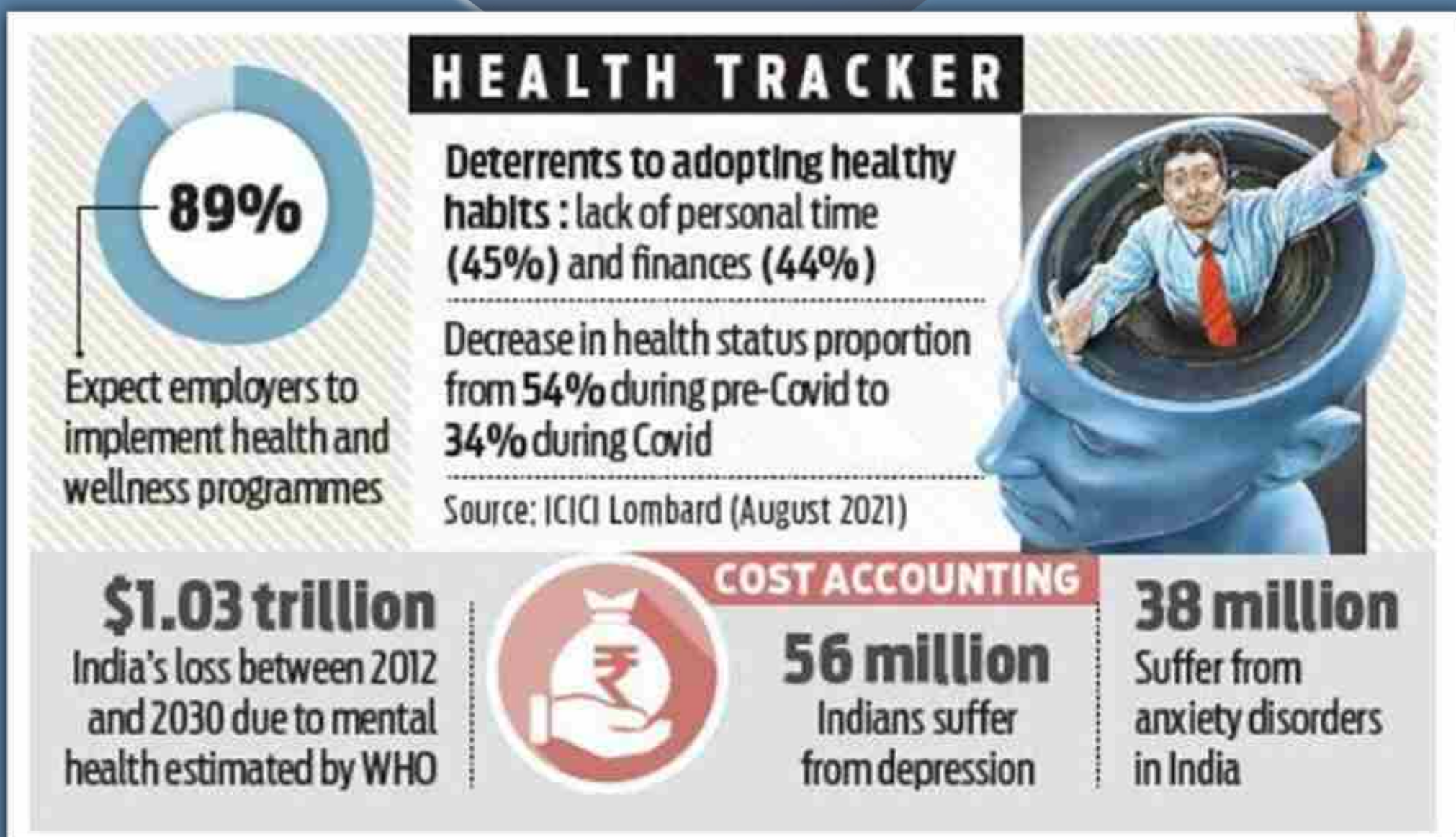


Even though every single individual has been negatively impacted by the pandemic, healthcare professionals are the worst affected by the overwhelming situation. The healthcare industry worldwide suffers from a shortage of adequate workforce, which subsequently resulted in overburdening of the existing infrastructure. As a result of which, the mental health of the very people who put their life on the line to selflessly save others was compromised. Widespread mental health challenges have not only impacted employees but have also negatively impacted the quality of their work, resulting in financial losses as well as loss of life.

Furthermore, the newer generation is commonly known as the Millennials and Generation Z desire a sustainable and balanced work culture. They prioritize flexibility, work-life balance, and a healthy work environment over conventional methods of operations. Kelly Greenwood and Julia Anas, in their Harvard Business Review article, reported that in 2021, nearly 68% percent of Millennials (as against 50% in 2019) and 81% of Gen Z (as against 75% in 2019) have voluntarily resigned due to mental health reasons. Moreover, in 2021, 91% employees agreed (as against 86% in 2019), that a workplace must support mental health.



