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Phase-II Report

**Company: Edupolis Technologies Pvt. Ltd.
(Unschool)**

Individual Submission

(Experiential Learning Project)

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Acknowledgement

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My colleagues from different B-schools provided me great learning experience in this internship and the colleagues from IMNU who were interning with me were a continuous source of support and guidance throughout this internship. Abhilash Dhote, Kruti Khubchandani, and Subhankar Das deserve a special mention. My mentor in the organization Mr. Pawan Panjwani played a vital role in introducing me with my roles and responsibilities at the organization. Furthermore, I would like to thank him for his guidance on how to execute the various tasks allotted to me; and I believe that his guidance have helped me in getting thoroughly prepared for the industry.

Lastly I would like to thank my Placement Committee SPOC Abhishek Singh for his continuous support not only during the internship but also during the preparation phase of summer internships.

Executive Summary

One of the key objectives of the report is to showcase that the theories and concepts learnt in classrooms have contributed significantly by way of imparting required knowledge set to face the challenges faced while working in an organization.

The continuous phone calls, reporting sundry developments through text messages, mails, and voice messages, along with daily meetings through Google Meet have definitely prepared me for surviving in this changed industrial work environment. The job role has exposed me to the challenges faced during tele-calling, direct selling through tele-calls, hiring over phone calls, and keeping motivated the hired interns. These experiences are a source of vital learnings for getting prepared to enter the workforce.

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1. Introduction

A. Purpose of the report

The report is prepared to showcase and substantiate the learning outcomes acquired as an intern in Edupolis Technologies Pvt. Ltd. (Unschool), an edutech startup company trying to make a presence in India's digital learning space. The learning outcomes acquired are mentioned below:

1. The nitty-gritty acquired by me as an intern in Unschool are pertaining to digital marketing through social media platforms, and creating brand awareness among the targeted consumers.
2. The opportunity also facilitated me to observe the hiring process of interns much closely which could never have been done through didactic learning.
3. A very valuable learning through this internship is valuing the work of direct selling for any organization as it creates the money required for sustaining the business.

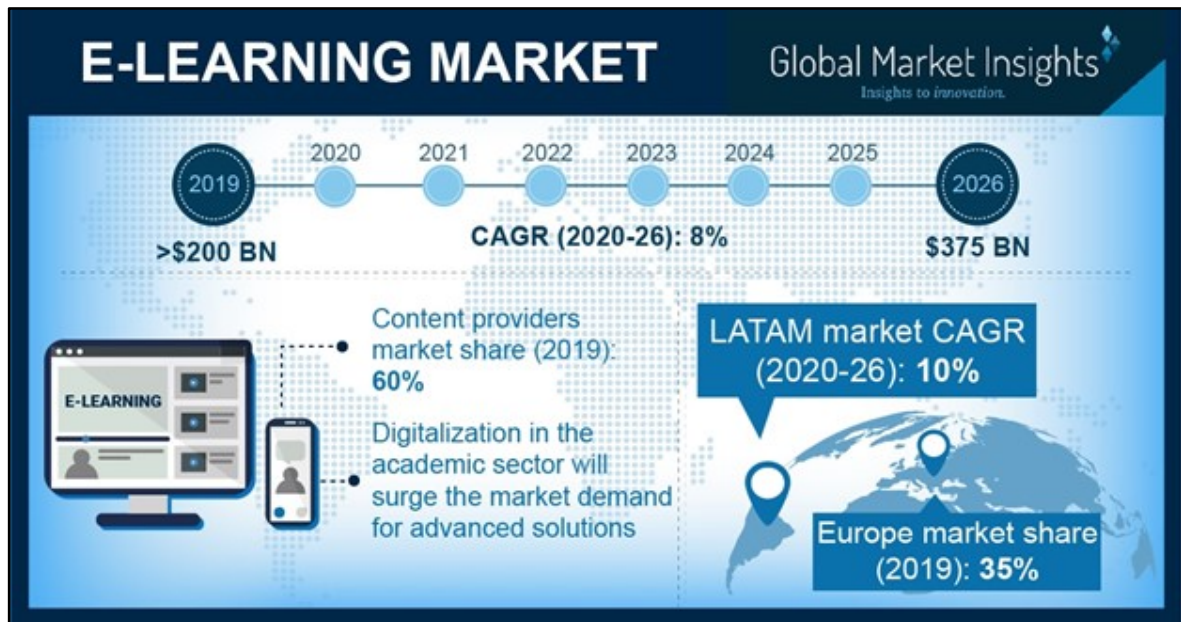
One of the key objectives of the report is to showcase that the theories and concepts learnt in classrooms have contributed significantly by way of imparting required knowledge set to face the challenges faced while working in an organization.

