

PRACTICUM EXPERIENCE DESCRIPTION

Title: Feasibility Study – Rose Academies Expansion into India

Posting Date: February 25, 2023

Time Frame: Summer 2023

Hosting Organization: Rose Academies

Location: Virtual

Preceptor: Susan Stasi, CEO, Rose Academies-Uganda

Contact Information: Susan Stasi, susan@roseacademies.org; 408-504-6965;
WhatsApp: 1-408-5046965

Hours: 200 hours

Description: We need a study to be conducted on the feasibility of expanding Rose Academies' programs into India. Our existing model is based on a fellowship program where our fellows are trained to teach healthcare programs to the rural poor by utilizing Android based technology combined with traditional form of instruction and practical demonstrations. The current programs we teach are feminine health, neonatal care, SRHR, MHM, nutrition, family planning, disease prevention, how to make reusable pads, and WASH. We will soon be including lessons on cervical cancer and TB. Read more about us: <https://roseacademies.org>.

This study should include an analysis of the following: 1. What are the greatest healthcare needs of the rural poor that are aligned with our current programs? 2. Where is the best location to initiate our program? 3. Provide a strategic/business plan that shows why this expansion fits into our existing model and makes good business sense for our investors.

- Deliverables:**
1. **Literature review;** conduct a literature review of peer reviewed articles regarding healthcare problems of India's rural poor and areas of greatest need. Create a report and matrix of your findings.
 2. **Survey;** develop a survey that can be conducted in the area you recommend expansion to discover what educational programs are most needed and why.
 3. **Statistical analysis:** Analyze collected data and create overview report.
 4. **Business Plan:** Develop a business plan that details what steps are involved in establishing a NGO in India; market analysis; and program plan.
 5. **Proposal Report:** Based upon your findings and your business plan create a cost analysis of necessary expenditures for expansion; include sales pitch as to why expansion into India makes good business sense.