



Institute of Management, Nirma University

Summer Internship Report

For



UNSCHOOL.IN

On

“Marketing, Branding & Business Development”

Submitted To- Prof. Balakrishnan Unny R

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DETAILS OF SUMMER INTERNSHIP PROGRAM

Title of the project	Marketing and Branding of the Unschool organizations and building a team of UCIs for Business Development
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Company name	UNSCHOOL.IN
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ACKNOWLEDGEMENT

Internship with Unschool provided me a great learning about marketing & sales which will be more helpful in my professional life. The internship was more about self-learning than the learning from training as we were given the free hand to implement our own marketing ways and own fundamentals for the purpose of sales. Also, a sincere thanx to my reporting person **Bhavya Deepthi Venna** who was always available to help me with new strategies and to solve all my queries. I am very grateful to my senior team and organization as it arranged some guest lectures to give us insights about sales and its fundamentals.

I would like to extend my gratitude to my mentor **Prof. Balakrishnan Unny R**, for his continuous support and guidance to me and all the required suggestion which were helpful for me. Also Thankful to the Institute of management, Nirma University for giving me an opportunity to work with Unschool and getting professional exposure.

Thank You.

EXECUTIVE SUMMARY

The internship in the Unschool organization started at 5th may 2020 for a duration of two months. Profile assigned to was as Marketing intern who will perform the responsibility of marketing, branding, business development of the organization. The internship was work from home type where from home I was needed to perform all the allotted work using available resources. In the internship I was given a task of hiring Unschool community influencers so as to increase the chain of interns and do the branding of the organization. The purpose of this task was to hire students from different colleges so that they will make marketing of the Unschool in their college and will increase the awareness about the organization. Along with this the task was to generate the leads for selling courses, in this organization gave me free hands to work in my own ways with my own strategies. This helped me to work more effectively and come up with more effective strategies which were useful to make sale. A parallel support of reporting officer was there who was always available to solve problems and suggest new strategies for increasing the productivity.

The internship helped me in developing my personality by adding many skills like team leadership, time management, communications, relation management, customer understanding and research & analysis of the data. This internship allowed me to implement marketing filed learnings for benefit of the organization. Various task like pitching the product to customers, interviewing UCIs, market research, maintaining UCIs and guiding them in proper direction were the key responsibilities Unschool allotted to me.

Although it was a work from home type work, the organization gave me many corporate required learnings

Part A: Profile of the organization

UNSCHOOL.IN

Company Name- UNSCHOOL.IN

Age of Company- 1 Years (Founded in 2019)

Headquarters- Hyderabad

Total Employee-370

Founder & CEO – Rahul Verma

Co- Founder - Narayanan

Unschool is an educational tech. company which is recognized by Government of India incubated under the T-Hub Hyderabad (Telangana) that provides Digital learning. Unschool is digital platform that is founded by Rahul Verma in the year Jan 2019 (Age- 1year 5 months) having headquarter in Hyderabad. Unschool is a start-up which is fastly growing in terms of revenue as well as number of users, currently the organization is having an employee strength about 370 persons including top management. Unschool, digitally provides the specialties like Online Education, Coaching, Mentoring, Project works, Job and internship opportunities. It allows students, graduates, working professionals and entrepreneurs to come together and learn from certified individuals or subject matter experts while being personally coached in that field.

With 10000+ students, 50+ mentors with 100,000+ hours of learning delivered, Unschool is reviewed as the Top 10 Digital Learning Companies of 2019 by the Higher Education Magazine. Unschool is a market-place that allows anyone with the knowledge and skills to share, to come and host their courses on the platform.

In a world where learning only comes from traditional sources like school and college, Unschool is the new, digital, easy, and definitive path for keeping up with the 21st century. It is the platform where you can finally stop trying to fit in a system crafted for the masses and learn in a unique way that brings out the best version of YOU.

VISION:

To provide alternative learning and teaching methods that break students free from conventional means of education. Effective learning that leads to a purposeful career, driven by clarity and confidence.

MISSION:

To have teachers, working professionals and students create a powerful online learning ecosystem for themselves, specifically designed to cater to their personal career goals and industry needs.

STORY OF ORGANIZATION:

By 2025, the number of youths in India will reach 600 million, which will be 45% of the total population. This is now essential for the country's growth and prosperity. As a young country, India is destined to be in the most progressive and economically promising state. However, an equally disturbing statistic is that less than 50% of these 600 million young people will be employed. How does this affect the growth of the country and the empowerment of the people? Who is responsible for this situation?

