



SUMMER INTERNSHIP REPORT

ABSTRACT

**This report is based on Summer Internship Program undertaken at
Klarity.in based on Mumbai, Maharashtra**

INSTITUTE OF MANAGEMENT

NIRMA UNIVERSITY



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NAAC ACCREDITED 'A' GRADE

**EXPERIENTIAL LEARNING IN BRAND
DEVELOPMENT AND DIGITAL
MARKETING STRATEGIES IN THE
ORGANIZATION**

Company Name: Klarity.in

Submitted by:

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191147

Section A

Submitted To:

Prof. Nikunj Patel

Name	Ruchika Agarwal (191147)
Organization	Klarity.in: Personalized Placement Prep
Address	Azad Nagar, Andheri West, Mumbai, Maharashtra 400058
Title of the Project	Brand Development and Digital Marketing Strategies
Purpose of the Report	This report is prepared to give overview of my progress in internship
Duration of Internship	23-04-2020 to 19-06-2020
Institute	Institute of Management, Nirma University, Ahmedabad
Organizational Guide	Mr. Manmeet Singh Akali-Founder and CEO
Faculty Guide	Prof. Nikunj Patel
Date of Submission	05-07-2020

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The process of my summer internship programme was a cumulative effort of many people without whom the project would not have been completed. Guidance and insights were continuously provided by these people. First and foremost, I would like to thank Mr. Manmeet, because of whom I had such an amazing learning experience. He used to ensure I have no problems in understanding the process and for solving my queries regarding the same. I would also like to thank Ms. Tashmeet for her guidance on a day to day basis.

Next, I would like to thank my faculty guide, Professor Nikunj Patel for his constructive support as a mentor. I am thankful to my colleagues who worked with me during this internship and my institute for giving me this hands-on opportunity.

Next, I would thank my Director, Prof. Mallikarjun Sir for giving us a clear understanding of the requirements and being there throughout the journey.

Finally, I would like to thank the almighty for everything I have done till now and for everything which would be bestowed upon me.

Place: Mumbai

Date: 05/07/2020

Ruchika Agarwal

MBA FT (2019-21)

Institute of Management

Nirma University

DECLARATION

I hereby declare that project Titled “Working in the teams Brand Development and Implementing Digital Strategies to learn the functioning of the departments and organization from the marketing angle” is an original piece of research work carried out by me under the guidance and supervision of Mr. Manmeet Singh, CEO and Co-Founder and Prof. Nikunj Patel and it was not submitted to any other organization, university or institutions or published any time before. The information has been collected from are genuine & authentic sources. The work has been submitted in fulfillment of the requirement of MBA to our institute.

EXECUTIVE SUMMARY

This report summarizes project work, experience and learning's from my summer internship programme executed at Klarity.in from 23rd April to 19th June, 2020. Theoretical learning's remain incomplete if not applied in the real world on a practical basis.

My training process involved mix of theoretical and practical work. The project title was "Brand Development and Digital Marketing Strategies", in this project my work was to increase brand awareness and visibility among the B-Schools through digital Marketing Strategies.

Through the Brand Development Activity, I had an opportunity to converse with various kinds of customers and propose them the idea E-learning and how we ace students in placements. Conduct Market Research to identify target colleges in your geography, recruit student leaders from the identified colleges and build relationships with TPOs & Directors was the main agenda.

It tested my interpersonal and selling skills which included calling and explaining customers about the course offered to them. Throughout the Process I learned about the reading pattern and buying behavior of customers. The Digital side of the programme wanted me to explore and reach customers with the help of digital media. Here, we created blogs and newsletter for the company. My content side knowledge had me posted few of my own blogs in the companies site. As initiators of this idea, me and my colleague created pages and accounts on various social media platforms to help us improve our digital presence. This task also requires us to design and boost advertisements in our targeted area. This initiative has helped us reach a larger audience and connect with them through our activities.

Overall, the learning and problems with solutions is provided in detail in this report. This two-month period comprised of great market learning's and interaction with many business officials. Like there are lots of potential and valuable students of different B-Schools but they do not have accessibility or knowledge of such concept.

No of Words: 317

PART A: PROFILE OF THE ORGANISATION

COMPANY DETAILS

- **Name:** *Klarity.in: Personalized Placement Prep*
- **Details of the Company Guide:** Mr. Manmeet Singh Akali-Founder and CEO
- **Age:** It has been three years since the start of the company around 2017.
- **Historical landmarks:** Bhavans College, Andheri Recreation Club, G-9, Purab Paschim, Gilbert Hill Rd, Azad Nagar, Andheri West, Mumbai, Maharashtra 400058
- **Business organization:** Klarity is a sole proprietorship type of organization.
- **Markets and Business Scope:** When each snapshot of our day by day life is being formed by innovation, at that point by what method would education be able to be any extraordinary? Innovation is having an enormous effect in the field of instruction too. In the course of recent years, you probably saw the massive development of EdTech fire up.

