



MBA-FT (2019-21)

Summer Internship Project – 2020

Phase II – Final Summer Internship Project Report

Company Name: IndiaTEQ Consultancy



Project Title: “Learn to apply management techniques to bolster the b-school students' success across the world.”

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Submitted To:

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ACKNOWLEDGEMENTS

I would like to take this opportunity to acknowledge the constant support from my mentor Prof. Rajwinder Kaur ma'am. The summer internship has been fraught with multiple hurdles and ma'am has provided all the required support as and when necessary.

EXECUTIVE SUMMARY

The pristine aims of the report are to develop and understand the application of management education in the real world and to reinforce and develop problem-solving skills that are valued by the corporates. The summer internship report presents the 360⁰ view of the firm and the competitive scenario of the industry as well. The report starts with the basic and concise introduction of the company followed by the products and services currently offered by the company, customers and clients of the company, competitive scenario, growth story of the company, and the important aspect like the organizational culture of the company. How the company started with the vision and also the need of the market. Late, I have analyzed the firm from the perspective of the 7-S framework developed by McKinsey and five forces of Michael Porter's five forces. It provided an opportunity to reveal insights from multiple facets. These tools have helped judge the industry attractiveness from various perspectives. I have also analyzed and reported the three major problems that the company might face in the recent future. One of the imminent threat is that of student retention. Students are getting more and more options and alternatives in the market and it is becoming increasingly difficult to retain them with the company. The company needs to work on the differentiation part of the strategy to manage the situation. In the 2nd part of the report, I have mentioned certain probable and realistic suggestions that the company, IndiaTEQ, can implement in the recent future and position itself well in the market. Part C of the report talks about my learning from the internship at IndiaTEQ and how I can leverage that experience further in my corporate career.

(Word Count: 286)

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PART A: PROFILE OF THE ORGANIZATION

INTRODUCTION

The name of the company that I have worked for as a part of my summer internship program – 2020 is “IndiaTEQ Consultancy”. The company was started in 2015 with an aim to provide design consultancy to manufacturing industry corporates. Later it expanded to providing education consultancy to the students who aspire to get a better education abroad and in India. Initially, the company was focused on working with engineering students from India as well as abroad. Currently, the company has expanded into many other regions and categories. To talk about the scope of the business, the company is planning to engage with a broader audience by getting into a newer market like Europe for expansion. Certainly, there are more opportunities than ever before. Countries are opening up for more business opportunities and trades for mutual growth. That is a good sign for the economy and for the company as well.

PRODUCTS & SERVICES

The company is currently offering engineering based final year's project consultancy to engineering students. Projects like Engineering Making Project, Renewable Energy Project, Pneumatic Project Service, Design Engineering Project, Electricity Generation Project, Mechatronics Project Service, Automation Mechanical Project, Hydraulic Project Service, Design and Analysis Based Project Dynamic Analysis Project, Dynamic Analysis Project, CFD Analysis Project, Projects Consultants Service and Project Report Services.

Apart from engineering projects, IndiaTEQ has started to work with MBA students to guide them through all the academic concepts and assignment and projects. Currently, students are from some of the prominent universities and colleges from India, New Zealand, UK and Australia like Macquarie University, Kaplan Business School, Queensland University, Torrens University, CQ University, University of Portsmouth, and University of Waikato. Apart from final year projects, the company has been helping aspiring students in their visa process for writing their Competency Demonstration Report that is necessary for migration to Australia. Providing consultancy in thesis writing for PhD professionals is also one of the many education related consultancy that IndiaTEQ provides since its inception. Thesis writing is a daunting task and many professional seek help or they prefer to consult experienced professionals before submitting or even writing it for the first time.

The company has positioned itself as an education consultant in the market. It is the one stop solution for all the education consultancy requirements. IndiaTEQ also offers assistance to students in their regular studies.

For the manufacturing industry, the company has been providing mechanical machine design consultancy to corporates in Germany as well as in India. Recently, the company has also planned to go for high-end machineries like food processing units and other agro machineries to help industries thrive in the world of competition.