This is where the founder decided to reinforce. Unschool is a community of young, enthusiastic and ambitious people who believe in the idea that "action is better than eloquence." Unschool was born and committed to changing the education system in India and will continue to work to empower youth and address many of the pressing issues in the education system in India and elsewhere.

HOW IS IT DIFFERENT FROM THE REST?

There are many organizations in the market which provide the E-learning service to customer and every other company have their own specifications. In order to create own brand and position in the customers mind Unschool has come up with many different specifications and perks on the basis of which a customer can prefer the Unschool organization product and would like to opt for the subscription for Unschool. Unschool is an organization which always keeps its courses updated and with new knowledge and technique involved. Some of the specifications and perks that Unschool provides are as follows:

- Industry Immersion
- Internship Opportunity
- Personal Coaching
- Live Project Opportunity
- Life time Access

TARGET AUDIENCE:

As Unschool is an online education portal which provides e-learning to students. Considering the population and availability of sources, Unschool has chosen students, young age generation as the target audience. Everyone, who is studying, who is preparing himself for corporate, one who is working for self-development all can get the advantage of service of Unschool. Unschool has the courses which are useful for everyone since from science graduate to arts student and from entrepreneur to normal person.

COMPETITION:

The world is moving towards the digital work providing services through online platform. Unschool is one of the online education platforms having number of competitors providing similar services. For example, if we take the rival company “Coursera” it has been rapidly promoting itself through a series of various social media campaigns and by associating with institutions. Along with this there are many organizations like Vedantu, Toppr, Meritnation, Unacademy, LinkedIn which are promoting themselves in the market providing some free subscriptions, low premium subscriptions, etc. So, in order to tackle the competition and to increase the market share, company must have to come with something innovative i.e. something that attracts the consumers and make the customers to stick on to their platform. This should be especially done so as to attract new consumers customers and increase subscriber base.

PRODUCTS/SERVICES:

Unschool is the organization that provides the online courses as their product. Unschool provides the courses which are for students, for individual development, for corporate preparing persons. It covers the field of “Technology, Management & Humanities” giving a variety of courses.

- Java & Python
- Web Development

- Artificial Intelligence
- Machine Learning
- Digital Marketing
- Stock Market & finance
- Novel Writing
- Soft Skills

RECOGNIZED AND AWARDED BY:



The Unschool Way



INDUSTRY ANALYSIS

INDUSTRY: E-LEARNING INDUSTRY:

EdTech is an abbreviation of educational technology. EdTech is an education company that mainly introduces courses using technology (such as online learning). According to the World Economic Forum, due to the prevalence of COVID-19, around 1.2 billion children worldwide drop out of school due to class closures. In response to this situation, during the COVID-19 pandemic, the country made a massive effort to use technology to provide support to market participants to support distance education and online distance education. E-learning is the process of gaining knowledge through technology and electronic resources. An increasing number of Internet users have increased market demand for complex online learning courses. According to data from the National Statistics Bureau, almost all adults aged 16-44 in the UK in 2019 are new Internet users (99%). Improved network connectivity and convenience of courses on demand will drive market growth.

Ed-tech is a large and diverse industry, and there are many opportunities throughout the business life cycle, even though ongoing risk (regulation, financing cycle, competition) must always be at the forefront of investors. Advances in online learning and emerging technologies will continue to improve educational outcomes. In the final analysis, the best companies, investors, and influencers in this field are those who place students at the center. As the education technology market develops and matures, finding ways to reduce costs, provide high-quality education, and show impressive results will prove to be long-term winners.

The Internet market, India and China, is very hot and attracts a lot of capital in venture capital and IPO later on. Funds collected by BYJU'S, VIPKid, and TAL Education of US \$ 500 million or more have been featured in recent years. The large number of online students in these countries offers tremendous opportunities, but external participants find it difficult to enter the business sector and compete with family giants. Language learning, internet orientation, and innovation capabilities will continue to be the main topics in India and China.