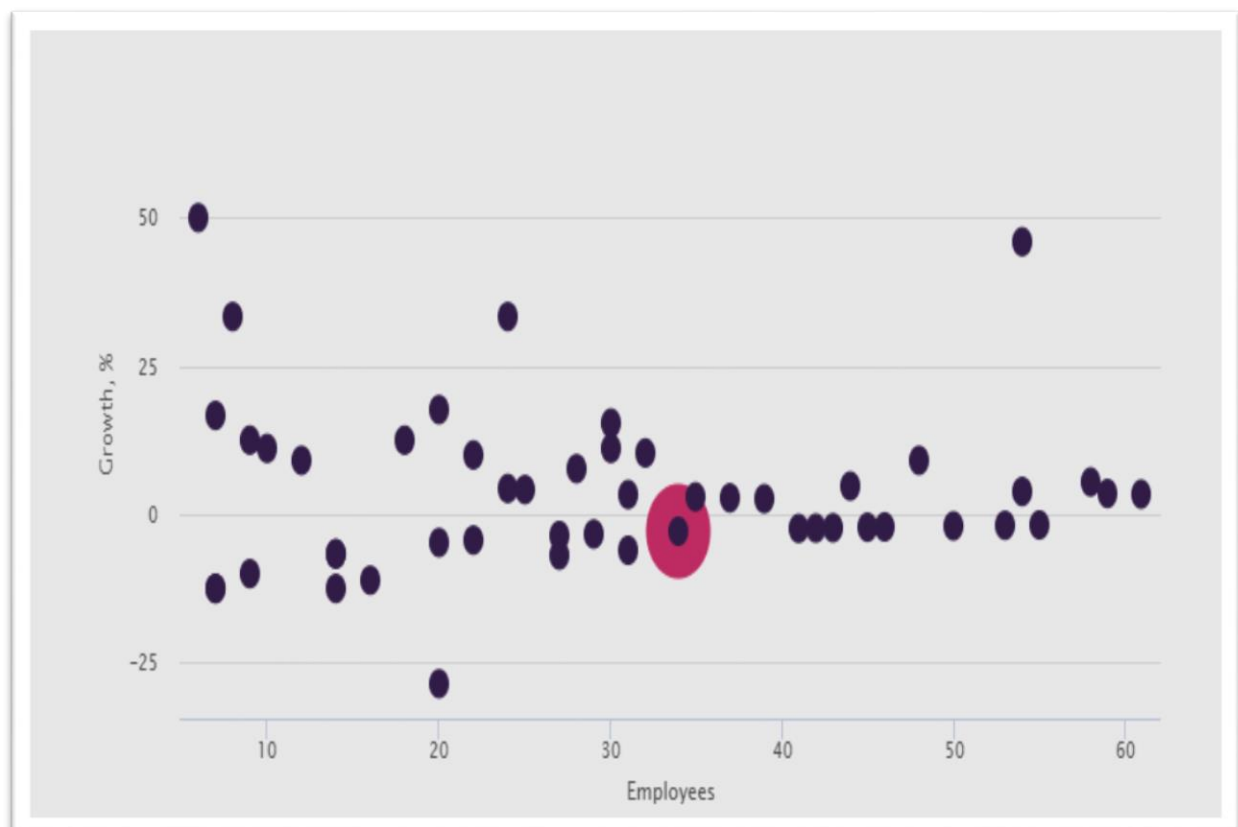


Figure 1: Market Growth of Klarity

Source: AngelList

HISTORY OF THE ORGANIZATION

Klarity was founded by Manmeet Singh Akali in 2017. He is a Computer Science Engineer and an alumnus of SIBM Pune. At Klarity, he is responsible for Products and Growth. In a short span of 10 months, Klarity has reached 1500+ paid students with clients like Symbiosis, MET, IBS, Nirma, NMIMS, etc. He has worked with Accenture, GlaxoSmithKline and Endeavor Careers in the past. During his college years, he was awarded the JRD Tata Scholarship, a Pre-Placement offer from GSK and won multiple national level competitions in entrepreneurship and education. He is passionate about using innovative technologies to improve the state of education in India.

Over the last 2 years, we've developed an interesting hybrid training model where we conduct a structured 3-Phase on-Campus Training Program which is supported with online Mentoring by 150+ Klarity Mentors working at Top-organizations across various domains & industries.

Semester 1 (Phase 1) - Career Clarity: Find the answer to the BIG question - "Which specialization and job role fits my strengths, interests and market-realities?" **Semester 2 (Phase 2) - Career Development:** "Where do I currently stand and which skills do I need to develop to build a good profile?" **Semester 3 (Phase 3) Placement Cracker:** "How do I prepare for companies visiting the campus for placements?"

The organizations which fired up in Ed-Tech, even a couple of years back, have made strides. They have figured out how to contact unimaginable stature in business. Klarity partners with Colleges to help young professionals be placement ready via Industry-Led on-Campus Training combined with online Mentoring by Top-Notch Industry Professionals. Partner Colleges include SIBM-P, SIBM-H, NMIMS, Nirma, MET, IBS, JIM. It has market for:

- Management
- Engineering

It aims to reach to all B-Schools to provide its services and be the leader in its work. They specialize in providing Industry-led Personalized Placement training. Having said that, whenever there are opportunities shared by our network of mentors, they reach out to our students who have performed well.

PRODUCTS/ SERVICES

- **Range-** The products range from:
 - ✓ Services
 - ✓ Free Courses- COVID19
 - ✓ For Institution- Management and Engineering.

I. Let's look at **Services**:

The services with prices and Distribution pattern are as follows:

Career Essential Pack- Rs. 3500

- Resume Review
- Domain Specific Mock Interviews
- Interview Answer Review
- Role & Sector Clarity Discussion

Interview Prep with Industry Professionals- Rs. 2000

- Domain Specific Mock Interviews
- Interview Answer Review
- Mock-Interview Recordings

Resume and LinkedIn Profile with Industry Professionals- Rs. 2000

- Resume Review
- LinkedIn Review

Career Discussion with Experts- Rs 2000

- Role and Sector Clarity Discussion
- Career Advice

Aptitude + More- Rs. 3500

- Get Coached LIVE & Online By Experts
- Personal Industry Mentor As Per Your Target Sector & Domain
- 50+ Company Specific Tests
- Career Fitment Assessment

II. Let's see the **Free Courses-Covid19**: For this Klarity have various domain specific courses like HR, Finance, Marketing, operations. Students can register and avail the offer for free.

III. For **Management and Engineering** we have, **Rs. 3500**

- Phase 1 - Career Clarity Program
- Phase 2 - Career Development Program
- Phase 3 - Placement Cracker Program

SERVICES	FREE COURSES	FOR INSTITUTION
Career Essential Pack Interview Prep with Industry Professionals Resume and LinkedIn Profile with Industry Professionals- Career Discussion with Experts Aptitude + More	Various domain specific courses like HR, Finance, Marketing, Operations. Students can register and avail the offer for free.	Phase 1 - Career Clarity Program Phase 2 - Career Development Program Phase 3 - Placement Cracker Program

Figure 2: Category of Services offered by Klarity.in

STUDENTS JOURNEY

The mentors are positioned keeping in mind;

- Students get a chance to be mentored by these Industry Experts who help them
- Understand Market Reality
- Understand the strategy to enter & grow in the industry
- Anticipate likely questions to be asked in the actual interview
- Get detailed feedback on areas of improvement
- Network with Top Industry Professionals