CUSTOMERS

The company is mainly in consultancy services in education sector as we have discussed before. So, clients are of mainly two types:

1. **Students:** Students pursuing higher education degrees like B.E./B.Tech., MBA, BBA and M.E./M.Tech. Apart from this segment, students who want to study or to migrate to Australia, necessary consultancy and counselling are provided.
2. **Industry Corporates:** Medium and Small size companies that are into manufacturing sector are also the primary clientele of IndiaTEQ. One of the clients is Rabatex Industries Pvt. Ltd., Ahmedabad based Textile manufacturer.

MARKET AND COMPETITION

1. **Technofist:** The Company has been into project solutions and it also provides internship training to final year students. Technofist was established in the year of 2007 in Bangalore, Karnataka. The company has been into industry for over 13 years and has built a reputation for itself. Technofist has been working with students who are in final year of engineering. Engineering Branches like, Mechanical. Computer, Instrument and Control, Artificial Intelligence and Machine Learning, Agriculture and Electrical are major chunk of their customer base. They deliver all the mechanical projects that can match the IEEE and university standards. Other than final year academic projects, Technofist also provides internship related services for final year students.

Some of its clients and partners include Sunrise Solar, Haasini Impax and Inart Creation Pvt. Ltd. etc.
2. **IGeekS Technologies:** Located in Bangalore, IGeekS Technologies is a company offering quality project solutions to final year engineering students of Diploma, BCA, BE, M. Tech, MCA, M. Sc. (CS/IT). Engineering branches like Electronics, Instrumentation, and Computer Science & Information Science to carry out their academic project work. The students who are part of IGeekS work here as Project Trainees. The company offers them the essential direction & tools to work their way through the academic project. Their idea is to help students to make or design their projects with the help of industry experts so that it can be done in the professional way. Trainers at IGeekS Technologies have good academic record as they have published several books for the engineering arena. Some of the top IT companies like Wipro and TCS have recognized IGeekS Technologies as best trainers in the industry.

GROWTH STORY OF INDIA TEQ

IndiaTEQ was founded by three Institute of Technology, Nirma University alumni and all of them are Mechanical Engineers. From the very beginning they were very curious about how machines work. How design of a machine plays an important role in manufacturing? Their curiosity led them to pursue Mechanical Engineering further. They were determined to get the best education for their advance studies. Because of their hard work and determination, they got the admission in prestigious Nirma University for their Mechanical studies and degree, M.Tech. This was the place where they got their rich experience of industry and corporate exposure. Post M.Tech. They started working in different corporates like Larson and Turbo etc.

After spending some years in corporates they wanted to do something on their own. Then, the idea of IndiaTEQ consultancy was born in 2015. They started doing what they do best: Machinery Designs for manufacturing industry. Then after sometime they got their first client and since then they are working hard to sustain and are moving towards new markets and new categories to expand the business.

ORGANIZATION'S CULTURE

The organization culture of IndiaTEQ is something that I have never seen in my 2 years of corporate time. Senior Managers and executives used to fight with each other over petty issues in the companies. Employees used to leave the office with the feeling of anger and frustration. Even after working for 12 hours a day each day, they were not satisfied with their work and used to complain all the time about bosses, unfair salary hikes, delayed promotion or politics in the office.

At IndiaTEQ, the founders promote 3 Ds: Devotion. Dignity. Development. They live by these three values to promote the culture of freedom and commitment.

Devotion: Unwavering devotion or commitment to the assigned task. The founders made it very clear from the beginning that at IndiaTEQ, they value word of people. So, I have to choose my words wisely. The project I have taken up is given to me before they consulted with me on the matter. After my consent, they have given me the current summer internship project that I will be working on for the months of my tenure. The commitment that I have given for the performance is something that I must have to live up to.

Dignity: The Company has its values in place from the start. Colleagues here treat others with dignity and respect. I understood the value of human dignity at the workplace. And, if done right as it was done here at IndiaTEQ, then it can really boost the morality and motivation of the employees.

Development: Instead of sheer exploitation of employees, founders invest time in development of fellow employees working in the organization. They monitor their work closely and at the end of every week, there is a meeting with founders. They provide much needed feedback on the work done by employees. The feedbacks are highly constructive and industry oriented. The company gives enough freedom to its employees to try out new ideas.