INDUSTRY CLASSIFICATION:

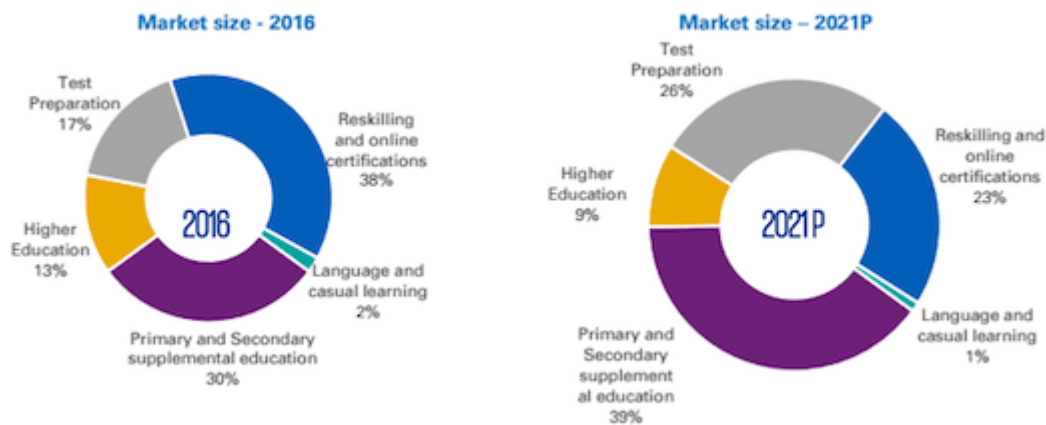
So far, training in India has basically been based on a fingerprint framework, so the sequence of examinations (from K-12 to placement tests) and online confirmation are two departments, and their applicants surpass the others. Between 2014 and 2019, new companies that had previously tested and confirmed online received 88% (\$ 1.6 billion) of ed-tech's total capital inflows.

Five core sub-sectors of Ed-tech industry are:

- Test preparation
- Online Certification
- Skill Development
- Online discovery
- STEAM kit and Enterprise solutions.

ED-TECH INDUSTRY IN INDIA:

Category-wise split of online education market in India



Source: KPMG in India's research and analysis 2017

With the national blockade, for ed-tech startups, a flood suddenly erupted, although others struggled to find an exit plan. Although 4,450 ed-tech startups were shipped in India, India only has one company BYJU, with a value of US \$ 5.7 billion. Ed-tech startups, like Byju's, Vedantu, Toppr, etc. they saw a lot of enthusiasm from new customers. Byju claims it "increased the number of new students by 60%." Unacademy has tripled the guaranteed free live streaming cycle and guaranteed 30 million minutes of watch time per day. During this period, Toppr saw that the number of students giving direct lectures doubled a month ago, and that the number of clients employed by Vedantu had increased tenfold since the accident. The startup works in secret mode from 2011 to 2015, and the application gets a unique boost in 2015.

For new space entrepreneurs, survival is more difficult. India and many other countries still warmly welcome the technology. Education experts say that the interpersonal skills that classes can provide are technically irreplaceable. Given that education is a highly participatory and service-oriented course that affects careers, technology adoption rates are generally lower than other services and products. Therefore, it will take longer for educational technology startups to develop into several other categories

Part B: Project Work

PROJECT DETAILS

PROJECT TITLE:

Marketing and Branding of the Unschool organizations and building a team of UCIs for Business Development.

OBJECTIVES:

1. To perform the marketing task of Unschool and its products
2. To hire UCIs from different parts of India
3. To lead the UCI team and mentoring them through the internship process
4. To perform business development task through the UCIs

WORK PLAN:

❖ To perform the marketing task of Unschool and its products:

In the current work from home situation, there are three main options an intern can perform for the marketing purpose. Those are:

- **Word of Mouth publicity:** Personal contacts and network is helpful here to perform the task. I have used my own contact and network for the purpose of marketing of the organization Unschool and its products/offerings.
- **Social Media Marketing:** Company posters, offers of courses etc. are provided by the company. To market those, these are the main social media tools which are effective for branding of Unschool:
 - i. Facebook
 - ii. WhatsApp
 - iii. Instagram
 - iv. LinkedIn
- **E-mail Marketing:** It is another effective way to reach to the target audience in a particular institute. So, e-mail marketing is being used as well for this purpose.