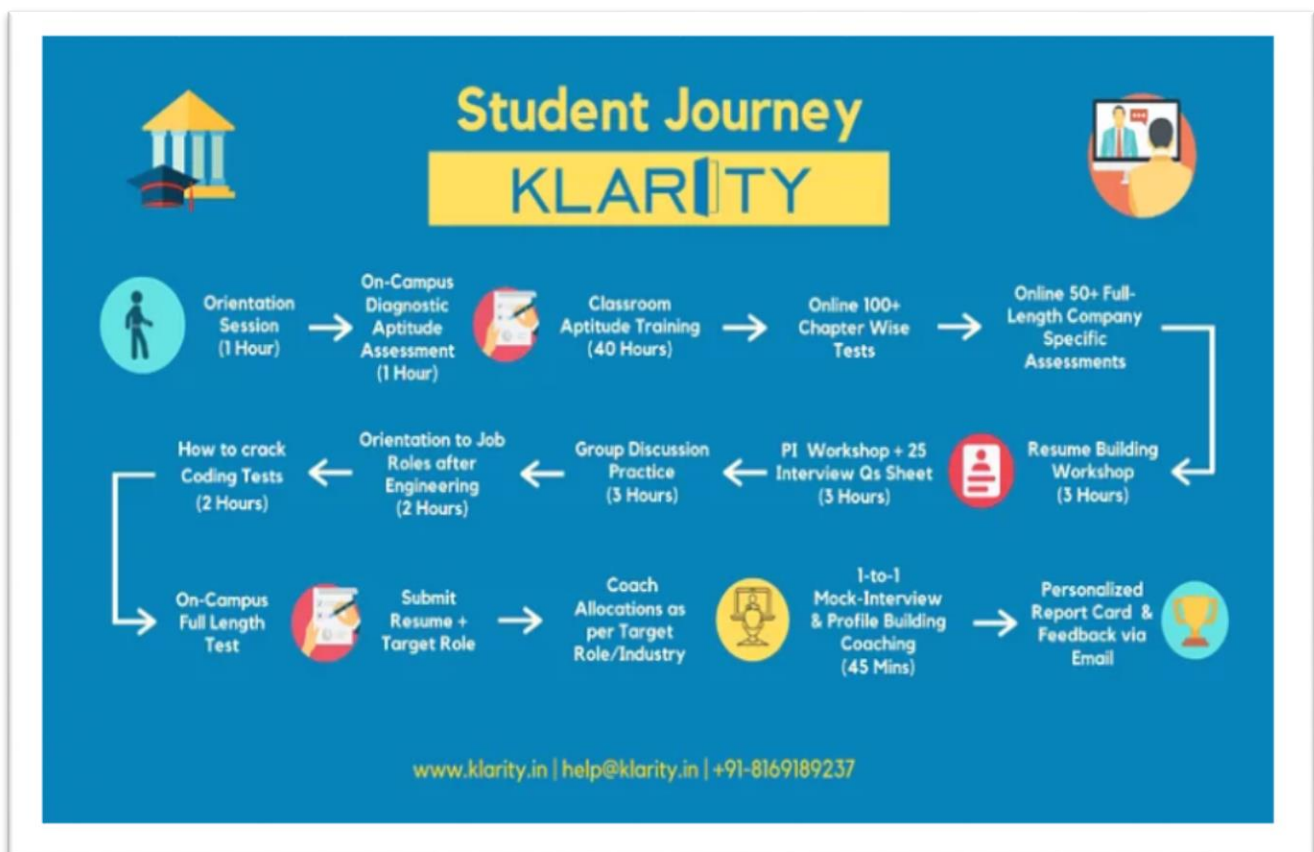


Figure 3: Students Journey in Klarity

Source: Klarity.in

TOP MANAGEMENT

1. MANMEET SINGH AKALI

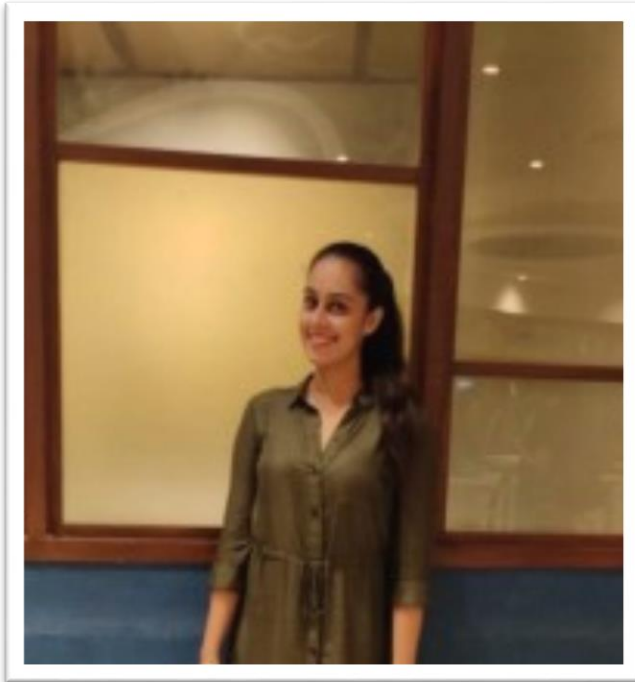


The Company was founded in 2017 by Mr. Manmeet Singh Akali. Manmeet is passionate about building things and solving interesting problems. He is currently building Klarity.in as the CEO/Co-Founder. (Ed-Tech Start-Up Founded in 2017 in Mumbai by IIM-L, XLRI & SIBM-P Alumni)

In 2015, Manmeet completed his MBA in Marketing from SIBM-Pune where he secured a PPO for a Sales role from GSK and won multiple national-level case study competitions. He has also worked with Accenture & Endeavor Careers before starting Klarity.in. He won the JRD Tata Scholarship while pursuing his Computer Engineering. His expertise lies in Entrepreneurship, Business Development, Building Systems, Team Management and Implementing Lean Principles.

His expertise lies in Sales Management, Strategic Partnerships, Channel Sales, B2B Sales, Project Management, Go-to-Market Strategy, Team Management & New Product Development. outside work, he's a foodie, loves backpack-style travel, running and playing football.

2. TASHMEET SAHANI



Program Manager at Klarity.in: Connecting Students With Industry Professionals In The Area of Their Interest.

Important Achievements require a Clear Focus, All-out Effort, and Bottomless Trunk full of Strategies. Working with Klarity.in - Industry led Training and Mentoring Platform to help students be placement ready. To enhance the skills of the students and give them a better understanding of market reality we are continuously seeking Industry leaders to carry on Mentorship and Training Programs. Program management, Feedback management, Relationship management, Knowledge management are key skills owned by Tashmeet.

As a HR, she was always there for her interns. From time management to seeing that the seeing that the days target is achieved by us. For any slightest difficulty faced by us, she was solely checking on us.

3. ARWA KACHWALA



Account Management at Klarity.in: 1 on 1 Mentoring for Students by Industry Professionals

A marketing enthusiast who loves to read and sometimes pens down a quote or two. Keen to learn new things and explore the space of Digital Marketing.

Her main ideal was in Building Klarity.in and Helping Students Bridge the gap between career interests and market realities. She conducted Mentoring sessions by Top-Notch Industry Professionals combined with High-Impact on-Campus Training to help your students become Placement Ready.

She was an expert in digital marketing field. From creating design to curating captions and tips to handle social media handles of a company was taught by her.

INDUSTRY CLASSIFICATION

The Company belongs to the Ed- Tech Industry. Ed-Tech is not just about reformatting books and instruction manuals, or about the system itself. It's about using digital technologies to offer a modern architectural method of learning. An architecture that harnesses the social reach of the internet provides personalized learning and training that can be adjusted automatically to the learning skills of an individual, and using Big Data Analysis to understand the most effective ways for learners to progress.