Employers play a pivotal role in ensuring that the mental health of their employees remains uncompromised at all times. Factors such as stressful and monotonous work routines often cause emotional distress to the employees. This further intensified during the pandemic, since in-person social interactions were minimal, leading to social isolation.



Employers, especially in developing countries such as India, must exercise additional precaution to ensure the mental wellbeing of their employees since mental health is still considered a taboo subject and a majority of the affected population hesitate to seek help. Thus, the Covid-19 pandemic created a mental health emergency just as much as it created a physical health emergency. Although there is tremendous room for improvement, Covid-19 has encouraged employers to implement several strategies to tackle the alarming issue.

The following initiatives have recently been undertaken by some employers to ensure better mental health for their employees:

1. Regular initiatives to create mental health awareness and provide free mental health training and counseling to their employees to prevent exhaustion.
2. Leaders and managers openly advocated the need to prioritize mental health at workplaces and were equipped to support their colleagues and employees in case of mental health challenges. Further, leaders and managers shared their experiences and struggle to ensure mental wellbeing during mental health workshops organized at the workplace.
3. Many organizations such as PricewaterhouseCoopers (PwC) provided paid vacations to their employees to compensate for the extra-work hours during the pandemic and the flexibility to work remotely.
4. Several workplaces assisted their employees with frequent reach-outs and round-the-clock counseling helplines along with additional leave provisions for mental well-being.
5. Some workplaces have permanently adopted the hybrid work culture to allow their employees to operate in a manner best suited to them, further reducing the burden on their mental health.

As evident from the aforementioned points, the pandemic has compelled employers around the world to reconsider the workplace practices and their approach towards their employee's mental health needs however, there is tremendous room for improvement. Mental health has been the most neglected component of the healthcare sector for far too long and it is only recently that measures are being taken to ensure the mental wellbeing of the employees. To conclude, widespread initiatives must be undertaken to create awareness about mental healthcare and assistance must be provided to every individual whose mental wellbeing has been affected and is facing challenges.

Company	Initiative
 SWIGGY	Flexible four-day work week
 paytm	Salaries to families of deceased employees for the financial year and job opportunities
 UC Urban Company	INR 1 Cr Covid relief fund for employee bereavement and medical assistance in memory of a deceased employee
 BYJU'S	INR 20 Cr fund for Covid-related expenses
 zomato	Salaries for families of deceased employees for the next two years
 druva	Counselling sessions for employees and reimbursement of fitness-related expenses

VIP GEAR Challenge

The competition was to think of new and inventive ways to improve a data center's productivity, dependability, and efficiency. It was a test of our capacity to think technically and commercially, keeping in mind that the solution should be economically realistic and practicable.

National Finalist

Team WeStars



Sourav Kumar Nanda



Anirudh Arya

1. Give us a short description of your competition.

VIP Challenge was a unique competition where we had to devise a channel sales strategy and develop a new marketing mix plan to boost the company's growth. Lastly, we also had to reposition VIP Bags to make them stand out from luggage as a commodity.

2. There are no competitions on D2C. What is your strategy of deciding which ones to apply to?

Anirudh and Sourav both have their core competencies. We target competitions as per that. While Sourav is good with Tech and Strategy, Anirudh handles Marketing and Finance well. It's always good to work with a diversified team to get a chance to learn from people around you having different skill sets.

3. How does your Team manage differences of opinion?

Difference of opinion allows thinking creatively and coming up with more out-of-the-box ideas. We work collectively and shortlist strategies based on relevancy, sustainability, feasibility, and impact. In the case of ambiguity, we use the weighted average method to find THE ONE!

4. Briefly describe challenges, if any, that your Team faced during this competition and how did your team handle them?

A couple of challenges faced during the competition were to make our presentation deck compact yet power-packed, pitching our solution in under 5 minutes. We practiced KAIZEN and delivered on the requirements. Our professors mentored us to understand the insider things asked in the case study. Nilesh sir and Chatterjee sir helped us by giving feedback and necessary direction.

5. Any Key learnings you would like to share.

- i. Classroom lecture is our practice net, and National Competition is our World Cup
- ii. Believe in your Team and go beast mode with market research
- iii. Ask for feedback and suggestions from your mentors and implement the same
- iv. Always ask for help! We never know what insights we must be missing, but it can be rectified and corrected by a person having a different background and perspective

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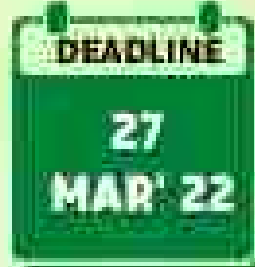


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We invite articles for the next 119th issue of SAMVAD

The theme for the edition: '**Circular Economy**'

The articles can be from Finance, Marketing, Human Resources, Operations, or General Management domains.

Submission guidelines:

- Word limit: 800 - 1200 words.
- The cover page should include your name, institute's name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to samvad.we@gmail.com.
- Please name your file as: __<section name e.g. Marketing/Finance>
Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there should be no plagiarism of more than 5%, and all references should be mentioned clearly.
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