Unschool is a marketplace, awarded by the Govt of India (Embassy of India), that provides a platform for anyone to come to teach or learn anything.

Anyone with the knowledge to share and skills to teach can host their own course online and earn while mentoring students from home/work.

B. Industry introduction

Industry: Ed-Tech



Source: www.gminsights.com

Edutech stands for education technology. Edutech stands for education technology. An EduTech enterprise is an educational service provider that delivers its course content in a way that primarily uses technology (e.g., virtual learning).

As per the World Economic Forum, some 1.2 billion children are no longer in school, and schools are closed worldwide because of the volatile epidemic of corona-virus in the world. To address this situation, large-scale national efforts to leverage technology by market participants to support distance learning, distance learning and online learning during the COVID-19 pandemic are beginning to emerge and rapidly evolving.

Edutech is an important and diverse industry with a wide range of opportunities throughout the company's lifecycle, although ongoing risks (regulation, financing cycles, and competition) are expected to remain at the forefront of investors. Progress in e-learning and emerging technologies will continue to improve educational outcomes. In the end, the best companies, investors and speculators in this space are those who put the student in the center. Finding ways

to reduce costs, deliver quality education, and demonstrate strong results will prove to be a long-term winner as the edutech market grows and matures.

Stakeholders and companies in the education sector are aware of global large-perspective trends that will continue to drive growth, including:

- Increase in human resource that needs massive training to join the workforce
- Huge demand for online education, e-learning tools, online platforms, etc
- Huge strides have been made towards more acceptance digitization and thus education should also not left behind
- Right time to capitalize upon individual's aspirations to get good marks and succeed in life

Edutech attracts investments from Global Tech firms

Holon Icke released a report that showed US\$7.0 billion in global venture capital financing in the world of education in 2019. More significant is the staggering growth rate of \$0.5 billion in investment capital financing at edutech in 2010. They also expect to double investments in edutech for three years over the next decade.

Electronic markets in India and China are in a critical situation and attract huge amounts of capital in venture capital cycles and public offerings at a later stage. The past two years have been highlighted by increases of more than \$500 million from BYJU, VIKID and TAL Education. Hundreds of millions of online learners in these countries represent a great opportunity, but external players have found markets difficult to penetrate and compete with national giants. Language learning, online teaching and technological skills will continue to be the main themes in India and China.

2. Methodology

Experiences are considered as the greatest teacher in one's life, and the learning outcomes achieved through experiences are known as experiential learning or EXL in short. Sometimes experiential learning is explained using the phrases such as "learning through reflection on doing" and "Hands-on learning". The traditional form of learning, which is didactic in nature, does not engage the learner in an active fashion, thus it lacks the kind of appeal that experiential learning possess.

As the internship was done in work from home mode, I didn't get to observe the company's ambience and employee's morale.

Experiential learning includes a hands-on approach to manage finding that moves from just the teacher at the front of the room giving and moving their understanding to understudies. It makes learning an experience that moves past the homeroom and attempts to bring an inexorably included strategy for learning.

Experiential learning revolves around the learning strategy for the individual. One instance of experiential learning is embarking to the zoo and learning through discernment and participation with the zoo condition, instead of getting some answers concerning animals from a book. Along these lines, one makes revelations and examinations with data firsthand, instead of hearing or getting some answers concerning others' experiences. So also, in business school, impermanent position, and occupation shadowing, openings in an understudy's field of premium can give significant experiential acknowledging which contributes inside and out to the understudy's overall perception of this current reality condition.