❖ To hire UCIs from different parts of India:

Besides B2C marketing, one of the main expansion factors is the decisive influence on the B2B market. Recruiting students is one of the few activities that can be used to create promotional platforms. The UCI is an influential person at school. They are the ones who generated and converted leads for Unschool products. In order to recruit UCI, I circulated a google form for a one-month internship at Unschool. After receiving the responses, I conducted a telephone interview and communicated with interested candidates. Later, the selected candidates were received an offer letter from Unschool inviting them to become UCI trainees.

As long as one can get the incentives, you can interact with all kinds of students or people who want to work on the platform, which is very important. The choice of interns is just as important, because the future of the platform sometimes depends on it. In addition, the trainees were also needed to create a network like they also have power to recruit UCIs under them to make the platform more accessible. Expansion by adding new courses covering

❖ To lead the UCI team and mentoring them through the internship process:

Once the candidate accepts the offer letter, I used to conduct a formal induction to make them understand their responsibility and the task, also providing the required details, posters about the organization. There was every day work progress meeting so as to get the updated about interns work and solving the queries if they come up with. It was a task of leadership, like leading the interns in proper direction, supporting them with new ideas, providing training to understand the responsibility, etc. Starting from the induction throughout the processes of mentoring, updating them with new offers, helping them with their lead generation and conversion, regular feedback and follow up sessions with them to meeting their targets successfully is a step by step task that is followed by me as a mentor.

❖ To perform business development task through the UCIs:

To complete the deal, I was a mentor to the UCI team for a long time. As soon as they feel that they have potential customers, I will make them strategically complete the deal. I will provide the support if necessary, for example, by directly negotiating with a client about a consultation so that they can clearly understand Unschool as a company that is interested in their products and the benefits that they will receive. This allows the transaction to be completed quickly and helps the UCI achieve its goals before the deadline. UCIs were given task of generating google forms and getting the responses so as to make people aware about product and organization.

❖ **Market Analysis**

In order to conduct marketing and gain potential prospects, it is very important to analyze the market to implement a marketing strategy. In order to attract as many people as possible, social media and digital platforms are the best way, so used as many social media as possible and generated more events, stories and publications to attract more people.

In addition, in order to find potential leads, it is necessary to conduct appropriate segmentation and positioning, which can only be done through analysis. The overseas market has a large number of students, recent graduates and entrepreneurs, but not everyone is a potential client, so it is necessary to separate potential people.

❖ **Lead Generations and Conversion**

Potential customers are often referred to as "lead Gen" and is the process of attracting and transforming qualified customers to meet your sales goals. As we all know, lead is easy to produce, but the difficulty of converting lead is as difficult as polishing and preparing diamonds. Attracting potential customers is the most important step in making consumers to use your platform. Although the production of lead is a difficult task in itself, the most difficult part is the handling of lead, which has already been mentioned. Any platform needs a medium to high conversion rate. Sales and marketing are the key here, and one must be completely consistent. The most important aspect is that the transformation is to convince consumers that you are not selling products/services for the benefit of organization but for the benefit of customers.

1. INTRODUCTION

1.a. Context of the organization and work done in specific department/branch

Unschool is an organization having 370+ employees working in different departments. As an intern my reporting was to an Operation Executive, who in orderly guided me in both fields covering the operations and marketing. During the internship, some guest's lectures were done to provide more details about sales and how it is done. For this the guest were the sales executive having good experience which helped me to get the concepts and ways to generate leads and how to convert those leads. The company has various departments like marketing, operations, planning and finance, which work collectively for the purpose of growth of organization.

2. METHODOLOGY

2.A. ETHNOGRAPHIC STUDY:

Sales is itself a different phenomenon which consist of marketing, branding, as well as business development also. To perform the sales of any product it is needed to do the market analysis first and identify the target market where product can easily sell and where chances of product denial is less. In order to carry out the market analysis and segmentation a person must be aware of the concepts required like segmentation can be done on the basis of income, education, age, area or the status although one must be aware of what product he is going to sell. My studies and curricular leanings helped me in doing this assignment of analysis.

As it was it is time of pandemic and lockdown, where people can't meet each other and families having less income, it was difficult to pitch for the paid courses with such a large amount on the other hand there were other platforms who were providing the free course subscription and certification. To tackle this condition analysis and study of the customer done on the basis of data collection.

Data collection plan: -

The data collection done on the basis of various factors like age, family income, education, and the requirement of the customer.

- Number of prospect leads searched out from the available contacts.
- Mutual contact student information searched and collected.
- Number of colleges available in the area and do they have relatable subjects to courses.
- Social media platform used to collect the data.
- Data collection done from the references.

