NIRMA UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

Summer Internship Report

on

EXPLORRA

SCHOOL OF DESIGN & TECHNOLOGY

Submitted To:

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Submitted by:

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Batch: MBA – FT (2019-2021)

Institute of Management, Nirma University

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Company Worked With	Explorra School of Design & Technology (https://www.xdsindia.com/)
Address of the company	A.K. Patel House, Opp. Crossword, Nr. Mithakali Six Roads, Navrangpura, Ahmedabad, India - 380009
Mode of Internship	Work From Home
Organisational Mentor	Mr. Rohit Swarup
Internship Field and Project Title	Marketing, Content Writing and Online Marketing
Name of the Institute	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Prof. Himanshu Chauhan

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ACKNOWLEDGMENT

I want to offer my profound thanks to Mr. Rohit Swarup, Founder and Director, Explorra School of Design and Technology, Ahmedabad, who gave me the chance to take a shot at this venture. I also want to express gratitude towards him for guiding me throughout the period. He furnished me with all the priceless direction, proposals, remarks, and recommendations in this period of two months and for the duration of the season of the venture which upgraded my learning, abbreviated my expectation to absorb information and accomplish the objectives of the task effectively. He also helped me with every one of the necessities that I occurred in the accomplishment of my objectives of the venture.

I also want to offer my thanks towards our director, Mr. M. Mallikarjun and my personnel guide at IMNU, Mr. Himanshu Chauhan for who helped me consistently as a mentor.

He demonstrated to me the way that how I can gain from my entry level position. At whatever point, I used to visit him, he generally set aside some effort to furnish with noteworthy direction from his tremendous experience.

Executive Summary

The profile assigned to me for the two months internship was that of creative content writer and online marketer. My task at Explorra was to create fresh and catchy content for the three companies the upcoming website and other purposes. Since the company was supposed to refurbish their older website and replace it with a newer one, the task assigned to me, comprised of rebranding the organisation as well as creating content for the three branches of the main company. Since Explorra School of Design and Technology was offering polished courses in animation design, the content had to be fit accordingly.

With profound exposure of work in the company, and the help and guidance of the mentor, I was able to draft numerous documents for the company, create text for brochure and booklet and design certain graphics while successfully completing the internship.

PART A

Explorra School Of Design And Technology– An Overview

Xplora Design Skool (XDS), now **Explorra School Of Design And Technology**, is a design school that caters to the need of design students. It was founded in 1999, by Mr. Rohit Swarup and has since then, been a name in the field of multimedia technology. Established in the year 1999, Explorra has been a pioneer in design education in India. ESTD was founded by **Mr. Rohit Swarup** as it was his dream to enter the field of multimedia technology. Since then, it has been a long journey of trust, creativity and excellence.

The parent company Explorra, has three companies operating under it. The entrepreneurial initiative by **Mr. Rohit Swarup**, about 21 years ago had been pursued with an objective to not only earn profits, but also to bring about a **change** in the field of **education** by altering the somewhat rotting ways education was being disseminated. Thus, three bodies that could cater to such needs were founded.

Explorra School of	Innovation and Research	Futurz Explored
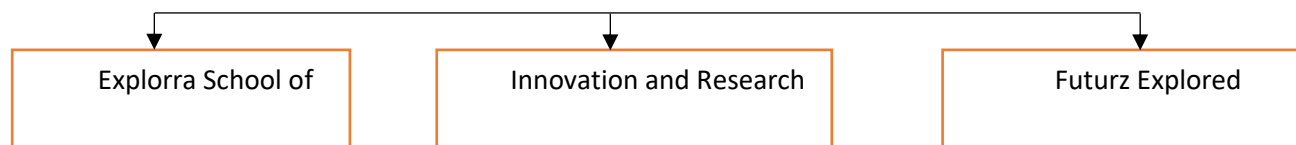
Explorra School of Design and Technology – An animation school that focusses on offering programs that are not only industry friendly, but also offer good job opportunities to students. The school, with **147+** campuses across 22 states of India, has created a successful record by placing all its students and helping them find the best possible career route for them. The school, is coming up with innovative programs which will enable the learners to earn as quick as possible by making them industry ready. Apart from the regular animation and multimedia programs, the school offers international pathway programs as well in association with Red River College, Canada and Lincoln University College, Malaysia.

Innovation and Research Foundation – An organization formed to provide perspective to the stakeholders, organizations and the students, this arm focusses on providing solutions via design thinking. Partnered with **IIT Kanpur**, this arm is contributing to the national development by helping

organizations cope up with operational problems in the best possible manner by application of **design thinking.** The foundation provides services through channels like webinars and workshops which tackle the rising needs of organizations. The **services** offered to **corporates** include assistance in reduction in production time, creating a culture of innovation, creativity in organization, idea generation for new products, resource optimization, systems optimization, risk management, so on and so forth. The foundation also caters to students in school and those pursuing higher education by allowing them to innovate.

<u>Futurz Explored</u> – Formed with an intent to transform the regular education process, Futurz Explored tailors the growing needs of the young generation. With two major umbrellas, **i297** and **Global 100**, this arm has objectives of redefining education system by offering newly designed curriculum to the schools. It also has innovation labs, where students are allowed to explore possibilities for themselves. Regular workshops of 1 to 3 months are conducted, where students are trained in problem solving, developing original thinking, developing decision making abilities and such. Each company is of vital importance and is operating profitably in the market. The interns were made to work upon small projects in all the three branches of Explorra.