A third instance of experiential learning incorporates making sense of how to ride a bike, a technique which can outline the four-advance experiential learning model (ELM) as set out by Kolb. Following this model, in the "strong experience" stage, the understudy genuinely experiences the bike in "right here and now". This experience outlines "the purpose behind observation and reflection" and the understudy gets the opportunity to consider what is working or crashing and burning (smart recognition), and to consider ways to deal with improve the accompanying undertaking made at riding (dynamic conceptualization).

Essentials

Experiential learning can exist without an educator and relates exclusively to the significance making procedure of the person's immediate experience. In any case, however the picking up of information is a characteristic procedure that happens normally, a certifiable learning experience requires certain components. As indicated by Kolb, information is ceaselessly increased through both individual and ecological encounters. Kolb states that so as to increase veritable information from an encounter, the student must have four capacities:

The student must be happy to be effectively associated with the experience;

The student must have the option to ponder the experience;

The student must have and utilize expository abilities to conceptualize the experience; and

The student must have dynamic and critical thinking abilities so as to utilize the new thoughts picked up from the experience.

3. Observations

A. About organizational training

The induction of all the interns was done through virtual meetings with our mentors from the organization through Google Meet platform. One can highlight the inadequacies of getting inducted virtually but given the special circumstances in which the internship was done gives little room for any higher expectation.

As we never get to meet the mentor personally, at one point in time I had real doubts whether I'm pursuing the internship under the right authorized personnel from the organization or not. My doubts were not imaginary and they were based on the grounds that I received the offer letter from Unschool from someone else and then I never received any introductory mail from the same person stating that Mr. Pawan Panjwani would be my mentor from the industry, and secondly the back dated offer letters provided to my UCIs (Unschool Community Influencers) questioned the credibility of such offer letters.

B. About self-learning

There was a lot of self-learning happened during this internship. The soft skills acquired during this internship have proved to be vital for my holistic development and have contributed significantly in making me corporate ready. Some of them have been elaborated below:

- **Teamwork:** - We all know that employees are always working in teams to address specific organizational challenges or while accomplishing an important milestone for the company. I am proud to say that IMNU has really made us habituated of working in teams, however working in teams through virtual collaboration is something I got to learn during the internship. I believe collaborating virtually with our team members and simultaneously addressing their queries have exposed me to the new working culture which the industry is not only adopting but normalizing very quickly.
- **Problem Solving Skills:** - The challenges that I faced while selling the courses to the end consumers were very new and intriguing to say the least. And such questions and queries

required instant responses or actions from my side and in such circumstances I got to know my problem solving skills and improved them enormously.

- **Adaptability Skills:** - The working environment of this internship was something that I had never imagined and as a result it required a lot of unlearning and learning to get a hang of the entire working culture, roles, and responsibilities. Adaptability was the one skill that helped to sail through the entire process.
- **Communication:** - The most important thing of working from home and collaborating virtually was the clarity of my messages and here my communication skills played the crucial role of getting my messages received properly and generating the responses I was seeking. Along with this there is a unique way of conversations happen in each organization and its quite an interesting thing to observe and then practice the same way of interacting with the organization's employees.
- **Time Management:** - Time is a crucial thing in a professional environment and one should pay utmost care to utilize it properly. As there were weakly targets for hiring UCIs and then inducting them, it honed me to meet the deadlines irrespective of the circumstances. Further, as most of the queries and marketing campaigns were done in online mode, it becomes imperative to respond to the other person and take all the actions required in a timely manner, otherwise the confusion would occur very soon.