After studying the data and performing analysis the sales work done with effective result.

2.B. MAINTENANCE OF JOURNAL/ DIARY

❖ COMPANY-IMAGE FROM INSIDE:

The internship was work from home type so didn't get the chance to get familiarities with company culture and get the insights about company image. But, during this internship I got the chance to interact with people from company who displayed a positive and good image of company. The organization completed 1 year and in this duration the company successfully retained its employees

and recruited more and more such that currently working employees are 370. Company has reward policy and work culture like team involvement, decision making and continuous innovation.

❖ **EMPLOYEE SATISFACTION:**

The primary pillar of having a successful organisation lies in having satisfied employees. Employee satisfaction is of most extreme significance for workers to stay glad and furthermore convey their level best. Fulfilled representatives are the ones who are incredibly steadfast towards their association and stick to it even in the most exceedingly terrible situation. Employee fulfilment is basic to guarantee higher incomes for the association. No measure of trainings or inspiration would support, except if and until people build up a sentiment of connection and dependability towards their association. The employees needed to be taken care of in different ways. Regular salary is necessary, in these tough times when the situations are not at all conducive, it is one factor that helps to keep the organisation afloat. Also, no layoff in these unprecedented times helps the company to have a low attrition rates during normal times. The culture of the company plays quite an important role in encouraging and developing a positive and a healthy environment that fosters productivity and innovation. Fulfilled representatives will in general modify more and handle pressure easily when contrasted with baffled ones. Representatives who are not happy with their employments would discover an issue in each little thing and be excessively unbending. They discover it very hard to bargain or adapt up to the evolving times. Then again, representatives who are content with their employments willing take an interest in preparing programs and are anxious to learn new advancements, programming projects which would in the end help them in their expert vocation. To say it simply employees if not satisfied acknowledge demands with a major grin and convey even in the most noticeably awful of conditions. All the above things along with many other facets are required in proper sync so that the employee satisfaction will be on an optimum level.

❖ **EFFECTIVENESS OF INSTRUMENTS FOR MOTIVATING EMPLOYEES:**

Effectiveness of instruments is the thing which differs from company to company, process to process and last but not the least product to product. The way in which and what is used is very important for the effectiveness of the product or the process. For example, informative lectures in such a way or method that helps to register the information directly in a student's mind is necessary and then only your product will sell more, the c2c marketing by itself. Reward (performance based), talking about rewards, they might improve the effectiveness by having budgetary prosperity. On the off chance that they do, they can do this straightforwardly – through, for example, compensation, rewards, or benefit sharing or in a roundabout way through manager sponsored

advantages, for example, annuity plans, paid excursions, paid debilitated leaves and buy limits can definitely help. Nonfinancial rewards spread a buffet of attractive "additional items" that are possibly at the removal of the association. Their regular connection is that they don't build the employee's monetary position. The nonfinancial prizes stress that we will distinguish speak to a couple of the more self-evident; nonetheless, the formation of these prizes is constrained distinctly by HRM's resourcefulness and capacity to "use them to inspire" attractive conduct. Also supporting and additionally having members to instruct or impart knowledge can be helpful. This will in general help all, learn more adequately and through live demonstration of conveying and passing of knowledge from field experts to the novices. Free courses as in availability of course content and material for no cost can be one of the effective points.

❖ **SOURCE OF OPPORTUNITIES FOR COMPANY:**

As it is a new player in the ed tech arena, it is important for Unschool to keep up with the trends and techniques of the current environment. It needs to keep all the avenues open and need not to have reservation for any new ideas and thoughts with can help them prosper and grow. Expansion of the its already available portfolio is necessary to stay afloat in the market and for the rise in market by having a significant market share is needed. It should cover a wide gamut of courses including all the specialty fields such as management, life sciences, technical aspects, humanities etc. That helps the platform to build an all-round presence in the market. The company should try to be subscriber oriented rather than being only revenue oriented, because if the subscribers are happy additional and indirect revenue in the form of leads, enrolment in a greater number of courses can follow. So, subscriber is required to be most looked for. Some USP's need to be offered and broadly marketed so that people get attracted towards your platform. As in, as it is recognized by both the central and the state government, these type of points needs to sold more.