The Industry

Recent trends of Education Industry

- Technology is rapidly changing in today's world but education is lagging in terms to adopt it.
- According to KPMG report online education in India going to be 2 Billion USD by 2021.
- Artificial Intelligence (AI) driven assessment and personalized analysis also.
- STEAM (Science, technology, engineering & mathematics) learning leads to innovation.
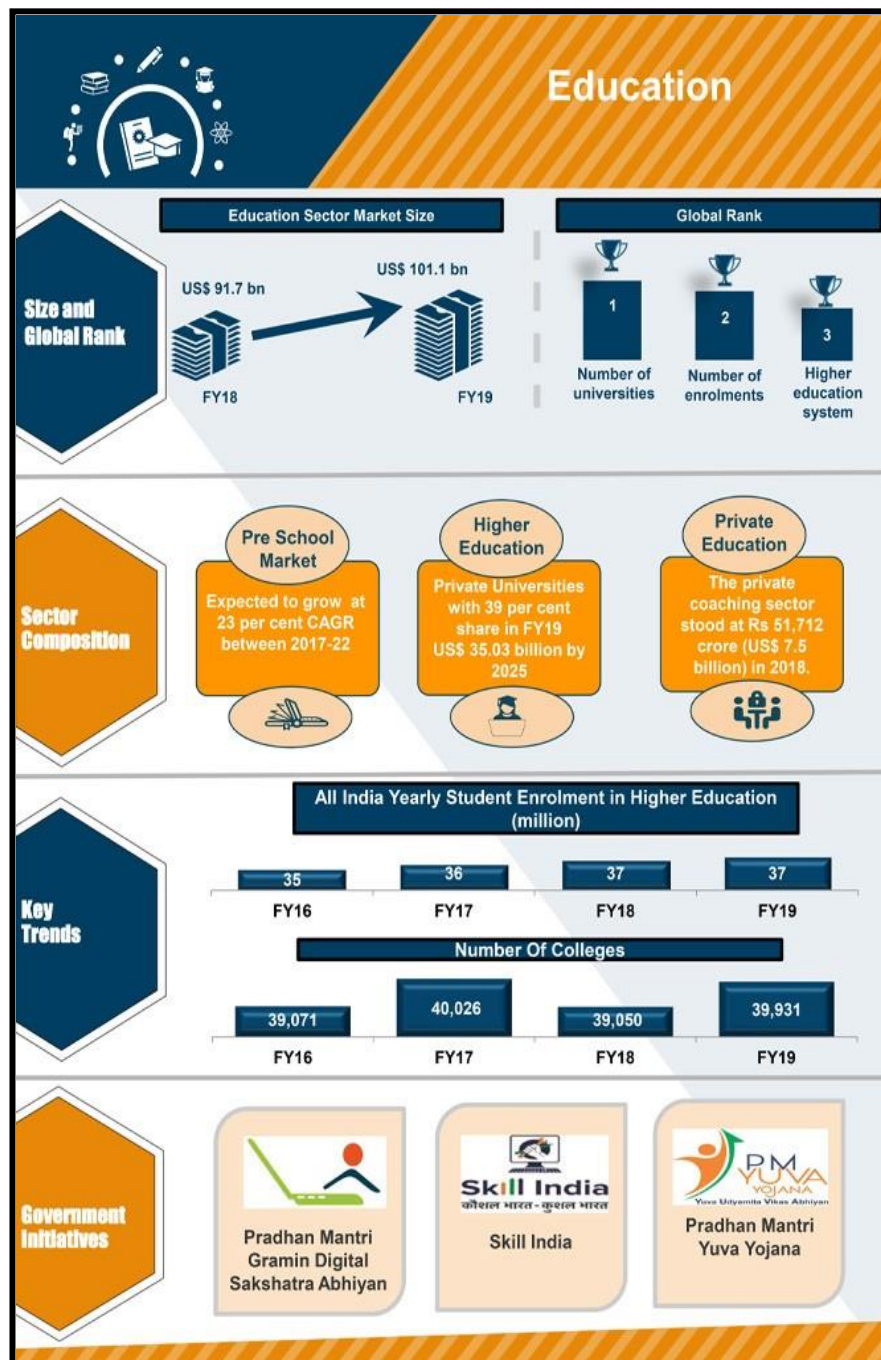
External Environment Factors

For the education sector, one of the external factors is the policies of the government. In India, education policies are made by the Ministry of Human Resource and Development.

The National Education Policy (NEP) first time framed in 1986 and then modified in 1992. It has been more than three-decade for some changes in its policy. To caters, the need for this 21st century Government decided to change the NEP last year. Currently, this is under progress and in the draft state. Soon it will be finalized and deploy into action. Some of the government initiatives like "National Accreditation Regulatory Authority Bill" and Foreign Education Institution Bill.

After being incorporated in the year 1999, Xplora Design Skool set forth its foot into the multimedia technology design school industry. The school had planned to grow in the field of design Technology including that of graphic design, UI/VFX design, giving designing, cloth designing and many such fields' education. With the passage of time, the school managed to spread its branches in various parts of India ranging from Ahmedabad, New Delhi, Lucknow Bangalore, Mumbai and Gurgaon. Not only restricted to India the school managed to open its branches outside the country and to China.

In order to expand organically, that is, to experience and organic growth strategy, the company join hands with some of the renowned International University vs. The company associated with the red river college of Canada in the year 2013. The company also laid branches of its subsidiaries like Futurz Explored which was a placement cell specifically designed for XDS that is Explorra School of Design and Technology and its students. Not only this the company also associated with Pandit Deendayal Upadhyay University. Also, is joint hands with going young University of China and thus went on in the process of growth drawing new and impeccable waves to keep itself going. It has recently started a new program of multimedia technology in Association with Lincoln University college, Malaysia. It plans to go for the in this field of designing and technology and also in services of consultancy which is different from what business it is considering right now.

When we observe the growth journey that XDS has observed over the past 20 years, we will see that there is a consistency in growth and clear vision. The company has not stopped growing ever since it was founded by its two founders, Mr Rohit Swarup and Mr. Ninad Shastri. The company has only expanded by organic measures. It has recently started a new form of business in which it provides

Consultancy Services two other major companies or small companies like Business Development strategies, leadership, development, motivation and leadership, and such.

The company's organisation culture is quite friendly and the management focuses on including and involving each and every employee in each and every activity. The management makes sure that every individual is given work according to the work capabilities. This is a regular practice in the company to self-assess the work of the new employees in the first 2 weeks and then according to the caliber and understanding of the work by each and every employee, it is decided as to what work should be allotted to which employee. This makes it easier both for the employee and employer to get the work done quickly and easily and efficiently.

The company focuses more on the fact that each and every person is different and special, and that they have a unique mind that is distinct from other employees, every employee has a special feeling of uniqueness. This feeling of uniqueness and important give them a motivation and an impetus to work harder each day. Since we are at interns working from home on this project all the communications were made via emails and WhatsApp messages. With the changed scenario due to covid-19, the entire management had drifted and transformed. The work patterns changed from regular office visiting hours to regular Skype calls. The conduct regular meetings at intervals of 4 to 5 days where all the interns got together along with Mr Ninad Shastri, one of the co-founders of XDS, who explains to us every project. As far as the value of the organisation is concerned, it is a regular practice at XDS to give a chance to IIT employee to display the skills, and share that problems.