COMPARATIVE PERFORMANCES

It is difficult to measure performance of the company and also to compete with other similar competitors when the company is still taking baby steps and is in growth stage. IndiaTEQ is currently working on its service quality to improve as the company wants to apply for **ISO 9001:2015** certifications to add credibility to the organization. International Organization for Standardization global standard-setting body composed of representatives from numerous national standards organizations.

INDUSTRY ANALYSIS: EDUCATION COSULTANCY

The Indian education industry certainly offers great opportunities because nearly 29% of all Indian population being in the age bracket of 0 to 14 years. Higher education will reach to close to \$35 billion by the year of 2025. The total education sector might reach to approximately \$100 billion in 2019. The country has almost 250 million children going to school each day.

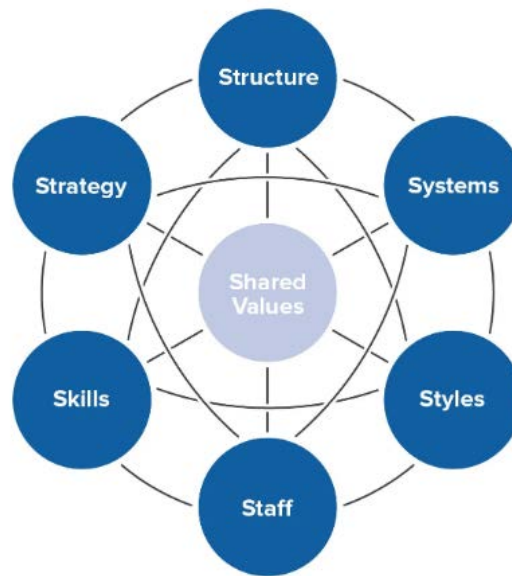
To encourage quality education through other countries, Indian government has allowed 100% FDI in education sector since 2002. As of September 2019, total FDI for education is \$2.7 billion in India under various education systems. In the year of 2018, the Ministry of Human Resource Development (MHRD), propelled 'Samagra Siksha' scheme with the goal of realizing holistic development of primary and high school education in India.

As per the government planning, New National Education Policy to change India's higher education system to one of the global best education systems very soon. Skill India Mission 2015 purposes at skilling of nearly 400 million Indian children and adults alike by the year of 2022. As of now, in 2020, there were 14,600 Industrial Training Institutes in the India. In October 2017, in order to increase the impact of the Skill India operation, two new systems, SANKALP (Skills Acquisition and Knowledge Awareness for Livelihood Promotion) and STRIVE (Skills Strengthening For Industrial Value Enhancement) were launched with the approximate fund of Rs 6,655 crore (US\$ 1.02 billion). RISE or Revitalizing Infrastructure and Systems in Education by 2022 was broadcasted in union budget 2018-19 with an expenditure of Rs 1 lakh crore (US\$ 15.44 billion) spanning over four years.

The industry is filled with countless players, small medium and big in India. The industry is highly competitive as all players in the industry offer similar set of services that are required by the industry. Some international players like Edwise International, IDP Education, and VDIEC Global Connect and then there are medium small players like Technofist and IGeeks Technologies.

7-S FRAMEWORK

The 7-S framework was first designed by former McKinsey consultants Tom Peters and Robert Waterman in 1970. Even after 30 years of the tool, it is still relevant to the modern organization. The prime objective of the framework is to understand how various divisions or part of organization move & work together, as a company. It can help in proposing best strategy forward and to improve the performance of the organization.



Source: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/enduring-ideas-the-7-s-framework>

Here there are 3 hard factors: Strategy, Structures, and Systems. And 4 soft factors: Style, Staff, Skills, and Shared Values.

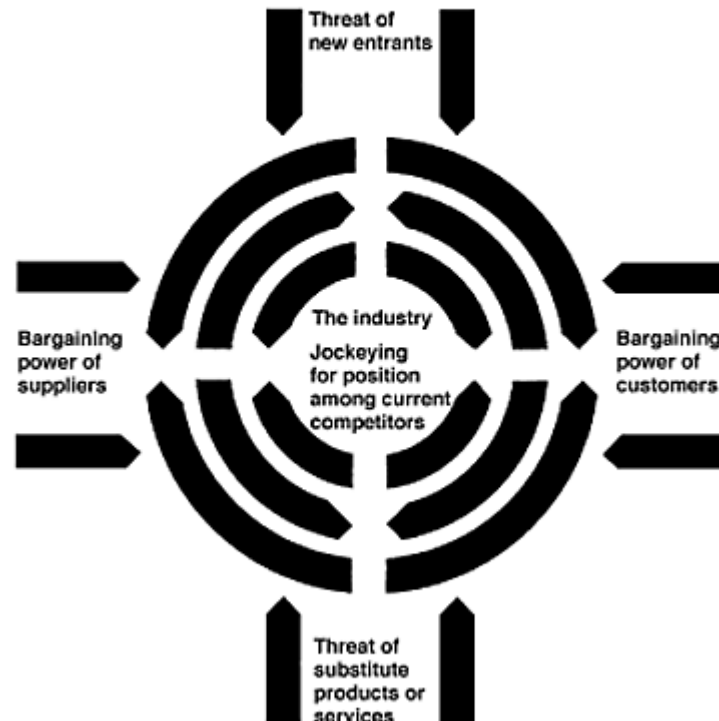
1. **Strategy**: The factor is about creating sustainable competitive advantage over competitors. Currently, IndiaTEQ is focused on creating loyal clientele through its quality consulting services to students and industries. To create competitive advantage, the company is planning to expand into more different categories that are within the reach of the company as of now.
2. **Structure**: As the company is still taking baby steps the organizational structure is not that black and white. Still, to identify the structure is more like a hierarchical in which there are three founders and other employees working and reporting to them on a daily basis.
3. **Systems**: The founders encourage each one in the company to participate in their decision making process. To talk about the daily work activities, all employees except founders make their daily report sheet and upload in the Google Drive.

4. **Staff:** Quick and independent decision making capabilities, high aptitude and strategic thinking prowess are the skills that the company look for in their employees.
5. **Skills:** It is about how people of the company are performing their jobs or at what efficiency. What are the capabilities and competences of employees of the company? As much as I have noticed about IndiaTEQ, the company put emphasis on education and degree that has been earned from rigorous programs. Around December this year or January next year they are planning to launch the company into new category. AS of now they are planning to hire through referrals only.
6. **Style:** The leadership style is more on a dynamic way and sometimes authoritative.
7. **Shared Values:** As mentioned before in the report, the company has been guided by its three core values that are Devotion, Dignity. And Development.

COMPETITIVE POSTION IN INDUSTRY

Michael Porter, Harvard Business School professor had introduced the tool containing 5 different forces to analyze industries effectively, in 1979. This tool can be used to keep watch on a company's close competitors that can affect the company in the short term or the long term. The major objective of using Michael Porter's five forces tool is to get the idea of overall industry attractiveness.

Exhibit
Forces governing competition in an industry



Source: <https://hbr.org/1979/03/how-competitive-forces-shape-strategy>

1. **Competitive Rivalry:** The education industry is a highly competitive one. There are multiple players in the industry who provide the almost similar services as IndiaTEQ provide. Like Final year projects and design consultancy for students in India as well abroad. Technofist, IGeekS Technologies, SSI Projects, and Nevon Projects are such companies that pose a threat to IndiaTEQ.
2. **Bargaining Power of Supplier:** In the case of IndiaTEQ, suppliers would be consultants who are providing their help in getting those projects done in the most professional manner. As the company has in-house consultant team, bargaining power of suppliers is not that much. To put it in another way, the balance is achieved in the company for the matter.

3. **Bargaining power of Buyers:** There are many providers of the services that IndiaTEQ offers. so, they, buyers, do bargain on the final prices of the projects. Although there are not many companies that provide consultancy services offered by highly educated and trained consultants.
4. **Threat of Substitution:** The threat is high as anyone with sufficient knowledge of machinery can start helping students and open a company that can compete with IndiaTEQ. But on the other hand it is difficult to get such a qualified people to work in the company.
5. **Threat of New Entrant:** High as entry barriers are low to enter into the market of education consulting. All it needs is a person who knows how to manage the inquiries and how to delegate the tasks to people and freelancers, at least for the project designing business. For other business the person needs to hire more qualified professional and needs to have a working knowledge of the education industry's working and its system.

POSSIBLE PROBLEMS THAT THE COMPANY MIGHT FACE

1. Increased competition in the education space if IndiaTEQ does not innovate or expand into new markets and categories. New Players are entering in the already congested space of education sector. Some are offering visa and admission process and some are giving end to end support meaning from the visa process to PR in the host country.
2. Recruiting qualifies people from the talent pool. The company has high standards of working within the company. The company is currently in the growing phase will be needing more and more people in the team. But the bar is high here. They need people with grit and determination to work on their goals and development.
3. Student Retention is increasingly becoming difficult. To retain students for a longer time for the projects is not an easy task. The company needs to provide continuous high quality support to its clients.

OBSERVATIONS

- a. **ORGANIZATIONAL TRAINING:** the company has formally provided the training for one day. It was more like an induction program for interns. They introduced me to the company policies, cultural practices, duties that I will be performing for the two months, and introduction to other employees working in the company. In the beginning, they introduced me to their clients and informed me of my relevant duties. Apart from this, they introduced some of the pitching styles that they are using and how all these have to be communicated in the system.
- b. **SELF-LEARNING:** I have learned many invaluable things at the internship that I have learned from my own experiences and observations. The internship is a mix of sales and consulting roles and responsibilities. I have learned that the consulting role is challenging because the clients I am assigned to, as of now, are from New Zealand and Australia, primarily. Their time zone is different from ours so I need to wake as early as 6 in the morning daily (Except on Sundays) to attend to their queries and requirements. At times, it becomes extremely difficult to manage them at once because of a flood of queries from different clients. Recently, I am entrusted with the additional responsibility of building a supply channel for the MBA projects and assignments completion. So far so, I have built 5 new suppliers who will be working as a freelancer or on the work basis to assist the students in a better way. I also helped the company by onboarding 8 new clients in the first month itself.

Trends in the organization can be classified as the flexibility to work in the company. Senior management has done a great deal of work in developing a work culture that promotes flexibility in almost every aspect of professionalism. Except timing, the company has provided flexibility in reporting, choosing the project, choosing the clients to work with, and sharing the ideas I might have regarding the company and the process. It is not that every company offers such flexibility to improve themselves. IndiaTEQ is one of the few companies that keep an open mind to embrace the change in the face of adversity.

PART B: PROJECT WORK

As a part of the summer internship – 2020, I am working in the education consultancy department for their management students in Australia and New Zealand.

I am responsible for solving their doubts regarding marketing and other general management programs and also to pitch the services provided by IndiaTEQ to other students who might be interested. As of now, my working hours begin from 7 AM to 5 PM. I work on the time scheduled for New Zealand as all the students that I am working with are from New Zealand. My reporting time to my manager here at IndiaTEQ is 7 PM. I give him all the updates and activities that I have attended for the day.

The project revolves around the guiding and mentoring management students in their studies. My focus would be to help them in their subjects of Marketing and General Management subjects like Dynamic Leadership and Emotional Intelligence, majorly.

I am instructed to contact more students, if they are interested in such extra activities related to studies, and inform them about IndiaTEQ services.

At IndiaTEQ, my responsibilities as a management intern are as below:

1. To consult and guide students from prominent business schools like Macquarie University, Kaplan Business School, Queensland University, Torrens University, and University of Waikato in their management program.
2. To assist the management students about their assessment components at b-school.
3. To consult students for their different academic requirements.
4. To solve their doubts regarding the subjects like Marketing and Operations.
5. To approach other students through referrals and explaining them how IndiaTEQ can help them achieve the best possible grades through systematic process.
6. To introducing them the best practices to achieve excellence in management programs.
7. To build the supply channel for the projects & assignment operations. Successfully built the channel with 6 freelancers.

SUGGESTIONS AND RECOMMENDATIONS

Given below are the suggestions and recommendations from my personal experience and

The company needs to look out for more opportunities in the field to counter the threat of new competitors like Chegg and other similar players in the industry.

The company needs to work on different strategic opportunities to exploit the new horizon across the verticals. For example, the company has been working on one product that will be helpful to students at various levels. The product will help students to get practical learning apart from regular education and teaching. It is being designed to make students apply the knowledge of learning and teaching.

IndiaTEQ also focuses on domestic opportunities apart from the overseas markets of New Zealand, Australia, and the UK. Domestically, there are many opportunities in colleges across India that can be exploited.

Although there is a system in place, IndiaTEQ needs to have a proper systematic structure for incentives as well as for workflow to maintain the streamlined process in the company. It will help founders as well employees to manage their time well and this the productivity of employees and ultimately the productivity of overall firm can be increased.

PART C: LEARNING FROM THE SUMMER TRAINING PROJECT

I am grateful to the founder and my organization guide to help me in the internship for two months. The company, IndiaTEQ, is really one of the class organizations that I have worked with. I have learned a lot in these two months of my summer internship. Below are some of the learnings from the internship at IndiaTEQ.

At IndiaTEQ, I have built a mindset of an entrepreneur. The founder was suggesting me to build the entrepreneurial mindset in order to perform at a higher level and with much more motivation. My schedule was such that I used to wake up at 5 in the morning each day of the internship to manage the clients. I was assigned the b-school markets of New Zealand and Australia, so I had to work in those time zones. Although a bit difficult for the first few days, I acclimatized to that time zone and worked the odd hours. The founder guided me to how can I manage my time well and effectively to carry out all the tasks that might come in my way. I worked extra hours and went extra miles for the company by carrying out work that was not part of my job.

The internship gave me invaluable insights to work with clients all the time. In total, I did manage 6 students (or clients) during the internship. I consulted with them in their doubts regarding the marketing subject. I prepared documentation for them when they could not handle their workloads of the management program.

Because of the nature of the work, I have developed good communication skills while working with multiple clients. The clients were intelligent and highly dynamic in nature so I also needed to up my game to match the same enthusiasm and quality of my work.

Overall, the internship experience at IndiaTEQ allowed me to grow as an Individual in a way that my previous work experience did not. This was my first international exposure working with clients from abroad, unlike my work experience in Grofers and Envicare.

CONCLUSION

IndiaTEQ offers flexibility when it comes to organizational trends in the corporate world. Flexibility to work from home, partial flexibility to choose the projects for a summer internship, flexibility to implement ideas, and flexibility to choose clients (if feasible). To summarize the feedback given to the company is to improve focus on clients' needs and requirements and then to provide the solution accordingly. Apart from this, I have learned that timing is disruptive when we work in the consulting role and we need to remain flexible and composed during the tough time when we are in front of the client. In a nutshell, the company has a lot of potential in the industry and has the power to grow much larger than it is today. IndiaTEQ is a company that other companies should learn from and I personally have learned so much in these two months.

ANNEXURE

1. Internship Certificate



Date: 22nd June, 2020

Kind Attn: Kaival Radadiya,
Nirma University,
Ahmedabad, Gujarat, India

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Kaival Radadiya from Institute of Management, Nirma University has successfully completed his summer internship at IndiaTEQ Consultancy LLP from 21st April, 2020 to 21st June, 2020. The project was undertaken by him in Sales & Marketing titled "**Learn to apply management techniques to bolster the B-school student's success across the world**" under the guidance of Mr. Bhavik Bhesaniya.

During his tenure, we found him a sincere, honest, diligent in his duties and responsibilities, dedicated trainee with a professional attitude and very good job knowledge. He is amiable in nature and character is good.

We wish him all success in his future learning and career.

Please reach us for clarifications, over email at contact@indiateq.net

For IndiaTEQ Consultancy LLP,

FOR, INDIA TEQ CONSULTANCY LLP

Designated Partner

Bhargav Bhesaniya
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