❖ **EARLY WARNING SIGNALS:**

Unschool is an organization which provide different courses. In the market there are many other companies like "Coursera, LinkedIn, Unacademy, etc which provides the same service. During the pandemic where all other platforms were providing free subscription and free certification on that time Unschool was charging fee for its courses.

Along with this Unschool is in its early stage where it must focus on increasing customer base and covering more market instead it is focusing on the revenue and continuously increasing the course prices.

As, Unschool is a digital platform and spreads its branding through digital media, even though the website of the company is not that much informative to attract the customer. There is very less information available in the website about the organization and about the required product.

If any person purchases the course of Unschool he needs to pay the fee through separate payment link which is sent to the customer privately, sometimes this may create the doubt in customers mind about the privacy and authentication of the company.

Summarizing all, company must focus on the website development and more information availability, the payment process must be transparent and as beginner company should try to acquire market and increase the customer base, instead company working in other direction so , these can be the early warning signals to company must focus on.

3.OBSERVATIONS

3.a. ABOUT ORGANIZATIONAL TRAINING:

Since from the first day of the internship I was given a responsibility of generating leads, making them convert, finding the UCIs to expand the team. No any special training was given about the task and about the role, I was released free handed to work as per my way, using my strategies to complete the task. As a new intern it was hard for me in the start to do the work on self-knowledge. There, I was having my reporting officer as my support to solve the queries and getting new strategy ideas. In between the internship company arranged for the guest meetings who gave briefing about how to pitch the product to customers, how to make the customer convince and which benefits I should pitch to customer so that he will be tend to purchase the course.

3.b. ABOUT SELF LEARNING:

The internship at Unschool was more about self-learning and less about training.

It helped me in understanding the **importance of team work**. As I was not only working with my HR and other interns, I was also leading a team of 5 interns. Most of the tasks required working on the same lead simultaneously and converting them into customers. Work was distributed according to the strengths of every individual among my interns, so that everyone got a chance to enhance their capabilities.

This internship also helped me in learning how sales can also be done from the comfort of our home, with good communication skills, and is not always a field work. It was a little challenging initially, as I have never worked in a sales role, but the mock calls really helped me gain the correct skill sets and knowledge about the product. I got a fair idea of the questions that I might face while

speaking to a prospective lead, and thus helped me develop my communication skills. I learned the importance of effective communication, when done via telecom. I learnt that communication is the foundation of every organization, and has a major role in converting a prospective lead to a company's customer.

Research forms another most important part of the process irrespective of the nature of the work. For selling the courses of Unschool, it was very important to understand the edu-tech industry. Since my role required me to not only convert the leads, but also generate them, market research on the target audience was my primary goal. Understanding the requirements of my customers and merging them with the offerings of the company was another thing I learnt during my time with Unschool. At times I also had to modify the offerings according to the customized demand of the customers.

As an MBA candidate, I also understood the importance of giving flexibility to the interns who were working under me. However, I also learnt that along with flexibility, proper accountability is also required, which reduces the chances of getting the work delayed. Since it was a new field for me, I was very curious about business and its growth, which led to exploration of few aspects of marketing that didn't lie within the boundary of my internship. I learned about digital marketing strategies, how ads are created and how HR plays a vital role in building the foundation of the company.

4.IDENTIFICATION OF CRITICAL ISSUES OR PROBLEM AREAS IF ANY

➤ MARKET POSITION CREATION:

For an organization like Unschool, keeping up its position in the market is significant in light of the fact that as of now because in the current condition the ed-tech platforms have come up very fast and there many organisations that have rapidly climbed up. Other than that, a great number of existing players are looking for moves such as expanding their perceivability by computerized marking and publicizing

➤ CLIENT RETENTION AND CHANGE:

When we discuss further broadening the point that supports maintenance and essentially the transformation of the customers who are the free endorsers of our platforms that is one of the significant leads that we can anticipate which will help increment the income. One of the key difficulties in this regard is that we need to continually develop ourselves and need to avoid the contenders. Making a client who is utilizing the platform as a free subscriber into a paid endorser in itself is an exceptionally troublesome and a daunting task.

➤ **DIFFERENTIATION:**

Unschool is one of the very fast-growing organizations in this segment on a Pan India level. One of the significant difficulties it faces is that it continually needs to update itself regarding content as well as in its digital space, for example, advanced framework, number of servers, better courses and so on.

