

PROJECT BRIEF

Project Title	Dementia Awareness Campaign
Function	Brand & Marketing Communications
Criticality of Project to the Trusts (Specify Details)	Dementia Awareness Campaign aims to shift public perception from ignorance to understanding, from stigma to empathy, and encourage early screening. The initiative builds on Tata Trusts' legacy in geriatric care and dementia research, including the Tata Longitudinal Study of Aging
No. of interns required for the above project	01
Internship tenure (in months)	2 months
Internship period	April 01, 2026 to May 31, 2026
Specific requirements of the intern/ institute preference	<ul style="list-style-type: none"> • Strong written and verbal communication skills. • Interest in social impact, public health, from a communications lens • Basic understanding of social media and PR. • Ability to conduct secondary research and support stakeholder interviews. • Preferred from institutes with exposure to media, communications, psychology
Reporting Location: (Complete Address)	World Trade Centre, Ganesh Murti Nagar, Cuffe Parade, Mumbai - 400005
Background of the Project	<p>We are looking for an intern to support Tata Trusts' Dementia Awareness Campaign through research, and content development.</p> <p>The role involves mapping the dementia ecosystem (India and global), analysing communication strategies, and synthesising insights from secondary research.</p> <p>The intern will also document the end-to-end campaign process, creating a structured reference for future.</p>
Key Project Deliverables	<ul style="list-style-type: none"> • Landscape & Benchmarking: Explore organisations working in dementia (India & global), analyse their communication strategies, identify gaps, and build a curated repository of impactful campaigns and content formats • Policy & Ecosystem Research: Map government policies and support systems (schemes) for dementia and related neurocognitive conditions to identifying key gaps and opportunities for awareness-building. • Content & Creative Support: Contribute to the development of campaign dissemination approach across social media and emerging platforms relevant for target groups mapped for campaign.

	<ul style="list-style-type: none"> • Campaign Documentation: Develop a structured campaign journey document. Key stages to be mapped and detailed: - research building, strategy finalisation, creative development, campaign roll out.
Target colleges or Campus to be reached out to	<ul style="list-style-type: none"> • Colleges with strong media/commerce programs. • Institutes offering Mass Media, Communications, or Humanities/Commerce courses.
Qualification/Specialization required	<ul style="list-style-type: none"> • Undergraduate student • Basic knowledge of content creation, research, and social media preferred.