Xplora Design Skool

TImeline

1999 - 2002

Founded Year
- Introduced 3 program in Animation, Web and Graphics
- 1st franchise campus
- Formation of XDS club

2003 - 2006

- 50th campus in India
- Launched vocational Program
- Established Placement cell "Futurz Xplored"

2007 - 2010

- ISO certified and 100th campus
- Received "Shikha Bharati Purushakr"
- Tie-up with Dr. Ambedkar university
- Public-private partnership with NID

2011 - 2014

- Launch of RRC (Pathway Program)
- first campus launch in Gulyang,China

2015 - 2018

- Student film win award at AYACC
- Xplora program at Nanjing University
- International joint (Indo-China) comic book project
- International workshop by Isabel

2019 - 2020

- Joined hand with Lincoln University, Malaysia
- Partner Organization IRF joined hand with APMA.
- Planning to launch two Atal innovation center

PART B

The Organizational Work Culture

Tracking down the organizational culture of Explorra, at the prime position of founder-director we have Mr. Rohit Swarup. Mr. Ninad Shastri also forms a part of the higher management. The organisation structure comprises of an executive team at the highest level and then managers, followed by regular employees. The structure is simple, and well managed. Since we did not get an opportunity to work at the physical premises of the company, the only interaction that was made was through Zoom and Skype calls. Therefore, we were unable to exactly predict the organizational structure of the institution.

During the execution of internship, the instructions were handed over to us via emails, Skype calls and Zoom sessions. Any rectification whatsoever, was also conveyed through emails and calls. Regular feedbacks were given and suggestions, if any were updated to improve the quality of work.

The best part was the webinars on thinking and innovation widen your perspective towards solution finding solutions to difficult problems. The seminars conducted on Design Thinking were really helpful in given the students a perspective on organizational issues and real-life problems. Their help in finding real time solutions to glitches faced by the faculty members and the students and the newer ways of tackling these issues finding out of the box solutions comer and going beyond the ordinary. These seminars were conducted by our founder director Mr. Rohit Swarup, as sessions for various colleges and their higher level executive and faculty members.

The organisation was highly efficient in providing valuable feedback on each and every assignment allotted to its interns. Regular updates were taken regarding the assigned work after each period of 2 to 3 days. Any shortfall or improvement expected was communicated thereafter. Regular video call sessions were also made for proper guidance from our mentor.

Achievements in conducting assigned tasks and the work culture at Explorra:

▪ Regular interactions with the mentor: All the interns enjoyed the privilege of having one to one interactions with the mentor. This aided in not only building a relationship of trust, but also clearing out any doubts prevalent in the minds of the interns.

▪ Workshops: The workshops conducted by Mr. Swarup was also attended by the interns. This gave us the opportunity to learn a lot of new facts. The sessions proved to be not only insightful, but also provided the interns a practical look-into the practice of problem solving and how the regular methods must be given up to give way to innovative methods.

▪ Constructive feedbacks: The best part of internship at Explorra was that regular feedbacks were given to the students after each submission. This helped us to not only realize the areas of improvement, but also served as a motivation to make the next assignment better.

The Internship Experience And The Journey:

The procedure of the internship began within an **induction program** where all the interns were given the same task which was to study the website of the company and infer how it operated. This task was supposed to test the research abilities of the interns after which specific tasks were designed for each of the intern. This entire training plan was designed by Mr. Rohit Swarup as he was guiding the interns throughout the internship.

The induction program was followed by an introductory session on the company taken up by Mr. Ninad Shastri where he explained with clarity and elaboration the operations of Explorra and made all the interns aware of the programs being offered by the school. He also made the interns acquainted with the Innovation Research Foundation which was the branch of Explorer that dives deep into providing innovative solutions to corporate and higher educational institutions.

After the induction program and the initial interaction ended, a specifically designed training program was handed over to each of the interns. These tasks were assigned to each of the interns, but to make sure that they are able to utilise all the marketing concepts and apply them in the practical life. For example, my project entailed creating creative content for the entire organisation at various places. I was guided by my mentor to study and use the concepts of Integrated Marketing Communications and create a brochure for a prospectus for the upcoming latest program by Explorra being offered in as well as outside India.

The Major Tasks:

o Initial website study - The first task assigned was to self-study the website and also to research about the other animation schools and what strategies were being adopted by them to make sure that more and more students registered every year. All this research work helped in broadening the perspective as well as training me in understanding what needs to be presented to the consumer first and in what order it must be presented.

o Creating website content – I also created a new set of content for the website of Explorra School of Design and technology after thoroughly studying the website and deciding on the parts that needed changes. Complete discretion of where to change or correct the content, was mine. The liberty was offered by my mentor so that I was able to judge the important parts that needed correction, on my own.

o Small study on the 3 organisations – I also conducted a small study and recorded the same on all the three organisations of Explorra in order to move forward with the work.

o Designing and constructing a course brochure/prospectus – During my internship tenure at Explorra, I successfully designed and created a course prospectus for a new program ready to be offered by Explorra School of Design and Technology, which was the Lincoln College Program.

o Designed a self-help booklet for senior executives at higher educational institutions - I also designed a booklet for the people operating in the upper management and of higher institutions. This is supposed to be a self-help handbook on finding innovative solution to keep your institution growing. The creation and design involved a great deal of research and study and a newer outlook.

o Social Media Handling/ Digital Marketing – Small blogposts, of about 20 in number, for Instagram and LinkedIn were also created by me. I also made valid images for the posts and curated the content to follow thereafter.

o Writeups and blogs - Apart from this I also created various blogs on sessions taken up by Mr. Swarup on design thinking for Universities like mama University, Parul University, GTU, etc.

An Insight Into My Work At Explorra:

1. <u>Initial website study:</u>

    Purpose: To get well acquainted with the organization before the work starts.

    Methodology: This task entailed a comprehensive study of the official website. We were supposed to study the website and form an opinion about the company. Then we were supposed to put our observations about the company research in a word sheet. This task was a part of the induction program which was designed even before the management of the institution addressed the interns. Highly effective in implemented methodology, this task was purposefully a non-spoon fed task so as to enhance the researching ability of the interns. The reason being that none of the interns had been addressed by the management beforehand. Thus, any research made by the interns was on the individual level before even being addressed by our mentor. In this report, the interns presented the customers of the company, the users, their profiles, and additional infographics for the institution.

    We also studied the role of website in marketing, both on laptop and mobile. This was taken up in order to understand the importance a website held for any company, since we were going to work on the website of Explorra. We also mapped the expectations that the users of this website and the organization would hold. Apart from this, we developed a common understanding point for the users with respect to text. In this report, I attached infographics designed by me.