4. Identification of critical issues or problem areas (if any)

A. In Company

The company has in built marketing strategy of using interns from different colleges to do the sales for the company as well. This arises an implicit conflict whether the potential customer is going to become a customer or an intern first. The organizational structure has a designated level for students who are pursuing internships in Unschool, thus reflecting that the company has refrained from hiring permanent direct sellers in order to meet its budget constraints. The customers who have bought courses at unschool are asked to do direct selling for the company as part of their live project which the company promises from the customers that it would be provided along with the course. But, the million dollar question is how can a single live project (of doing direct selling) be incorporated as part of the course curriculum and that too when the course varies heavily in their subject areas.

Apart from this the interns whom I was hiring were getting offer letters from the company, and the offer letter was of same date (back dated) irrespective of when the intern was hired and such discrepancies proved to be the impetus for casting aspersion on the company and that too at the time of pandemic when online fraud was very rampant. These newly hired interns had to convert sales of minimum of three registrations in order to secure their internship certificate. However, these lower level interns (which are referred to as Unschool Community Influencers as per the company's organizational structure) were mostly first year or second year student pursuing any undergraduate degree, and these interns lack motivation for procuring any certificate. Thus, it becomes quite challenging to get substantial work out of them and keep them highly engaged in the internship. We must also remember that this all hiring and inducting process and then getting work from them was done at the time of lockdown when people were literally home stuck and were going through a lot of psychological impediments.

B. In the Edutech Industry

The previous 3 years have seen a spray in edutech organizations in India. While built up players have proposed at taking into account traditional needs, for example, a computerized study halls and digital books, new businesses have concocted more creative items, for example, learning applications and experiential learning arrangements planned at making learning fun and locks in.

However, the spray in edutech organizations has not coordinated up to expected appropriation rate yet. There are numerous difficulties that the part needs to defeat so as to really become famous.

Five major challenges faced by Edutech industry in India are listed below:

- **Slow smartphone market penetration rate:** Numerous reports and studies have anticipated that gadget infiltration will be one reason behind edutech's accomplishment in India. Nonetheless, advanced gadgets are past the methods for some guardians.
- **Guardians are concerned about longer duration kids spend with devices:** It is basic that there is a harmony between screen time and other true exercises that a kid enjoys. Be that as it may, numerous guardians are as yet suspicious about the advantages of instructive screen time; a lot of time spent by a youngster on an instructive application isn't supported by guardians.
- **Dogmatism against online educational courses:** The market for B2C edutech items can possibly develop when guardians make online buys; notwithstanding, that pattern is yet to get up to speed. Therefore, dealers are compelled to fall back on entryway to-entryway selling which is restricted in its degree and scale. Purchasing edutech merchandise online will prompt a more selection; guardians will likewise have a wide scope of items to browse.
- **Competition from offline tuition canters:** There is an absence of away from of worth expansion of edutech items as against physical educational costs. One may concur that instructive innovation items have more noteworthy incentive than physical educational costs, yet most guardians despite everything don't settle on decisions that exhibit such convictions. There is still a great deal of incredulity.
- **Lack of openness to try something new in education:** Subjects are still instructed in seclusion in schools; there is a need to receive a coordinated way to deal with imparts 21st century aptitudes in kids—science, innovation, designing and innovation (STEM) is such

a methodology. In spite of the fact that there are numerous items in the edutech advertise that advance incorporated learning, for example, experiential learning packs, their appropriation rate is low a direct result of absence of mindfulness.

5. Conclusion

Though the internship was conducted through work from home mode, I see the internship as great learning as well as enriching experience. Work culture has been changed through this pandemic and this dent in the working environment is going to be a permanent one in many of the industrial sectors. This internship helped me in learning collaboration through virtual platforms even with strangers. This has helped me in understanding the dynamism of work and its modus operandi in this VUCA (Volatile, Uncertain, Complex, and Ambiguous) business environment.

The continuous phone calls, reporting sundry developments through text messages, mails, and voice messages, along with daily meetings through Google Meet have definitely prepared me for surviving in this changed industrial work environment. The job role has exposed me to the challenges faced during tele-calling, direct selling through tele-calls, hiring over phone calls, and keeping motivated the hired interns. These experiences are a source of vital learnings for getting prepared to enter the workforce.

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