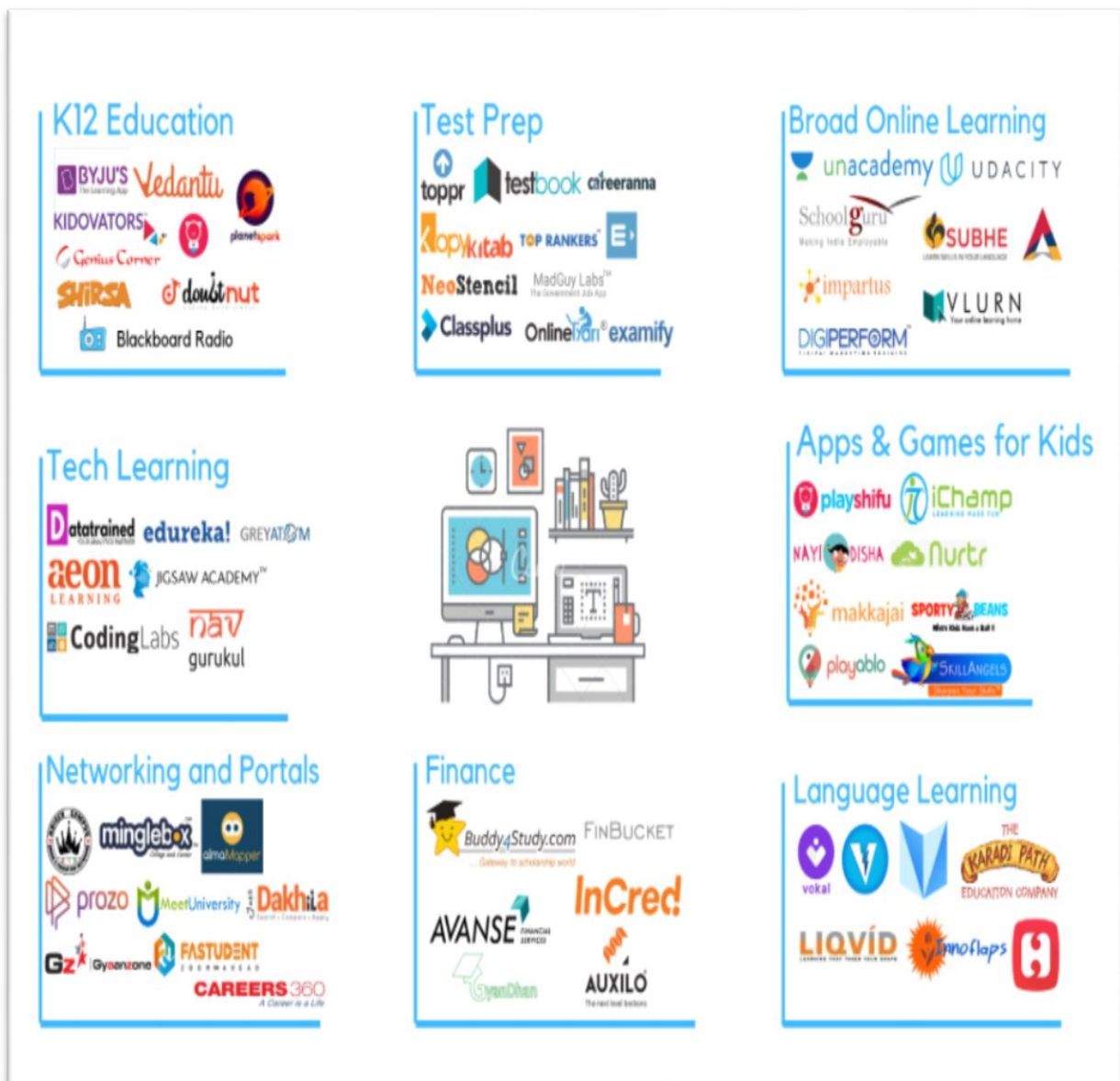


Figure 4: Competitive Benchmarking from other players in the Ed-Tech Industry

Source: DataLabs by Inc.42

COMPETITORS

CORE COMPETITORS	INDIRECT COMPETITORS
Prepbytes	Udemy
Kraftshala	Coursera
Hitbullseye	Unacademy
UpGrad	Career360

Figure 5: Competitors of Klarity

In addition to test prep and online certification, the skill development is another Ed-tech subsector that is gaining popularity. With regard to online learning, skills creation based on upgrading the skills of young and seasoned staff from non-digital to digital needs, reskilling the labor sectors that need to be overhauled and developing the talent pool for new-age start-ups looking at technologies such as artificial intelligence, block chain, robotics, Industry 4.0 and more.

ACHIEVEMENTS AND RECOGNITION

We have served 1540+ students with a rating of 4.63/5. These are some of the several innovations and developments that occur in different ed-tech fields, leading to new delivery methods, improvement in tactics of student engagement, democratized access to education, personalized experiences, and more. India has a large consumer base and there are a variety of learner categories, learning modes, courses and outcomes that ed-tech entrepreneurs have space or edupreneurs' can explore. With our schools, workplaces and job markets evolving due to rapidly emerging technology, Ed-tech has become much more important today, with more and more people around the country expecting to have a positive effect in 2020 and beyond.

CUSTOMERS

The students from various B-schools are targeted. We also conduct guest lectures in colleges to increase brand awareness and tell them how important Klarity is for them. They are segmented on the basis of choice of courses offered like:

- Online Workshops for Interview Prep, Resume Building, Career Clarity, Aptitude & Group Discussion By Experts
- Get Mapped To An Industry Mentor In Your Target Sector
- 1-to-1 Mentoring for Resume, Interviews & Profile Building
- Recorded Videos & Report Card
- 3 Printed Books For Aptitude + Resume Templates
- Career Clarity Assessment

This course prepares you for:

- Dream Companies - Microsoft, FB, Amdocs, Oracle, Amazon, Deloitte, MuSigma etc.
- Service Based Companies - Accenture, TCS, Infosys, Wipro, Capgemini etc.
- Job Platforms - AMCAT | Co-Cubes | eLitmus | TCSiON.

FINANCIAL PERFORMANCE

KLARITY.IN is wholly managed by two owners that is Mr. Manmeet Singh Akali and Miss. Tashmeet Sahani having equity partnership of 50 percent each. So, we can say that it's a Partnership Firm.

There is no such concrete data available regarding the financial performance of the company

EXTERNAL ENVIRONMENT SECTORS

- **Suppliers:** Newsela, Coursera, Chegg, Kahoot, Instructure etc, are the major suppliers. It is influenced by: number of suppliers' of each critical input; product or service uniqueness; supplier relative size and strength; and cost of moving from one supplier to another.
- **Technology:** One of the most diverse components of the macroenvironment and illustrates the innovation and technological advances within the education system, noticeable through investments in knowledge technology, new teaching equipment or access to various learning sources.
- **Economic policy and its impact:** It encompasses factors that affect people's living standards, their purchasing power and the structure of consumer spending. Organizations use a series of macroeconomic indicators to analyze the attractiveness of a market, such as the value and structure of gross domestic product, average income and income distribution among different consumer groups, inflation rate, unemployment and many others
- **Cultural environment:** Refers to the value system, values, beliefs and norms that characterize a culture and affect daily behavior, aspirations, perceptions and attitudes. Education has important knowledge about role. The education systems differ between countries or regions, depending on cultural factors.

VALUES

What Klarity stands for

- How we operate when we're at our best
- The attributes of our very best employees

Real values are demonstrated by real behavior, every day, throughout the company, all over the world.

We try to follow these things to keep our values intact:

- **Ethics-Do the Best, not the Easy.**
- **Team-It's as strong a organization as the band.**
- **Listen- Steve Jobs is not one of us and we listen to our clients.**
- **Spend wisely- We save every penny that we receive.**
- **Enjoy the trip-The trip and the learning's are all about it.**

CULTURE

Culture is people's collection; every day, Klarity has 50 people out there who make decisions. Every day, they make thousands of decisions. Culture is how you feel confident, as a company leader says that each of those decisions is the right one. You know, in an environment where you say, people are not allowed to make decisions; that is obviously not working

EMPOWERMENT

We help people, and we encourage them to do great work. We are optimistic people can take responsibility, take wise risks and produce results. We encourage people to act, search for knowledge and question actions that are inconsistent with our mission, values or principles.

PASSION

We care intensely about our success and our impact by maintaining high standards and continuously strive to improve. We inspire others. We follow the CRM principle, where customers take daily follow-ups and keep their feedbacks in mind.

INNOVATION

We're remaining at the forefront and pushing the boundaries of what is possible. If we fail, we can do it easily, learn, share the lessons learned, and move on. We're always looking for better approaches to what we do.

AUTHENTICITY

We're authentic, truthful and straightforward. We acknowledge our mistakes and strive to remain self-confident. We are saying what we think, even though it may be hard.

ADAPTING TO CHANGING CONTEXTS

In a startup, the community-agility. You need to develop cutting-edge products and services that can ship faster and meet with the needs of your customers. Another factor which comes into the picture is unhesitating and overestimating demand.

COMPANY'S STRATEGIC FRAMEWORK (7-S FRAME WORK)

- **System:** That means one company's operations. Here, the processes and activities necessary to be able to produce the goods or services are thought out. We follow the CRM principle, where customers take daily follow-ups and keep their feedbacks in mind.
- **Strategy:** Strategy basically means future plans for the product. The main goal of the plan must be to achieve a competitive advantage over the competitors. Klarity.in plan is to meet the best potential B-School and support students in the placement phase
- **Structure:** The Organization is very structured in structure. It has adequate communication flow from lower-level management trainee to HR to co-founder and founders. The projects are like vast teams that are visible looking for digital strategies, finance departments and marketing departments. Everybody is given the decision-making; everyone is allowed to keep their point.
- **Shared Values:** The founders have set up a business with a certain concept (vision). This radiates to all parts of the company. The mission of Klarity is:

To provide honest, inspiring & well-researched guidance to students

- **Staff:** It has an effect on what sort of personnel you attract as a organization. The company's workers are very friendly and are always there in times of need. HR is encouraging and motivating. The piece of work is not monotonous and imaginative.
- **Style:** When it happened, next day we had a presentation and the one who made it had to go for some emergency reason, we took responsibility as a team and did the presentation for him. There has never been a feeling of hatred and unfair rivalry.
- **Skills:** This is about the skills that are available in the organization. The firm's strength is its leaders, who are inspiring and encouraging each other to go further.