EXPLORRA SCHOOL OF DESIGN AND TECHNOLOGY

TOP REASONS TO JOIN US

Architecture
Best in class technological infrastructure

Placements
90% of the batch placed with average CTC of xyz

Faculty
Highly Qualified faculty, for all courses

Recruiters
Disney, Viacom, Red Chillies, etc
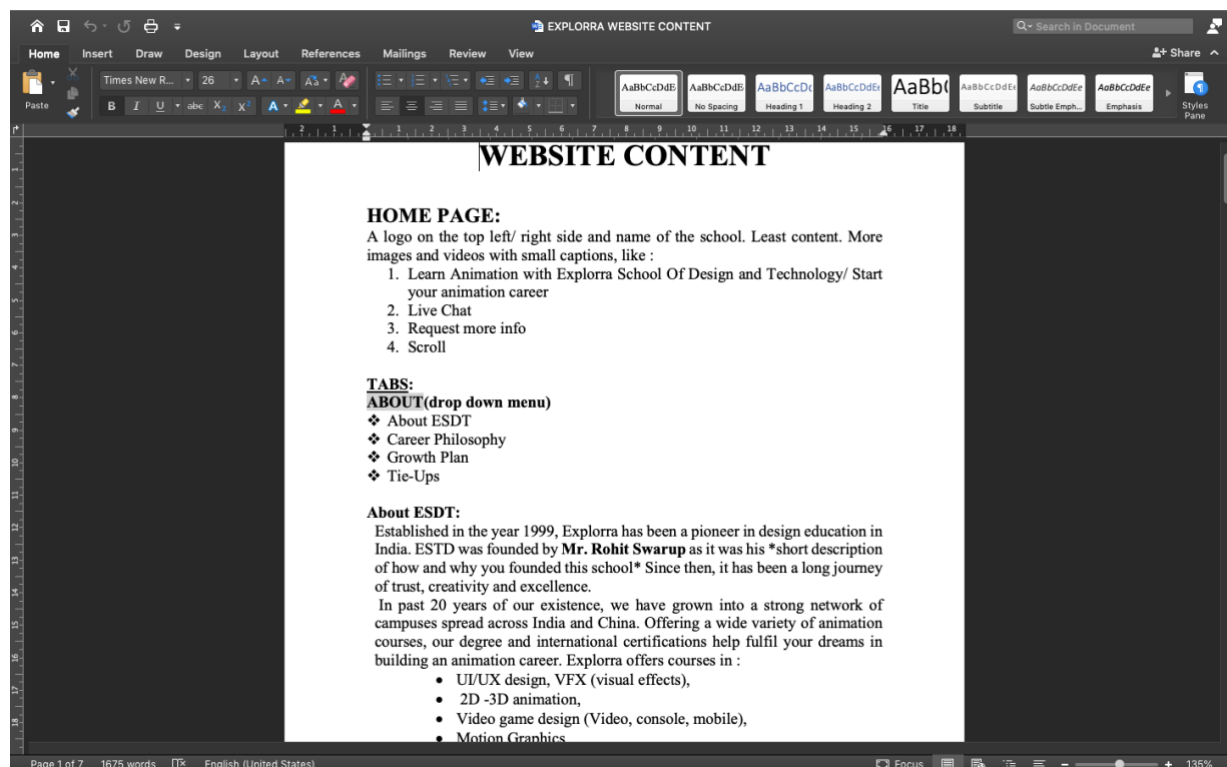
TALK TO US
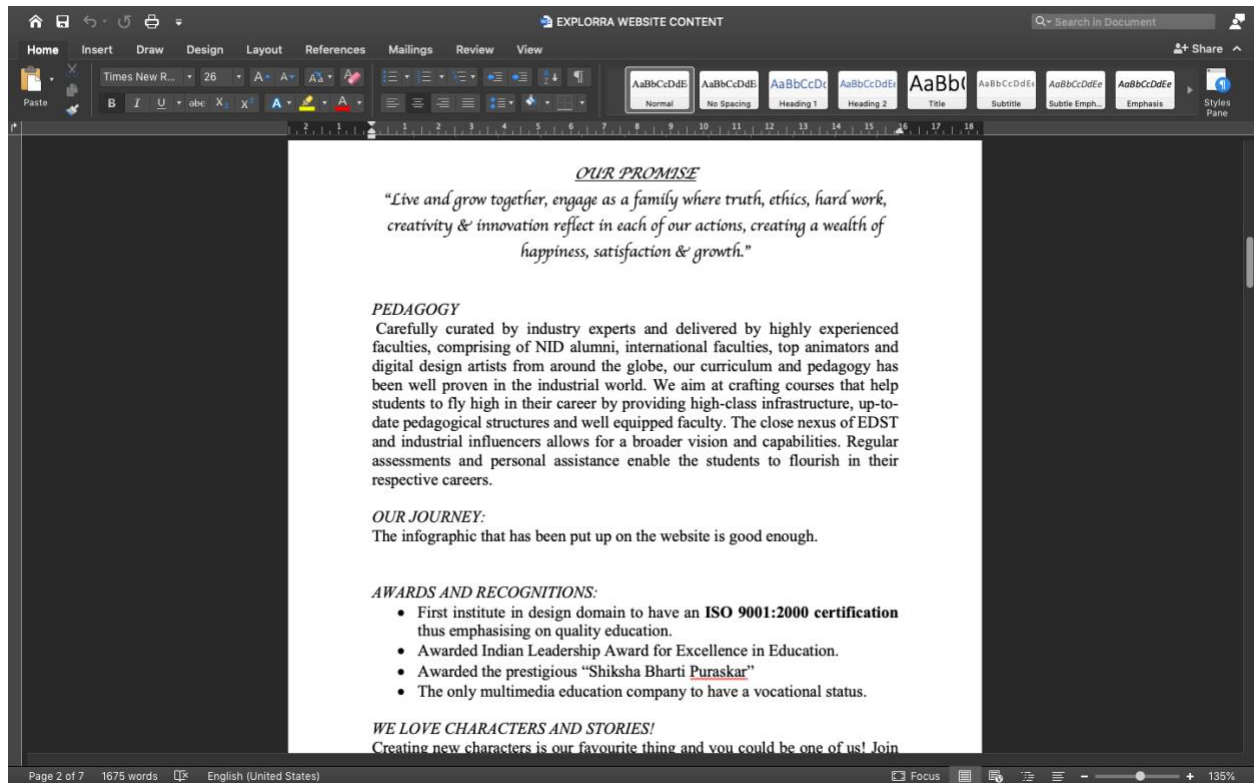Ph 9999999999

2. Creating website content:

Purpose: To study the website deeply with the purpose of brand alignment and conducting rebranding activities with respect to content and image placement.

Methodology: This task was to carefully study the official website, but now, with respect to content placement. I was supposed to study each page and each article on the page and analyse if any changes were needed. Thereafter, I went on to recreate the content of the entire website, page by page. I realised a few points while drafting the content:

- ◆ Know your customer
- ◆ Be clear on your value proposition
- ◆ Study similar websites closely
- ◆ Map the content to client's lifecycle
- ◆ Do not forget to include the essential content
- ◆ Be grammatically correct
- ◆ Go each page at a time, but design the website in your head beforehand, i.e., strategize well.
- ◆ Identify as well as optimize apt keywords.

With this strategy, I drafted the entirely new content of the website, keeping some of the previous content intact. The layout and a glimpse of the raw content is as under:

OUR PROMISE

"Live and grow together, engage as a family where truth, ethics, hard work, creativity & innovation reflect in each of our actions, creating a wealth of happiness, satisfaction & growth."

PEDAGOGY

Carefully curated by industry experts and delivered by highly experienced faculties, comprising of NID alumni, international faculties, top animators and digital design artists from around the globe, our curriculum and pedagogy has been well proven in the industrial world. We aim at crafting courses that help students to fly high in their career by providing high-class infrastructure, up-to-date pedagogical structures and well equipped faculty. The close nexus of EDST and industrial influencers allows for a broader vision and capabilities. Regular assessments and personal assistance enable the students to flourish in their respective careers.

OUR JOURNEY:
The infographic that has been put up on the website is good enough.

AWARDS AND RECOGNITIONS:
- First institute in design domain to have an **ISO 9001:2000 certification** thus emphasising on quality education.
- Awarded Indian Leadership Award for Excellence in Education.
- Awarded the prestigious "Shiksha Bharti Puraskar"
- The only multimedia education company to have a vocational status.

WE LOVE CHARACTERS AND STORIES!
Creating new characters is our favourite thing and you could be one of us! Join

3. Creating text for a course brochure/prospectus:

Purpose: To gain an understanding of animation market and product placement.

Methodology: The idea was to create an informative brochure for the newly introduced animation course by the organization. The brochure crafting and designing seemed as a challenge for me as it was my first attempt a anything like it. Toiling with it, researching similar brochures and drawing parallels between the two, borrowing inspirations and working forward, I was able to create some what a brochure. The learning that I obtained while creating this brochure was that the product placement holds an immense importance in the field of marketing. And probably this is why it is one of the **4 Ps.** I was directed and advised by my mentor to make the use of Integrated Marketing Communications principles while drafting this brochure. While making it, I made the use of **IMC** principles of marketing to effectively place the content such that it delivers better on attracting and retaining customers.

B.A. (Hons.) Multimedia Technology

EXPLORRA
SCHOOL OF DESIGN & TECHNOLOGY

LINCOLN
UNIVERSITY COLLEGE

ADMISSION BROCHURE

Admissions Open!
2020

Live Your Dream!
⇒ Multi-City Program
⇒ Achieve academic excellence and empower yourself
⇒ Go global, at no extra cost
⇒ Explore the varied culture with Explorra

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Why a career in design/multimedia Technology?

WHY GO FOR THE GENERIC COURSES, WHEN THE WORLD HAS SO MUCH TO OFFER?

1. Not at all mainstream, this career will allow the fresh students to enjoy broad career opportunities.

2. Work in television and film, marketing and public relations, website design, as graphic artists

3. If you have the creativity, we have the tools for you!

4. Be at your own best, unlock your potential.

"THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT" – Abraham Lincoln

TAP INTO THE POWER OF MULTIMEDIA

The Future of design and animation:
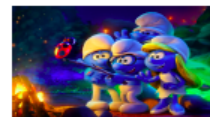
Multimedia industry permeates every organization on planet. Numerous organizations are hiring animators and multimedia specialists today, in order to gain an edge over other companies by exploding creativity. Multimedia doesn't restrict you to rules. It's your baby and you get to dress it up the way you want! Today, every aspect of life demands a new approach, a new solution, a new way of looking at it. With broadening fields to showcase our creativity, the field of design is only there to grow. The world of business and industry requires people with fresh perspectives. Specialized training combined with creative strengths will be the best sought-after combination in the job market.

National Accreditation Board). The University College was also crowned with 5-Star ranking by the Ministry of Higher Education, Malaysia in 2017. It is listed amongst the top nine Malaysian universities according to the *Times Higher Education (THE) University Impact Rankings 2019*. LUC is also an ISO 9001:2015 certified academic institution. Lincoln University College is also the associate member of the 'Association of Indian Universities (AIU)', Association of Commonwealth Universities (ACU), London and a member of 'International Association of Universities (IAU)', Paris.

Explorra School Of Design And Technology, established in the year 1999, Explorra has been a pioneer in design education in India. ESTD was founded by Mr. Rohit Swarup as it was his *short description of how and why you founded this school* Since then, it has been a long journey of trust, creativity and excellence.
In past 20 years of our existence, we have grown into a strong network of campuses spread across India and China. Offering a wide variety of animation courses, our degree and international certifications help fulfil your dreams in building an animation career.

Harnessing Opportunities, Fostering Talent

The collaboration
LUC and Explorra have joined hands to bring to you this exquisite 4-year program. B.A (Hons) in Multimedia Technology offered by Explorra in collaboration with LUC is an undergraduate program that will levitate you to plethora of opportunities and a world of magical creativity. The two schools are well known for creating a mark in the field of knowledge. Not only this, it offers students a comprehensive background for taking up higher studies at any reputed institute, both in India and abroad.

The 4 year Journey with Explorra

1st year:
This is a foundation program that shall lay the base for further developments After taking the admission in the program, the student shall study the first year at Ahmedabad. During this period, the student shall get an opportunity to attend a full time 40 day foundation course taken up by NID Alumni , where s/he shall be tutored under highly skilled professionals of the country.

2nd year:
The second year of the program shall be conducted in Mumbai, Maharashtra. This would be the study immersion program, which would expose the students to international culture and challenges. More challenging and even more interesting, this year is designed so that the students are able to widen perspectives and learn better.

3rd year:
During the third year, the students have an option to choose between Delhi, Bangalore and Gurgaon as their city of study. They would study in the chosen city for the entire third year. A specially crafted Design Immersion Program has been implanted in the third year. It will help, not only hone the skills, but also to gain a huge international exposure at a very early stage of their career.
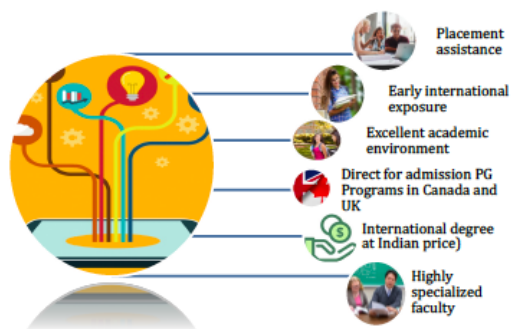
4th year:
This year shall serve as Industrial Training Program and shall take the students back to their home city. Under this program, the students shall be visiting Malaysia for two weeks. The core objective is to provide a proper working environment where students are able to apply their theoretical knowledge.