➤ **WORKER RETENTION:**

The basic perspective which organizations neglect is taking care of the employee's wellbeing. No organization will be ahead in any case if it does not support employees over the long haul until and until and unless workers of the organization are kept glad and fulfilled. Thus, having a culture in which employees have a sort of satisfaction as far as employment related issues is its key thing for the fortune of the organization.

SOLUTION:

- To turn the change into a positive direction, understanding the current market scenario is necessary. Unschool should play on its qualities; it essentially has an extremely differing item portfolio expanding more will assist it with retaining its position. The positive point of Unschool is its perks and specialties which it provide and persons that can assist it with doing it exceptionally quickly.
- For tending to the second issue that is of maintenance it needs to work over its shortcomings. Despite the fact that Unschool has one of the best stages. Going to the transformation part, meeting a consumer and having her/his consent to buy in or be a paid member of the service is very difficult in our country. As it isn't at all simple so having sops for it or perhaps boosting the membership model can be attempted.
- For new ability search such as a new intern, or as a course and content provider it needs to be searched carefully. In the current context when we see that everybody needs to be an online content creator. However, with regards to expertise and the capacity to instruct and convey things is the distinction as it isn't the equal in all individuals. The very normalization should be applied in each part of the employing procedure and that can be I believe that can be utilized to improve their endeavours. Getting start educator mentor in a particular course or topic expands the odds of drawing in users towards the platform and consume your content.

5. CONCLUSION

Summary of feedback given to Organization:

Unschool is an ed-tech organization just which just completed 1 year since inception. Ed-tech is a growing sector and have a increasing customer base, working in such a sector is an opportunity to Unschool to grow fast and in crease its market. From my observation, there are some weak points Unschool has, on which if Unschool work to correct those then surely Unschool can take a momentum of growth and create its market. On the other hand, Unschool has some positive/ perks also which are very different from other competitive organizations. Unschool has a large intern base, about 220 interns were there during my internship. If proper training and guidance provided, market of Unschool can grow fast and revenue generation can be increased.

Summary of self-learning:

As a marketing intern, performed the responsibility of team leader, product sales, branding marketing and business development. During the period of these 2 months a lot of learning done and various skill has been added to my personality. Skills like team leadership, communication, time management, work under time allotted, customer understanding, maintaining customer & corporate relation, etc were the addition to my personality which will help me in the future while working in the corporate. This internship has taught me to work with own ways & find out the effective one where we are best at so as to get the best result.

Work Execution

Unschool is a start-up and a growing company having free work culture which allowed me to work in my planned way with my strategies. It has a supporting staff as whenever I need the seniors helped me in query solving and coming with new strategies. This helped me to get real life experience and learning in the field of sales in in the filed of customer understanding also.

Since on the first day of the internship I was given instruction to generate the lead on own and convert them with own skills, no any was training or tutor was given about sales, how to generate leads and how to interact with customer. I reminded all the learnings which I was taught in the class room sessions during MBA curriculum and started working on the lead generation. While doing sales we always consider our close persons as our leads and assume them as prospect lead,

in the same way I started pitching the product to my close ones and assuming that they will surely buy it, but sometimes we fail at start and the one whom we assume the prospect lead itself reject out product. In the start I faced the same situations which started demotivating me.

But after failure of some leads I come to learn how to pitch the product to people and how to communicate with customer which helped me to convert my first customer and that to of highest amount with highest number of courses, the customer bought 6 courses worth Rs 5000 which was highest among all interns conversion. That incident motivated me and gave my learning as well as my pitching a momentum.

As I indulged myself in the sales profile, I started implementing marketing strategies like segmentation of customer, targeting and positioning also along with this started doing market analysis that who can be my prospect and where I can get surety of conversion. As the courses were of science, management and humanity field, I decided to target the science student that too mainly of the IT field. This was because, the area I belong is a village where no graduation colleges and no job opportunities available. The village has about 2 higher secondary colleges having IT as one of subject, so considering it as the target area I started searching for the leads and pitching to the students. “Sales is about rejection” it’s true as about 10 people showed disinterest in the product and showing many reasons like money, time availability, technology unavailability, etc. After such rejections I got the conversion in my targeted segment that to my focused course to sell. And that took momentum & in line did 6 conversions in the same targeted segment.

It’s True that the marketing media differs from area to area, and as I was working in the village there the most effective digital marketing didn’t worked effectively instead the word of mouth medium worked well and helped me to generate the leads.