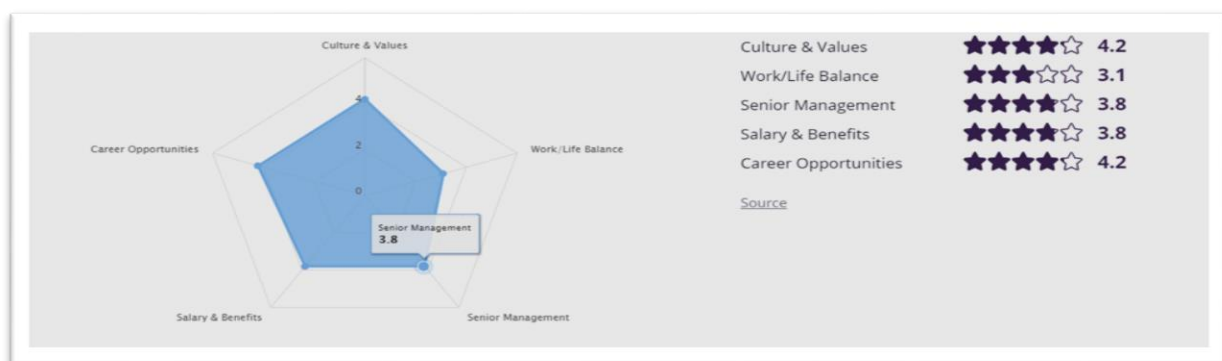


Figure 6: Rating of 7-S model of Klarity

Source: AngelList

COMPETITIVE POSITION (USING PORTER'S FRAME WORK)

Analysis of five forces helps companies understand the factors influencing competitiveness in a specific industry, and can help guide decisions related to: whether to join a particular industry; whether to improve efficiency in a particular industry; and designing strategic strategies.

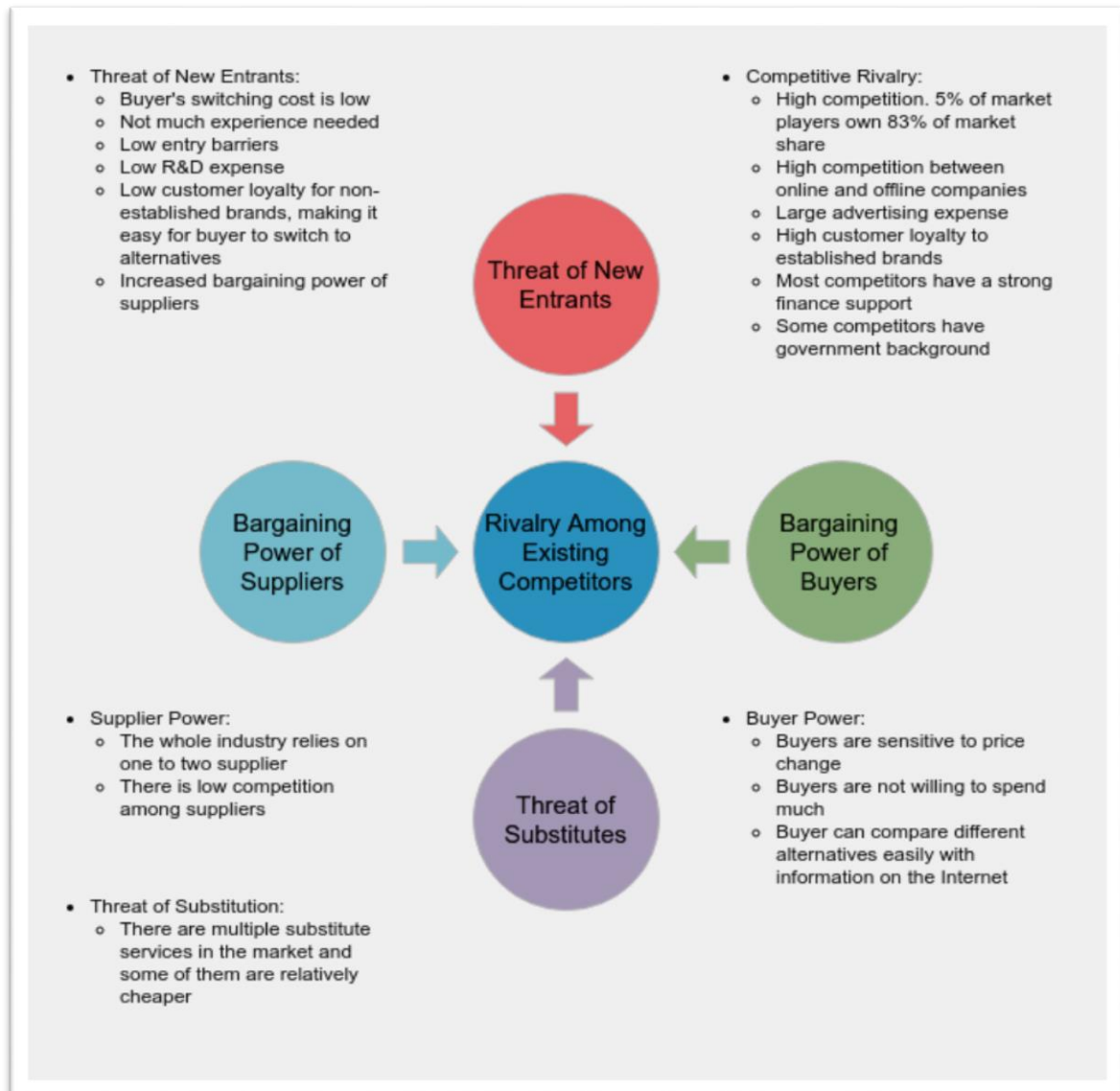


Figure 7: Klarity's framework using Porter's Framework

Source: Dart Consulting

PROBLEMS

- **Competition:** Klarity.in is facing from other startups
- **High Customer Acquisition Cost:** While online learning platform skills Edureka organically acquires 60 percent users, it still spends Rs 1 crore on digital marketing every month. Unlike social media, entertainment and gaming, India's young people spend relatively little time and money on applications for education.
- **Optimizing Monetization:** "Free" is currently the Internet's most-used keyword modifier. Typically when anyone searches on Google for free course, they'll get it. So, many of the Ed-Tech companies create scale based on free content and the broad exposure they have. Ed-Tech is, however, just the means for an end: the real results required are better learning, skills and employability
- **Creating Personalized Learning Paths:** Low user engagement is a result of people losing self-learning motivation. Attention to the advancement of individuals is not only an online problem but also a traditional classroom issue. Within a heterogeneously structured classroom, each student has diverse competencies and preferences but is confronted with a homogeneous solution. It poses more than just a challenge, an opportunity to design tailored solutions focused on learning objectives and aptitude for individual learning.
- **Brand Discovery Challenges:** The education sector is running on trust, and the image of the brand is very integral to creating marketing campaigns and increasing reach. For certain cases the quality of digital content is sketchy and inconsistent, and offline courses are costly. The technological advancement of Ed-tech projects can fill the void, but the majority of customers are not daily internet users.
- **Constant fluctuations in the tech industry:** Technology is constantly on the move and once one product or service is out on the market another is on its way. This means any tech startup has to move quickly to capture the market before a competitor is on his or her heels with a product or service which just that much better. Before you take the risk of investing and placing your product on the open market you should get some feedback from friends or relatives to see if you have something that is really marketable that will beat any likely competitors.

SOLUTIONS

- **Tailored Lesson Plans:** Every child is different, and so each child's needs and learning style are also different. So, instead of making the kids adjust to a cookie-cutter format of studies, why don't we adjust according to the kids' preferences? This is the concept behind tailored lesson plans. Imagine a classroom where students complete their assignments on a tablet in-class, giving you an idea of which students have understood the concept and which need added assistance for the same.
- **Course-Specific Forums:** Most of the EdTech apps provide personalized tutors that teach one-on-one, but in case the tutors are busy or you wish to learn from someone else with a fresh perspective, integrating a course-specific forum is a brilliant idea. It's also perfect for the students that can't interact with other students or professors in person.
- Ed-Tech startups have started to rely on organic traffic and have changed their digital strategy by providing high-quality free content.
- Although this strategy provides them with downloads and development, the real answer lies in results-high-profile certifications, jobs, reskilling / upskilling and industry-grade learning. The truth is that is exactly what people are going to pay for and also build long-term profitability for the businesses. Freemium model to offer first trust in solution and subsequently subscription model looks suitable solution.
- With comprehensive investment in AI using periodic benchmarks of progress made by individuals, customized learning paths can be generated to maximize learning performance.
- The fact that we have a strong network of 200+ senior industry professionals with 6-10+ years of experience in their domains. These industry professionals come from companies like Google, Amazon, JP Morgan + 80 others etc. So far we have trained 2800+ students across different colleges like - Symbiosis, Nmims etc. and our students have cracked companies like Deloitte, EY, Nielson, CRISIL, ITC, Deutsche Bank, etc. These factors will grab attention in near future.

PROJECT DESCRIPTION

➤ 23rd April to 5th May,2020

- Which colleges to target in the allotted geography
- Details of the colleges
- Existing competitors
- Webinar Topics in trend
- Helping devise “Go to Market Strategies”
- Building relationships with the officials of the colleges
- Suggesting innovative initiatives to increase sales

➤ 6TH May to 18th May,2020

- Cold Calling
- Create a GTM strategy for Klarity’s online Programs.
- Competitor Analysis and Increasing brand visibility on social platforms.
- Customer Acquisition Strategy which includes recruiting student leaders from the identified colleges, building relationships with TPOs & Directors.

➤ 19th May to 19th June, 2020

From this period onwards, I have been expected to handle the digital side of the business.

- As initiators of this idea, me and my colleague created pages and accounts on various social media platforms to help us improve our digital presence.
- We are responsible for content creation and creating Info Graphics and posting on these platforms.
- This task also requires us to design and boost advertisements in our targeted area.
- This initiative has helped us reach a larger audience and connect with them through our activities
- Improve Klarity.in Blog and newsletter page to be at top from its competitors.

PART B: Project Work:

Experiential Learning Project

(Type – III)

INTRODUCTION

➤ Context of the organization and specific department/branch

Klarity is an Ed-Tech Start-Up founded in 2017 in Mumbai. They are a group of passionate people who are trying to bring about a change in higher education space through 1:1 Mentoring by Industry Professionals. Their vision is to solve 2 huge problems that college students face – Career Clarity & Job Readiness.

They work with colleges and individuals to enable 1:1 online video based mentoring between students and mentors in the area of their interest. They currently have 200+ mentors from companies such as Amazon, JP Morgan, Deloitte, KPMG, Adobe, JIO on the platform and have served 4250+ students across colleges such as SIBM-P, SIOM, NMIMS-MPSTME, IBS, SIBM-N, SIBM-H, Nirma University, MET-Mumbai, IBS, etc. in the last 18 months.

Their mission is to empower 10000 careers by 2021. Since it is a placement preparation platform, it has tie ups with companies like:

- Google
- Reliance
- Cisco
- JP Morgan
- Asian Paints etc.

Also it has **tie ups with Institutions** like:

- Nirma
- NMIMS
- SIBM
- IBS, etc

The company has well defined function like Sales, Marketing, Finance, Human Resource, operations and Research and Development. The marketing department of the organization is dividing into two parts namely- Digital Marketing and New Product Development. These two heads help the company reach the target audience.

➤ Work flow of the department, roles and expected contribution to business

The digital Marketing team is expected to deliver:

- Competitor Benchmarking - Digital Marketing Strategies
- Research and ideate some effective Digital Marketing Strategies
- Handle LinkedIn, Instagram account of Klarity.
- Writing Content for the same and also improving the website and Blog page of Klarity.in
- Contacting mentors from all domains to share a blog of their own and
- Increase the brand visibility of Klarity.in
- I was constructing weekly and monthly campaign reports for clients
- I did Affiliate Marketing which is marketing through client sites and leading generation for emails.
- I would take the campaign of one of our affiliate sites and watch it, then report back on how it has done and how it can be improved.

The Brand Development Marketers are expected to help Klarity.in to achieve its objective of

“Mission 10000: A movement to build 10000 careers in 2020-21”.

- Ideate & Implement offline/Digital Strategies to Drive Sales
- Create a GTM strategy for Klarity’s online Programs
- Conduct Market Research to identify target colleges in your geography
- Recruit student leaders from the identified colleges
- Build relationships with TPOs & Directors
- Convince a college to conduct free webinars by Klarity
- Suggest innovative Digital Initiatives for generating leads
- Identifying new development channels.
- Follow-up of sales.
- Promoting the company and its product/service.

METHODOLOGY

➤ **ETHNOGRAPHIC STUDY:** The internship started on 23rd April, 2020. We were introduced to our mentor Mr. Manmeet Singh. He introduced us to the teams we would work on. The day started with some training about the company. Then we were introduced the concept of Tracker where we could maintain our 2 months journal, contacts and day to day activities. He then handed us to his other team according to the domain we best fitted in and gave us the overall exposure of the corporate world. Due to COVID there was a lack of face to face interaction with clients but the guidance and way Sir structured the internship never felt we are actually having a virtual internship.

➤ MAINTENANCE OF JOURNAL

- **Company-image from inside:** For years the Business has expanded rapidly. The business has its operations across the globe and so it has some established global practices that it has in order to maintain a consistent standard of job satisfaction among its employees. The company is only 3 years old and is comparatively new compared to others. The employees value the company and always think of ideas to better it. The Organization is very structured in structure. It has adequate communication flow from lower-level management trainee to HR to co-founder and founders. The projects are like vast teams that are visible looking for digital strategies, finance departments and marketing departments. Everybody is given the decision-making; everyone is allowed to keep their point.
- **Self-image of employees:** The Company's employees are known to be happy with their work, and they have high technical and soft skills in their field. The HR hires people with a clear value within them. The company's attrition rate is so high and the company believes in building talent in existing employees and on executive position. The company's workers are very friendly and are always there in times of need. HR is encouraging and motivating. The piece of work is not monotonous and imaginative.

- **Employee satisfaction:** If they work in Klarity the employee is extremely pleased. They've actually been called one of the best companies to be working for. This is because they don't have a knock out program in which the staff doesn't feel incarcerated. And with work from the concept of home, the company is flexible. The firm has a very good set of maternity leave, reward system, HR policies. The HR is constantly working to keep the employee happy here. Via its program the organization has a method of appreciating people's efforts where one employee can appreciate another's effort. This helps to uplift employee spirits and keeps them motivated as well. Employee satisfaction amongst the employees is very high.
- **Effectiveness of instruments for motivating employees:** The employees are highly motivated to work here as the company is looking for employees with Klarity values and willing to take ownership of their work as well. Senior managers and team leaders are very helpful when they are in trouble and are always willing to solve the problem. Continuing to support transformational leadership that helps the employee grow.
- **Power equations and hierarchy:** The hierarchy and contact lines are well established in the organization, and everybody knows to what stage they work to. The employees have no power struggle between themselves, and the interdepartmental struggle is also low. Every department works a part of a big system, and here sense of unity is an important feature. Klarity.in plan is to meet the best potential B-School and support students in the placement phase. It takes its rivals very seriously, and considers what they do differently to be a step ahead of them.
- **Work culture:** The atmosphere of the job is rather formal. But he's very friendly too. The environment makes it easy for people to approach each other and the helpfulness of the people around makes the space a happy place. The employee here is willing to give new people time and explain things so that they become accustomed to the company and its workings. The work here is of utmost importance and the staffs are expected to have ownership and responsibility for their job.

- **Conflict:** The organization's conflicts are low. But chances of conflict arise because different countries have different levels of work and consequently few teams are burdened with more work and other. Also, due to the various international timing of work, the contracted time are different and some people might want to shift countries of operating condition to bring in more suitable working hours.
- **Opportunities for company:** Ed-Tech startups have started to rely on organic traffic and have changed their digital strategy by providing high-quality free content. Although this strategy provides them with downloads and development, the real answer lies in results-high-profile certifications, jobs, reskilling / upskilling and industry-grade learning. The truth is that is exactly what people are going to pay for and also build long-term profitability for the businesses.
- **Issues for future competition:** The biggest influence on the market is the number and capacity of the competitors. Most rivals would lower market attractiveness, selling undifferentiated goods and services. While online learning platform skills Edureka organically acquire 60 percent users, it still spends Rs 1 crore on digital marketing every month. Unlike social media, entertainment and gaming, India's young people spend relatively little time and money on applications for education.
- **Discussible vs. Non-discussible issues:** Most of the EdTech apps provide personalized tutors that teach one-on-one, but in case the tutors are busy or you wish to learn from someone else with a fresh perspective, integrating a course-specific forum is a brilliant idea. It's also perfect for the students that can't interact with other students or professors in person. Ed-Tech startups have started to rely on organic traffic.
- **Early warning signals:** In a startup, the community-agility. You need to develop cutting-edge products and services that can ship faster and meet with the needs of your customers. Another factor which comes into the picture is unhesitating and overestimating demand.

OBSERVATIONS

- **Organizational Training:** Strategy basically means future plans for the product. The main goal of the plan must be to achieve a competitive advantage over the competitors. Klarity.in plan is to meet the best potential B-School and support students in the placement phase. It takes its rivals very seriously, and considers what they do differently to be a step ahead of them. The organization is very structured in structure. It has adequate communication flow from lower-level management trainee to HR to co-founder and founders. The projects are like vast teams that are visible looking for digital strategies, finance departments and marketing departments. Everybody is given the decision-making; everyone is allowed to keep their point.
- **Trends:** The organization is trending in the EdTech Sector and is following a paperless learning possible. The company would take regular feedbacks from our clients and accordingly customize the education pack for them. Also, close eyes on competitors like Upgrad, Kraftshala etc. were kept.
- **Self Learning:** Working in a professional setting for the first time can be difficult to get used to. But it is the best way to learn how to navigate the working world through real-life, hands-on experience. one of the most valuable skills I gained from an internship is the ability to speak with people in a professional setting. Discussions with bosses or coworkers are different from discussions with lecturers or fellow students. When it happened, next day we had a presentation and the one who made it had to go for some emergency reason, we took responsibility as a team and did the presentation for him. There has never been a feeling of hatred and unfair rivalry. This is about the skills that are available in the organization. The firm's strength is its leaders, who are inspiring and encouraging each other to go further.

IDENTIFICATION OF CRITICAL ISSUES

- **Unnoticed Work:** It goes without saying that one does well in any field because they expect recognition. As an intern, you might be doing very good but still, find yourself in a position where your part is hardly appreciated. That can clearly be somewhat discouraging. The solution to such internship challenges is to understand that hard work doesn't get unnoticed for long. It might get ignored the first time, the second time, but perseverance is the keys.
- **Competitive Co Interns:** Your co-interns are high-spirited and work really hard. You feel intimidated as you didn't expect your internship to be so competitive. Contrary to what it looks like, competitive co-interns make your experience a better one. You will get to feel the real pressure to work better and get noticed instead of just doing random work and completing your internship duration. Take part in the competition and make the most of your internship experience.

RECOMMENDATION AND SUGGESTIONS

Intern programs are a well-known way for college students to gain the skills and hands-on experience they need to be successful in their careers. But if your organization's intern program is lacking, you could be missing out on a chance to train future full-time employees, build stronger relationships with colleges and universities, and improve your intern-to-full-time conversion rate. Initial Communication challenges due to work from home system. Extraordinary circumstances caused by Cyclone Amphan resulted in loss of a week's work. Colleges had reservations about sharing their contact details Trust issues posed by students, faculties, recruiters while filling the online surveys. Logistical issues while conducting Focus Group Discussions. Working on two projects at the same time was a critical task.

CONCLUSION

- **Summary of feedback given to organization:** The internship went well where we learned a lot of things and the new corporate culture that was being developed was a great exposure. The business is not very conventional or very modern in its work, so it is perfect for people who are looking for the right environment to work in, but would still like to have a degree of flexibility while they work. The marketing operation of the company is increasing and therefore there are thinking of expanding their marketing work department in India.
- **Summary of trends in organization:** The fact that we have a strong network of 200+ senior industry professionals with 6-10+ years of experience in their domains. These industry professionals come from companies like Google, Amazon, JP Morgan + 80 others etc. So far we have trained 2800+ students across different colleges like - Symbiosis, Nmims etc. and our students have cracked companies like Deloitte, EY, Nielson, CRISIL, ITC, Deutsche Bank, etc. These factors will grab attention in near future.
- **Summary of self-learning:** I had a good experience. From analyzing our strengths in the current context i.e. Mentors Quality, Holistic solution online etc to having a marketing plan and executing them was a great journey. I got an opportunity to apply all my theoretical knowledge of Integrated Marketing Communication to practical application and get a hands-on-experience in all the fields. Approaching the Customers, ways in which they could be approached, materials to be read for broadening the approach was very helpful.

Management established proper communication channels and ensured complete cooperation for proper flow of information between mentor and the intern. Management established a dedicated centralized mail system to ensure all the clients get customized mail in time. Management provided required training to interns before starting on New Product Development. Received cooperation and assistance from other interns in case of any difficulty faced. Personally solve all the trust issues raised by students, recruiters and students for filling the online surveys. Bifurcated daily working hours as required, to concentrate equally on both the projects.

Part-C: Learning from the summer training project

APPLICATION OF THEORY IN THE PRACTICAL JOB

- During this period, one gets to appreciate the practical application of concepts learnt in class. Also, an internship shapes our work ethic and helps us get first-hand knowledge of the field or industry we are interested in.
- My time there has taught me much about my area of interest and the inner workings of a professional services organization.
- My biggest take-away, however, has been that it is all right to not know something. You are not expected to know everything; you are only expected to demonstrate an interest to learn.
- The opportunity to drive a project of this scale allowed me to work in all major areas of management. I saw a campaign that I ideated and created come to life! The execution of the project helped me learn about the nuances of change management. I was also able to witness the direct measurable impact the product brought with it.
- I started developing relations with various professionals in the industry, which is when I realized the importance of an internship. I put everything I had learnt in my first year to complete this project.
- It broadened my horizon and I now feel confident to take up more challenges; I feel ready for a challenging career and life. So, overall, my experience has taught me to be realistic, gather as much knowledge as possible and have fun along the way.
- Partnering with another business that is offering a similar product may seem inviting, but with a tech startup you may be biting off more than you can chew.
- Technology is an ever changing industry and the products are always being updated so partnering could be double trouble if the product being produced soon becomes obsolete because another more advanced one has been created
- Educational tech startup companies need to communicate much more with those at the front end of education: teachers and lecturers in schools and colleges. The tendency is for those in startups to think back to when they were students and the problems that their teachers had rather than actually find out what is going on right now and take into consideration the changes that have been going on.

NEW SKILLS ACQUIRED

While working with organization there are few skills, I have acquired

- **Knowledge about Digital Media:** Having worked on Social Media handles, I have knowledge about the basic features of all platforms trending.
- **Collaboration:** As part of a team, I have to understand my own strengths and weaknesses so I know how I can best contribute, as well as are aware of how I can bring out the best in others.
- **Research and Analysis:** I also had a opportunity to do a comprehensive research for the company and came to conclusion about the purchasing decisions which have an impact on profits of the company.

The institute should work towards bring better marketing profiles. Being a Marketing major student and working the marketing department I was not exposed towards the major market working and the work was basic and had little importance to the core marketing activities of the company.

AUGMENTATION OF SOFT SKILLS

- Summer internship programme gave hands-on experience to me for my specialization area and it played an important role in management education.
- I could apply theoretical knowledge acquired from classroom studies like 7's and SWOT analysis, AIDA and SPIN sales technique, into practical business environment.
- I learnt to work as a team without focusing entirely on myself. I also developed patience in situations when I disagreed with another member(s) of the team.
- You won't really learn about work ethics until you are in a tangible work environment. In college education, we are used to making excuses for late submissions, short attendance and what not! But it is only when we are introduced to the actual environment that we learn work ethics.
- Internship helped me learn to manage time better by maintaining a balance between work and personal life, without harming any of them.
- The Summer Internship program me helped me develop confidence and enhanced my interpersonal skills.

INSIGHTS ABOUT MANAGERIAL ROLE AND DIRECTIONS FOR FUTURE LEARNING

- **Decisional Role:** An important class of management decisions involves resource allocation. organizations never have enough money, time, facilities, or people to satisfy all their needs. Resources are scarce and can be used in many different ways. A crucial decision responsibility of managers is to decide how best to allocate the scarce resources under their control between competing claims in order to meet the organization's goals. As a brand development Intern, we would customize the people, money, time and equipment accordingly.
- **Negotiator Role:** As an intern, important negotiations within your team, department, or organization was necessary. There would come instances where the client would feel the price too high and not be able to afford. The negotiation skills would come in picture. overall, this internship taught us all the 10 roles of Henry Mintzberg.

After completing my Internship and getting hands on experience in digital world, I can rightly say that I want to direct my career in the Digital Marketing field as

- The world is conveniently getting digital i.e. both individuals and the business are beginning to modify their marketing techniques with digital marketing methods. It can be agreed that the new strategies are quicker, more realistic and flexible than the conventional ones.
- Since both large and small organizations are heading towards digitalizing for better competition, survival, and growth, demands for experts in the field of digital marketing has increased. Looking at the pace of digitalization, it can be expected that future digital promotions will exceed all conventional marketing techniques.

TAKEAWAYS

- **Prospecting-**

- Finding out potential customers in the area of concern
- Determining the need and affordability of our product/ service
- **Takeaways** - Potential clients; list/ database should be big and variable enough to give interns conversion flexibility and multiple options to refer from while doing the on-field sales.

- **Preparation**

- Doing initial research about clients
- Analyzing client needs and customizing the product, if and as needed
- **Takeaways** - Three important learning's-
 - 1) While doing initial research about clients, study and analyze all the stakeholders including competitors
 - 2) Push for standardized normal product which everyone uses.
 - 3) If client is seeking customized product, ensure standardization is followed while pursuing customization

- **Approach**

- Set- up appointment with clients
- Give them idea about your product/ service
- Analyze their initial response to the proposal
- **Takeaways** - Important to establish a good first impression as a good first conversation with potential client have higher chances of sales conversion

- **Presentation**

- Actively demonstrate product/ service to the customer
- Be cognizant of companies; feedbacks, requirements
- **Takeaways** - Clients seek for easy and short presentation with more concentration on quantitative data. Qualitatively customers stress on these points-
 - 1) objective of the proposed project
 - 2) Pricing involved in the project
 - 3) Returns expected out of the project
 - 4) Feasibility of the project

- **Generating**

- Do competition analysis using tools like PESTEL, SWOT, Porter 5 forces
- Determine the current market trends
- Recognize factors related to product like ROI, Affordability,
- Distribution costs etc
- **Takeaways** - Important to conduct this step to understand market and customer sentiments before starting to develop a product.

- **Idea Screening**

- Doing initial research about clients
- Analyzing their needs and customizing to the product, if and as needed
- **Takeaways** - Helps in cross checking if the product you intend to introduce in market is in line with what customers are demanding.

- **Closing**

- Leads can be classified into three types-
 - 1) Cold
 - 2) Warm
 - 3) Hot
- If a lead is hot/ warm, these strategies can be followed-
 - 1) Creating a sense of urgency amongst the customer, in terms of future price spike, unpredictable availability of seats etc
 - 2) Offering discounts, cash backs, free one month services and other promotional prospects to get them on board.
- **Takeaways** - Important to have a deal closing strategy which safeguards the interests of both the parties.

- **Follow Up**

- Turn customer into a happy customer as he/ she can lead to more potential customers
- Constantly keep in touch, seek feedbacks, attend to their needs
- Have basic knowledge about the product you sold in order to help clients
- **Takeaways** - Important to establish good contact with present customers. Cheaper to retain current customers, than to acquire new ones.

- **Market Survey**

- Based on the initial research, arrange surveys.
- Conduct survey digitally via online forms or in-person interviews
- Post survey, arrange for Focus Group Discussions
- **Takeaways -**
 - 1) Surveys should try to capture the market sentiments
 - 2) Surveys should have try to generate equal amount of qualitative and quantitative data for thorough analysis
 - 3) On-field survey gives more data than online survey
 - 4) Online Survey forms questions should be short
 - 5) While designing survey forms, it is important to have all types of questions in it.
 - 6) Have people from variable background while conducting focus group discussions

- **Analysis**

- Analyze the data received from the survey
- Determine metrics to measure data
- Segregate qualitative data and quantitative data
- Segregate primary data and secondary data
- **Takeaways -**
 - 1) Equal concentration on qualitative and quantitative data while conducting analysis
 - 2) Correlating questions and their subsequent answers to each other in order to reach conclusions.

- **Steps**

- Beta Testing
- Product Development
- Market Launch
- Post Launch Review

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Annexure 1: The 'Project Completion Certificate'



Date: 23rd June, 2020

Dear Concerned,

I hereby certify that **Ms. Ruchika Agarwal** interned with our company, Klarity.in for the following projects

1. "Building brand Klarity's presence at top colleges in India"
2. "Ideation and implementation of digital strategies"
3. "Business development"

The duration of the internship was **23rd April 2020 to 19th June, 2020.**

During the period of her internship programme with us she was found punctual, hardworking and Inquisitive. Her feedback and evaluation proved that she learned keenly.

Her association with us was very fruitful and we wish her success in her future endeavours.

Best Wishes,

A handwritten signature in blue ink, appearing to read "Manmeet".

Manmeet Singh Akali
CEO, Klarity.in

Address - G-9, Purab Paschim, Near Andheri Recreation Club Azad Nagar, Andheri (W), Mumbai 400058
Email - help@klarity.in | Phone - +91 816-9189237 | www.facebook.com/klaritycentre | www.klarity.in

Annexure2: Undertaking page for Summer Interim Report

UNDERTAKING

To Whom It May Concern

I, Ruchika Agarwal, therefore proclaim that this task is my unique work and isn't duplicated from anybody/anyplace. Whenever discovered like different sources, I will make total obligation of the move, taken thereof by, Institute of Management, Nirma University.

Name- Ruchika Agarwal

Roll no.-191147

Section- A

Batch- MBA-FT (2019-2021)

Date- 05.07.2020

Signature-