This brings us to the end of the 42 months long program.

Eligibilty Criteria
- Any student who has appeared and cleared class 12th

Benefits this course brings:

Placement assistance

Early international exposure

Excellent academic environment

Direct for admission PG Programs in Canada and UK

International degree at Indian price)

Highly specialized faculty

B.A (Hons) in Multimedia Technology:

Course Highlights:
- Job-oriented, industry centric curriculum
- 42 months program
- Placement assistance
- Direct interaction with international faculty on-campus
- Access to online and offline panel
- Instant student loan to fund the studies
- Exposure to industry interaction and workshops
- Exposure to different cultures
- Dynamic growth

The Program
Explorra School of Design and Technology and Lincoln University Technology bring to you a highly dynamic multimedia program, that will enable you to spread your wings wider and fly higher. This four-year degree program in **B.A Honors in Multimedia Technologies** aims at providing world class education to students by incorporating global pedagogy to equip them with all the valuable skills required to advance in their careers. The degree gained by the student via this program will be accepted all over Europe. The program also has an option of getting a master's

Course Intake
- 20 students per batch

Program Duration
- 42 months

Admission Timeline
- January
- May
- September
- October

How do I pay?

- You can get upto 90% Bank Loan
- Pay in easy installments (Unique option only by Explorra not with any other international course)

Course Outline
Year 1- Semester 1

Course Name	Credit Hours

4. **The Self Help Booklet**:

Purpose: To get an understanding of the psychology and need of higher education market.

Methodology: Thorough research on the prevailing trends and the operations of premier institution helped create the booklet. This task was educational in itself in the sense that it required a complete creation of a proper handbook on innovation, the target readership of which was executives in higher educational institutions. This book is meant to offer unique and quick solutions to these institutions, such that tey can understand their needs and work upon achieving them. The book also has various examples from premier institutions like that of Harvard, Stanford, Oxford, etc, and how they have differentiated themselves over the period of time to become what they are today. The preparation of this booklet was done keeping in mind its readership. The entire booklet is designed on the Design Thinking principles. It uses Design Thinking as a tool and works towards identifying the gaps in the organization. It thereafter works towards filling them by using uncommon or out-of-the-box techniques. The best part of this task was that it required intensive research and is made right from the scratch. It was a deep research process of using design thinking principles in even drafting this booklet.

While preparing this booklet, market research played a very important role as a tool. Without conducting proper market research, the completion of this task could've been possible, but not effective at all. Another important player of marketing that helped me in its preparation was interviews. This method helped understand the psyche of the higher level faculty at management institutes (would apply to other higher level institutes also).

Some snapshots of the booklet have been attached below.

The Change and the Needs

The times around are changing Our organizations today are dealing with rapidly changing environments around us. The educational scenario around us is changing not only globally, but also on a local scale. Verifying what our institutes need is important. They need to become

- Agile,
- Flexible, and
- Adaptive

in order to flourish.

Confronting Faculty Shortage

Specialized teams face acute shortage of experienced and efficient faculty. It is extremely important to recruit wisely. But it is even more important to train and polish the existing teaching resources. Because when we teach better, we reach better. Teachers not only teach but also act as policy drafters and innovators, design new curriculum and programs, and of course, inspire students.

Harvard University's FD&D Program is especially aimed at diversifying and recruiting and training the best of faculty.

GET THE RIGHT FACULTY

- FACULTY DEVELOPMENT PROGRAMS
- HIRE
- TRAIN
- TEACH
- ENRICH

Immaculate Infrastructure

Infrastructure is a big magnet for stakeholders. It attracts not only students but also parents and investors. Think out of the box to create aesthetically pleasing yet functional infrastructure. Moreover, strive to constantly re-engineer the existing infrastructure. Keeping an eye on the advancements around the world can help for sure. **Go Smart** – Smart campuses are the need of today.
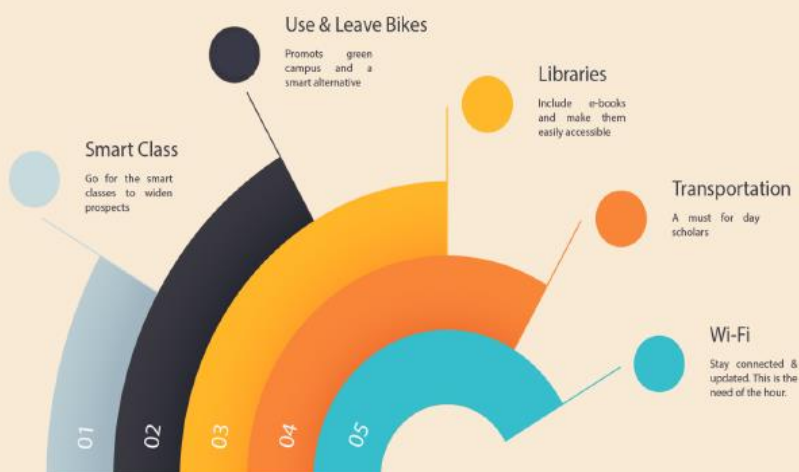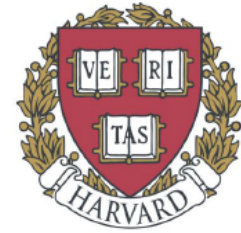

Colleges like IIM - A and Stanford are known for the immaculate library resources and state - of - the - art architecture.

Use & Leave Bikes
Promots green campus and a smart alternative

Libraries
Include e-books and make them easily accessible

Smart Class
Go for the smart classes to widen prospects

Transportation
A must for day scholars

Wi-Fi
Stay connected & updated. This is the need of the hour.

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Rethinking Revenue Growth

Revenue generation has always been a crucial resource for the sustenance of any organization, institute or entity. A healthy revenue growth enables the institutes to strengthen their tangible resources, like infrastructure, merits and scholarships, and so on. Challenge lies in generating revenue from sources other than student fee. The only way forward is to create better growth avenues. Innovation goes a long way in making this possible.

- Deliver what you promise
- Aim at stakeholder satisfaction
- Glorify your achievements
- Be more industry-centric
- Rennovate and redesign

Harvard University relies on three main sources for income:
- Education or tuition;
- Sponsored research and
- Philanthropy.
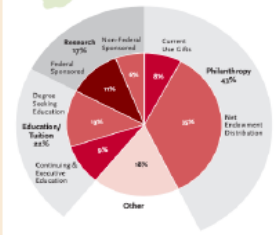
Virtual Classrooms

Innovation is the necessity of today. After being badly hit by Covid-19, we have not only realized that we need a workable mechanism to keep the organization going, we also have realized that work – from – home is not that unworkable, and can actually be introduced in organizations.

STEP 3
Conduct Virtual live Projects

Becoming Virtually Smart

STEP 2
Organise Online Webinars with Industry Professionals
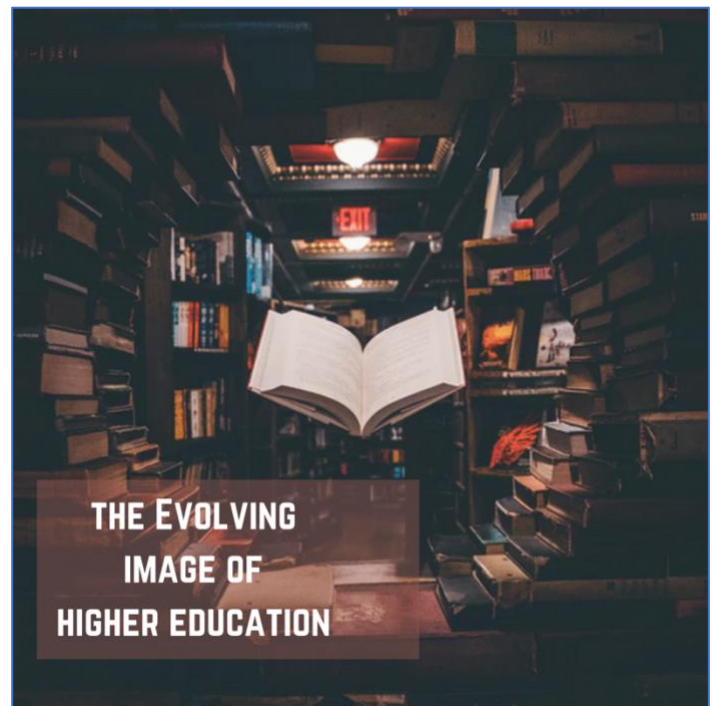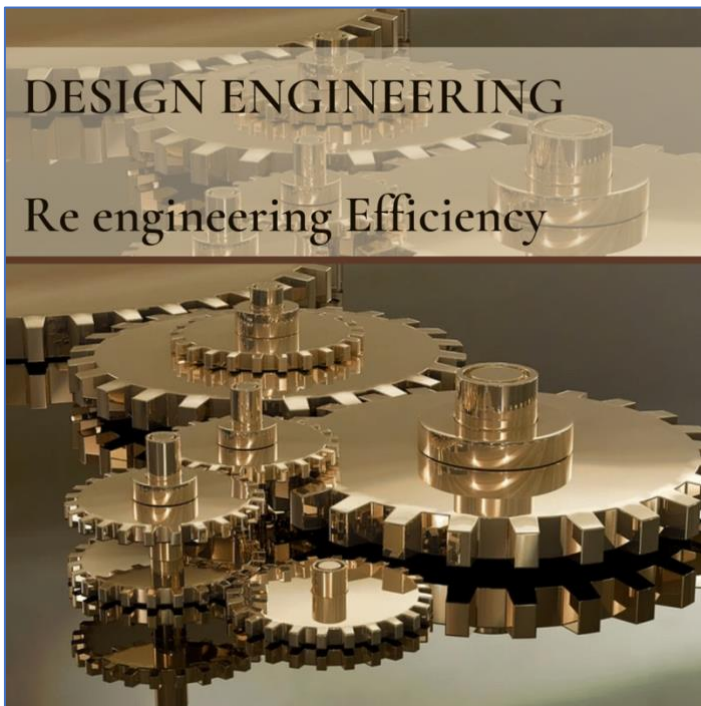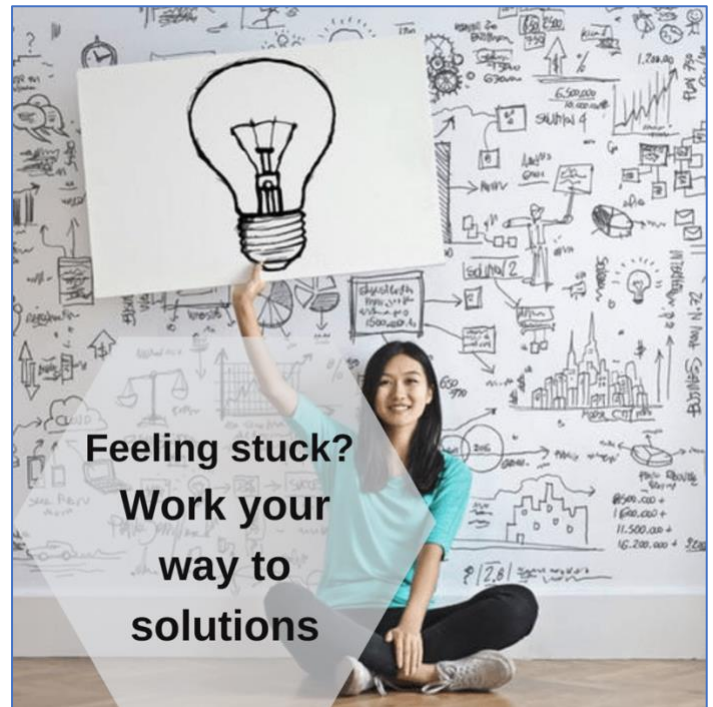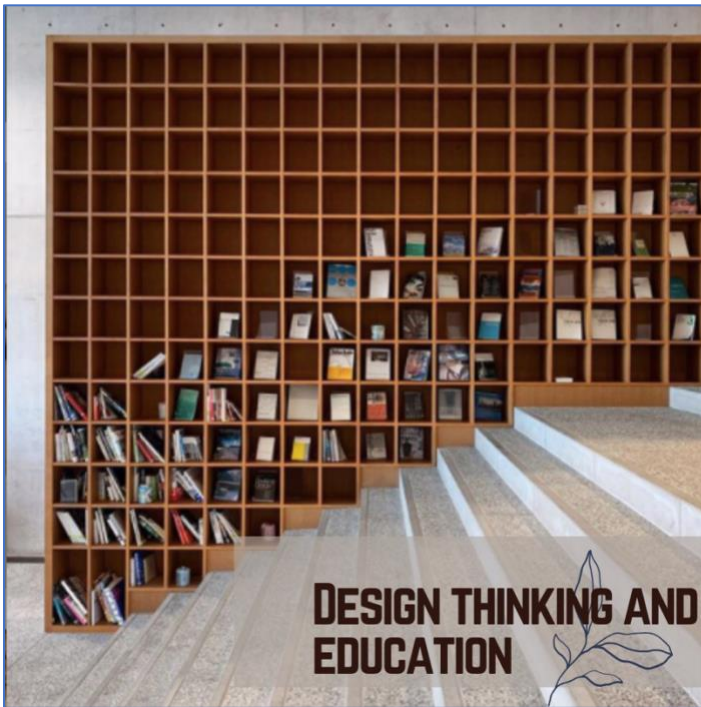
STEP 1
Designing virtual classrooms

Harvard Business School's HBX is transforming how digital learning can be executed through virtual classrooms, making it more accessible and increasing job prospects. It gives a feel of a real class room, thus maintaining the sanctity of a class.

5. **Social Media Posts and digital marketing:**

Purpose: To effectively use digital media platforms, e.g. Instagram and LinkedIn for subtle advertising.

Methodology: I was instructed to create images and small text thereafter for the purpose of the social media handle of Explorra. The task was to create graphics that were able to grab the viewers' attention. These posts were meant to make the viewers aware of the recent trends in higher education and show them a way to move forward with it. This task involved good amount of usage of Adobe Illustrator and Adobe Photoshop for the creation of graphics. The task was highly informative as I got to learn these software in a nick of time. This task also allowed for using the digital marketing principles of colour coding and brand alignment. Some the graphics created in this task are illustrated below.

DESIGN THINKING AND EDUCATION

Feeling stuck? Work your way to solutions

DESIGN ENGINEERING
Re engineering Efficiency

THE EVOLVING IMAGE OF HIGHER EDUCATION

PART C

My learnings:

I understand the value of clients and the importance of mapping their expectations with our offerings. A section from that, we should consistently give a decent satisfaction to our clients that would help us not just hold the users faithful to the organization.

To mark the branding activity successful, we have to focus on building a positive image amongst our users. The key to the success of any strategy is retaining the target audience and satisfy them with more benefits.

On the PR activities front, it was quite amazing to create lists, collecting real data, and creating pitches and analysing them. It provides the whole sense of attachment to the external environment of any institution. I remember when my organization mentor Mr. Rohit Swarup advised me to read the book named "Purple Cow". The book suggests that one should build the brand and execute strategies that are unique and innovative. I think no will use the white cow to make them different, the word purple depicts the use of things that are worth noticing. What we exactly did during the internship by putting more emphasis on our career counselling methods and more.

Soft Skills are very crucial for a marketing person. One has to understand the situation and move further with analysing it carefully. Soft skills are the balancing partner for an individual in the corporate world. I have developed soft skills that are not limited only to the workings of the internship but at the same time are helpful for my future work. The soft skills include;

- Critical thinking
- Time management
- Team work
- Decision making skills
- Taking feedbacks positively
- Coping up with situation
- Express your ideas freely
- Corporate confidence
- Corporate work ethics
- Interpersonal skills

- Product Placement – The first and foremost thing I learnt at this internship was where to place the product and how, so that it serves the greatest purpose. While designing the brochure I figured out that even the content needs to be placed at the correct position to capture the intent of the company and be effective in catching the reader's attention.

- Application of concepts of Marketing: I learnt how to capture the customer's attention by using marketing concepts. I also learnt to apply the same while drafting the text, thus putting.

- Professional communication - Working or the first time in a professional arena, gave me an insight into the gaps that needed to be filled with respect to professional communication. One of the most valuable skills I gained from this internship is the ability to speak with people in a professional setting.

- Taking constructive criticism well – Another thing that I learnt at this internship to accept the criticism in a positive way such that it builds up positively on the work.

- Adobe Illustrator/ Adobe Photoshop – I also acquired skills on using these two software while editing and creating images and infographics.

Recommendations and suggestions:

- Instagram posts of our page are doing very well currently. Regular stories can be uploaded to maintain the appeal.

- Live chat option should be introduced on the ESDT website.

- LinkedIn posts should be regular. We must connect with people on LinkedIn more.

- Website of XDS should be revamped and be more appealing.

- The cases on which IRF has worked should be displayed more often and prominently on social media.

- During internship phase, weekly declaration of intern of the week or such title will keep the spirit of the interns high.

Possible problem areas in next 3-5 years and suggested solution

The three problem areas including those of internal and external, that I foresee that the company will have to deal with the next 3 to 5 years could be:

1. Economic problems ,
2. Shortage of staff ,
3. *Covid-19* affect directly the international programs offered byXDS.

Let us look at each problem and their solutions, individually.

Economic problems - Due to today's situation of coronavirus reading all across the world each and every business is going to be affected economically and financially. It is obvious that the covid-19 issue will be causing recession in the economies of the world. This recession would directly affect all the businesses around and all over India. Due to reduced businesses and upcoming recession the company would be affected financially. This will directly affect its growth as the fund flow could reduce. The economic risk includes changes in the market conditions and result in unexpected loss of revenue. The company can respond to this economic risk by **cutting cost** and **diversifying their client base** or **modifying their programs** which are not solely reliant on one segment or geographic region. If the interest rates for loans increase the **education loan** facility of being offered by the Institution why are the banks could be a problem for the upcoming students.

Small number of staff - The next problem is that off deliberately limited staff. Since the company has a small permanent staff base owing to the business model on which it operates, it might be difficult to handle the growing business through this small number. Also, with the financial conditions around in economy, keeping a medium to large employee base does become an issue. But since the company wants to expand to other areas and businesses, which could provide them with broad revenue option it is important that staffing function is done smartly and carefully. Some solutions to handle this problem could be:

- **prioritizing the training of the current employees**. This would help the employees to know exactly what to do in what situations and make them efficient and competent to handle unforeseen circumstances.
- It is important to **support your staff** when the size is small. This gives the motivation, and a feeling of belongingness.
- Also, it is important that even though the size of the employee base is small, the company is hiring the right people.
- Do not forget to take care of your employees financial contribution and support them with the same.
- The company can also offer rewards whenever and wherever possible . Even though, the number of employees in the company can be 10 or less than 10 actually train them properly for every situation and in most of the fields according to the interest and attributes and do well with the same.

Covid-19 could affect directly the international programs offered by XDS - The third problem that is pertinent for most of the organisations today is that of the future coming up after covid-19. Present educational institution, and also provides an option to study abroad, most of the students join the institution with an outlook to gain an opportunity to go out of the country. The widespread pandemic hindering all such opportunities, the students will be deterred from taking admissions into International courses, like Red River College course, and Lincoln college program. The college that is Xplora Design Skool will have to come up with **innovative courses** and programs that provide **similar** if not the same, **benefits** as those of international courses. If it wants to stay in business and operate smoothly, being the educational Institute that it is right now it is important that it upgrades and quickly innovate in two ways by which it will be able to provide the same quality of education it had been providing prior to the covid-19 pandemic.

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