Along with the sales and marketing I was given a responsibility of hiring UCIs (Unschool community influencers), which was one of the prime focus for the purpose of branding and development. To spread the awareness and to select the interested UCIs, a google form was prepared with all the details of the work responsibility and details of the organization. It was like an internship opportunity for the sales interested students. The google form was spread through all the social media like LinkedIn, Facebook, WhatsApp and Instagram. Based on the responses to the google form, the interested were given a time slot for telephonic interview. The interview process was mainly to identify the interest of the candidate and background of the candidate. Some of the interview questions were:

- Tell me about yourself?
- What you know about Unschool?
- What is sale according to you?
- Why you are interested in this internship?

- What skills you have, which will be helpful for sales?
- What is market survey and have you ever done anything related to this?
- Can you work under the pressure as task is of deadline and target oriented?
- Do you have any leadership experience?

Once the recruitment of UCI was done, it was necessary to give them an understanding of the product they needed to market and sell as understanding the product is very important in marketing. It was needed to make the interns aware of the expectation of the company from interns and providing all the details of the company to interns so as to have transparency. The UCI recruitment was for thirty days which consist of training, task and targets. So, I planned these 30 days in proper structure so that interns could learn and work on task as well.

Mentoring was therefore a very important and crucial part of this special training. Generally, this was done by Google Meet, Zoom meetings or sometimes through conference call. It took me about 5 days, two hours each to train the UCIs about how to do market segmentation, targeting and how to pitch the product and how to find leads. Although, sometimes there was condition like interns leaving the internship in the middle, as well some were there who worked hard and remained for whole internship duration. UCIs were given with the posters and content to post on different social media so as to make branding and get more leads. The posters were informative in themselves to attract customers.

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In total, I got about 20 number of responses for the post of UCI, out of them after interview 15 were interested to do the internship as they were given a chance to accept or deny the proposal. The selected UCIs were from different colleges so it helped to tap those institutes and market the product and organization in that institute. It helped in branding and in business development activity. Some interns left in the middle while some joined in the middle, it was a cycle going on. Performing UCI worked well with the lead generation and conversions

Talking about the overall internship target and sales, me and my UCI team successfully generated a revenue of about Twenty- Five thousand with sell of 23 courses and final team of 6 people.

Part C

(Learning from the summer training project)

In this internship, there were various learning opportunities which will be really helpful in my career path.

As an intern pursuing the internship in the domain of marketing and especially that too in sales the thing that I worked on, the most is on lead generation and customer conversion. These two things in particular gave me plenty of insights as in, I got to have a detailed understanding of the customer behavior & customer requirements. Besides, I also learnt that one of the key things to customer satisfaction is that there should be proper communication skills and only through that only a customer can be convinced.

With lead generation the most crucial task in sales, I also worked on how to generate leads. For the same it is necessary to properly research the product/service which I am selling. Apart from that I need to work on STP i.e. segmentation, targeting and positioning, in a way making a strategy based on these points. Similarly for selling as marketing of the product is necessary, the above three steps helps me to that where and whom should I target, with respect to finding out a probable lead and in the aftermath, properly approaching the lead in a way such that ultimately lead conversion happens and she/he becomes a customer/client of my company.

So as a marketer, I am required to apply my domain knowledge in a practical environment i.e. the real world. One of the effective techniques is social media, hence using that medium effectively can be aggressively used to make people aware about the courses and organization through which we get to know which media is best for advertising when we are talking on a personal scale which indirectly adds quite much in in terms of experience.

As a part of being an UCI, my interpersonal skills developed to a great extent which is akin to taking baby steps in becoming a successful manager. Also, during my internships my abilities as a team player are through building a team and mentoring them, my team leading ability is also being tested. I am learning and understanding various sides of maintaining team dynamics by working with different people from different parts of India representing different demographics. So, by managing the team and achieving targets through working with other UCI's, my managerial skills are not only developing but are also being actually tested in real

time. This type of managerial experience was one of the many fine learning curves that I went through in the internship.

In the same way, I can surely say that because of the skills and many traits I was successful in generating sales of Twenty- Five Thousand Rs. with 23 courses sells. So, I really look towards positively achieving and completing the target assigned to me in the stipulated time period given to me.

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ANNEXURES

Internship completion certificate:

