



SUMMER INTERNSHIP REPORT

PHASE II FINAL REPORT

UNSCHOOL



Submitted by:

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Date of Submission: 18th July, 2020

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Date of Report: 18th July,2020

Purpose of the Report: Report for the fulfilment of the Summer Internship 2020 for the MBA FT 2019-2021 program at Institute of Management, Nirma University

Prepared for: Institute of Management, Nirma University, Ahmedabad.

Submitted to: Prof. Nina Muncherji, Institute of Management Nirma University, Ahmedabad

DECLARATION

I, Shikha Gupta, hereby declare that this Summer Internship Report is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Summer Internship Report such as research, analysis and sales promotion is a profound and honest work of mine.

(Signature)

Shikha Gupta

191348

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Ms. Bhavya Deepthi for her constant guidance and support during the internship. I would like to extend sincere thanks for his suggestions and solution to our queries regarding this project. This project has helped me in developing better understanding and exposure to real corporate world in areas of marketing and sales. It was indeed a learning experience.

Being marketing as an area of interest, it was a privilege for me to work with UNSCHOOL and increase the skills in different field of Marketing like sales, promotion, customer handling, market research, etc. For this, I am thankful to the organization for providing me such a golden opportunity to work with them.

I extend my gratitude to my mentor Prof. Nina Muncherji for her regular guidance and support during the internship period.

I am also thankful to the other executives of the Unschool who provided valuable insights into the real market situation.

I would like to thank Mr. Rahul Varma, Chief Executive Officer of Unschool, for considering the importance of internship and trusting me for the work provided to me in his company. I also appreciate his great gesture of taking all the interns for dinner and spending quality time with us.

Lastly, I am thankful to Institute of Management, Nirma University for providing me such a wonderful opportunity. It was a nice learning experience for me through my Summer Internship and using all the skills that I had learned during my First Year of MBA Program.

EXECUTIVE SUMMARY

I worked on the marketing project during my internship. The title of the project was 'Marketing Unschool and hiring UCIs for creating brand awareness'. The project profile was to market and promote Unschool courses and create a marketing network for the organization. The objective of this project was to create awareness, brand image and establish brand identity of Unschool in the country. For this project, I performed various tasks like market research, lead generation and customer analysis. I performed an analysis on various colleges, if they were providing online courses in collaboration with any online platform. I also performed customer survey to ascertain the interests of the students in most preferable courses and their feedback. I handled my team of campus ambassadors from different colleges to create and expand the marketing network. I worked on lead generation based on market research and inputs given by my teammates. The most important part of the project was business development by way of closing the sale. On the basis of leads, I contacted with the clients and negotiated to complete the sales. This project has helped me to enhance my skills like – marketing and networking, leadership, communication skills, negotiation skills and presentation skills. Overall this was a learning and enriching performance.

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PART A

UNSCHOOL

- Unschool is an Edu-Tech Start-up working towards creating an online learning ecosystem by breaking the stigma around online education and reinventing alternate learning methods. It is a Hyderabad based company formed in 2019.
- Unschool is a Government of India recognised company. This company is incubated under Government of Telangana's initiative T-Hub (Hyderabad), which is Asia's largest incubation centre.
- It has been reviewed as the Top 10 Digital Learning Companies of 2019 by the higher education magazine.
- It goes beyond the conventional way of teaching and learning through different methods which are crafted for individual's specific needs.
- It is an online platform that allows working professionals, entrepreneurs, graduates and students to create an online learning ecosystem for themselves, specifically designed to cater to their personal needs.
- It provides a new, easy and definitive path for learning in a unique way which caters to the specific needs of the individual. It works with an idea that anyone and everyone can teach and learn.
- It is a marketplace for everyone who wants to teach and individuals willing to learn. It acts as a platform for sharing knowledge, skills and courses.
- It works with the intent to reinvent the education system in India and work towards youth empowerment by abolishing the several problems existing in Indian education system.

RECOGNISED BY



REVIEWED AS TOP 10 LEARNING PLATFORMS - 2019



INCUBATED UNDER LAB32 PROGRAM OF



VISION

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

MISSION

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

OBJECTIVES

- To venture beyond the conventional way of teaching
- To craft learning methods which cater to individual's specific needs
- To provide a platform for learning and sharing knowledge
- To aspire teachers, host courses on their platform and coach a generation of learners
- To reinvent the education system in India and work for youth empowerment

VALUES – The core values of the company are:

- **People:** the company values its employees and believes in diversity at the workplace. They maintain a coherent work culture to welcome new ideas and suggestions from the employees.
- **Proximity:** it ensures to engage their stakeholders at every possible level: language, context, and culture.
- **Partnership:** they believe in promoting win-win situations which nurture long term collaborations and partnerships.
- **Leadership:** it has a vision of shaping a better future through their collective actions by way of visionary leadership and efficient management.

KEY PEOPLE

Narayanan S

Co-founder and CEO

Narayanan is a young entrepreneur and a youth leadership enthusiast. He has held leadership spaces for students across the world. He has been the Country Director at AIESEC in Nepal. Narayanan is an SDG advocate who aims to eradicate the existing problems in the education system in India and beyond. Narayanan has over 6 years of experience majorly in B2B Sales and marketing across various sectors that include, K-12 schools, online education, travel, social sector, partnerships, logistics and events. He also has hands-on experience in strategic planning, research, activations (ATL & BTL), budget mapping, agency handling, new product development, project management, multiple stakeholder management for various start-ups and MNCs. He has led various teams across the APAC region in sales and project management.

Rahul Varma

Co-founder and CEO

Rahul Varma is an Engineer by education and a Social Entrepreneur by passion and profession. He has been part of the Edu-Tech Industry for more than 3 years and spotted several identifiable problems in the Education system. He is also a TEDx speaker and has been the National Head of Operations for AIESEC in India. A highly ambitious and reliable person who brings 5+ years of work experience in non-profit & start-ups, especially in the field of Sales and Operations. He has worked in international work environments and people. He has hosted and facilitated various conferences advocating Youth Leadership and SDGs across the globe.

UNSCHOOL AT A GLANCE

50+ Coaches







3000+ Users

5000+ Unschoolers

10000+ Community

Recognised and awarded by: Embassy Of India, Start-up India and Higher Education Review Magazine

Unschool – Reinventing learning.

 Stage Early Traction	 Focus Industry Education	 Focus Sector Skill Development
 Service Area(s) Online Aggregator, Peer to Peer, Platform	 Location Hyderabad, Telangana	 No of active years 1 year

UNSCHOOL ADVANTAGE

Unschool provides various benefits to its learners which can be summarized as below:

- **Industry Immersion** – This is the best place to learn and get personalized feedback while building a portfolio and working on relevant industry projects.
- **Experiential Learning** – The coaches and instructors are highly qualified and experienced who host courses on the platform. They ensure learning beyond textbook knowledge by way of internships, projects and practical teaching methods. They provide industry insights and updates through, webinars and discussion forum.
- **Career Counselling** – in-house experts of the company provide counselling consultation and insights on the learner's preferred field of career.
- **Personal Coaching** – They provide one to one mentorship to the students. These mentors are experts in the industry and act as a perfect guide for students' career support.
- **Workshops** – Unschool provides workshops, online and offline training programs in collaboration with various educational institutes and universities.

Unschool Work shops , Unschool 020 - Online + Offline Training programs



- **Internship Opportunities** – Internships provide practical learning at its best while on the job. This platform enables users to choose from multiple internship opportunities to learn and experience. There are many companies which provide internship opportunities directly to the students using this platform. They also conduct internship fair on their platform to connect students with multiple companies.



APPLY TO
ANY PORTFOLIO



OFFLINE & ONLINE
ANYWHERE IN INDIA



WORK ON
LIVE PROJECTS



INTERN AND
EARN



JUMPSTART
YOUR CAREER



EXPLORE
YOUR SKILLS

***Companies** get direct access to learners who are passionate, skilled, mentored and have completed the course with hands on project experience.*

***Students** are able to apply their learnings and project experience at your workplace to increase the corporate experience and excel in the career fields.*

Companies that hire from Unschool

stumagz

AcknoTech
Acknowledge Your IT Needs

careXtor
Technologies

fitwit

m rentomojo

happay

Nirmaan
Organization

DUNZO

MobiKwik

LALAMOVE
deliver faster...

DATAMATICS
Data to Intelligence

ROBIC RUFARM

and more...

- **Blogs** – they have very well versed and updated blog on their website. They post articles, insights and updates about the current market scenario, industry trends and upcoming opportunities.
- **Real-time projects** – Unschool provides its learners with real-time projects to gain a practical knowledge of the subject. They provide certified projects during the course to apply the theoretical knowledge and increase their horizon.
- **Unschool Community** – The community allows learners to be at pace with the course and the industry. They have more 10000 community members.]This provides life-long learning to its users.
- **Lifetime access** – This platform provides long-time access to its users. In other words, after registering a course with Unschool, users would get lifetime access to their courses.

COURSES

Unschool provides variety of courses in different fields of learning. They have designed the curriculum integrating courses in technology, management, and design. The courses can be classified as following:

Technology	Management	Humanities
<ul style="list-style-type: none">• Ethical Hacking• Artificial Intelligence• Full Stack Development• Java and Python• Machine Learning• Android App Development• Web Development• Data Science• C and C++• Blockchain and Cryptocurrency• AWS - Cloud Computing• Internet of Things	<ul style="list-style-type: none">• Stock Markets and Finance• Business Management and Entrepreneurship• Digital Marketing• Marketing Management• Product Development• Content Writing and Marketing• Mastering Sales• Soft Skills• Career Planning	<ul style="list-style-type: none">• Graphic Design• Novel Writing• Corporate Readiness• Advertising and Copywriting• Interior Designing• Certified Legal Practitioner• Program for Life• Human Rights• Learn the Basics of Magic

Targeting

Due to COVID-19 lockdown, there were many opportunities in the online learning and education. The target market was to tap the undergraduate and postgraduate students and working professionals. As these courses would add value to their knowledge, skill set and abilities. This would result in better career growths and prospects.

Positioning

- The tagline of the company is ‘Unschool – Reinventing Learning’.
- The company has positioned itself as redefining and reinventing education system in India. It goes beyond the conventional system of education and learning.
- It has positioned itself as customised service provider as the learning system is designed to cater to the needs of the specific individuals. It provides a unique and definitive learning path crafted for individual needs.
- It helps in imparting practical knowledge, experience and developing skills. This enhances employability, improvements in education and youth empowerment

UNSCHOOL UNPLUGGED

A program where students and working professionals get access to 100+ hours of free curated online sessions in unconventional fields (that are often not taught) from the finest entrepreneurs, business experts, educators and change makers from across the globe.

The idea was to create a space where the experts from the industry give insights, updates and their thoughts in their area of expertise.



As part of this initiative, Unschool has been able to interact, engage, and secure with:

- Mr Sri Charan Lakkaraju, an entrepreneur who successfully runs a firm which works mainly in creating a platform for colleges and students and featured in the Forbes 30 under 30 in 2018
- Ms Tejaswini Pagadala, India's youngest political biographer who also doubles up as the co-founder of her own creative communications start-up based in Hyderabad
- Mr Siddharth Deshmukh, also known as The Traveling Professor who teaches and consults for different industry sectors and
- Mr Akshay Gurnani, the Co-founder and CEO of Schbang who was also featured in Impact India's Top 30 under 30 in 2019

COMPETITORS

- ❖ **Udemy** - Udemy is a marketplace for online learning, offering people everywhere the opportunity to advance their careers, change professions, develop their personal passions or simply learn something new. It is an American online learning platform aimed at professional adults and students founded in May 2010. Students take courses largely as a means of improving job-related skills. Some courses generate credit toward technical certification. It charges prices for individual courses. It has made a special effort to attract corporate trainers seeking to create coursework for employees of their company. It has a huge library of more than 150,000 courses on the website.
- ❖ **Coursera** – Coursera is a world-wide online learning platform founded in 2012 by Stanford computer science professors Andrew Ng and Daphne Koller. It offers online university-level courses, certification programs, specializations, and degrees. The courses are taught by instructors from top universities such as Stanford, Yale, and Princeton. Coursera works with universities and other organizations to offer online courses, specializations, and degrees in a variety of subjects, such as engineering, data science, mathematics, business, humanities, medicine, biology, social sciences, machine learning, digital marketing and others.
- ❖ **Edx.org** – it is one of the best providers of college level online courses. The quality of courses provided is very high. It offers over 2500 courses on diverse subjects like physics, science, law, biology, nutrition, chemistry, electronic, medicine, data science, management, etc. They provide courses accredited from top universities.
- ❖ **Skillshare** - Skillshare is an American online learning platform for people who want to learn from educational videos. The majority of courses focus on interaction rather than lecturing, with the primary goal of learning by completing a project. The main course categories are creative arts, design, finance, management, marketing, entrepreneurship, lifestyle, technology, and many more subtopics. It has a massive collection of over 20,000 classes.

- ❖ **LinkedIn Learning** - A few years ago, LinkedIn acquired one of the oldest e-learning sites called Lynda, and transferred all content to its own platform - LinkedIn Learning. It offers thousands of high-quality courses for all levels, from beginners to advanced, covering a wide array of subjects, including Web Development, Software Programming, Economics, and Business Management. It has a single monthly subscription fee that gives access to all the content on the platform. It is a good platform that can help to jumpstart career or achieve professional goals.

GLOBAL E – LEARNING INDUSTRY

The global E-Learning Market size surpassed USD 200 billion in 2019 and is anticipated to grow at over 8% CAGR between 2020 and 2026. The advent of several new technologies, such as cloud computing and AI coupled with increasing internet penetration across the globe will drive the market growth. Rapid cloud adoption provides flexibility in content storage, sharing, and access to both learners and content providers.

E-learning is the process of acquiring knowledge through electronic technologies and resources. A rise in the number of internet users has increased the market demand for sophisticated online learning courses. The availability of enhanced network connectivity coupled with the convenience offered by on-demand courses will drive the market size.

Mobile learning, microlearning, social learning, and corporate MOOCs are the emerging trends boosting the e-learning market revenue. The increasing demand from various end-user sectors, such as healthcare, to train their employees is propelling the industry demand. The coronavirus (COVID-19) pandemic has further driven the industry demand for e-learning solutions among students and corporates.

According to the World Economic Forum, around 1.2 billion children are out of classrooms with schools shut down globally due to COVID-19 pandemic. Electronic Learning Management Systems such as Google Classroom are helping classes to connect distantly, communicate efficiently, and stay organized. Large-scale national efforts to leverage technology to the market players in support of distance education, remote, and online learning during the COVID-19 pandemic are emerging and evolving rapidly.

INDIAN E-LEARNING INDUSTRY

According to a latest report, the Indian e-learning market size was USD247 million, comprising 1.6 million users in 2016. It is expected witness an 8X growth to reach USD1.96 billion and the current user base will grow at 44 percent CAGR to 9.6 million users by 2021. In fact, India's e-learning market is the second largest after the US which is forecasted to grow by 15.64 percent and exceed \$48 billion by 2020.

➤ **Key Drivers of E-learning Growth in India**

1. Growth in internet and smartphone penetration - The number of internet and smartphone users is rising at a rapid rate.
2. Cost of online education is low – online education providers can reach out to large number of populations without setting up physical infrastructure. This results in cost savings and less expenditure for the students.
3. Digital-friendly government policies – the government has launched various initiatives to spread digital literacy under 'Digital India' and 'Skill India'. Some of the initiatives are: e-basta, e-education, India Skill Online portal, etc.
4. Demand among working professionals and job-seekers – working population feels a need to acquire and learn new skills to enhance their career prospects.

➤ **Challenges of online education in India:**

1. Insufficient digital transformation – lack of digital infrastructure remains one of the challenges to e-learning. A significant portion of people do not have access to internet connectivity and mobile broadband.
2. Poor learning engagement – e-learning has not been developed to a level which stimulates interaction and peer to peer learning.
3. Lack of standardized content – the major concern is standardization, credibility and formal acceptability of online courses. The same courses differ on different parameters like methodology, assessment components and certifications.
4. Low completion rates – the online courses are designed as a mode of self-pace. So, the completion rates for these courses remain low.
5. Language – language remains to be one of the challenges in a diversified country like India. Majority of the Indian population resides in non-urban areas and struggle with English language whereas online courses are mostly provided in English.

➤ **Future trends** – some of the expected trends in e-learning sector in India are as follows:

1. Hybrid model – there would be combination of online and offline education model. Online education providers would be focussing on providing e-tutorials, live projects and internships.
2. New subjects – the e-learning curriculum would include courses in unconventional subjects such as forensic science, cyber security, culinary management, etc.
3. Peer to peer learning and profile mapping – e-learning providers would develop new model to encourage peer to peer learning by way of collaborative learning and sharing ideas on common platform. They would also offer customised courses to students based on their educational and work profile.
4. Investor interest – in the last three years, there have been high investment in the Indian e-learning sector, such as Byju's. So, the sector is expected to ignite investor interest and attract funding.

E – learning has a promising future in India. Some of the factors like content, delivery and access would shape the scope of online education.

7-S FRAMEWORK

It is a management model developed by business consultants Robert H. Waterman Jr. and Tom Peters in 1980s. This tool is used for organizational analysis to evaluate and examine changes in the internal situation of any organization. The strategic vision behind this model was to include business, business units and teams. The 7-s for this model are – strategy, structure, system, skills, styles, staff and shared values.

➤ Strategy

Unschool has followed the strategy of experiential learning by way of internships, real time projects and assessments. They ensure practical learning is provided to learners. For this, they provide regular updates and insights through blogs, webinars and workshops. The goal of Unschool is to reinvent learning and equip youth with job skills which enhances their employability. Their main focus is on skill development of individuals.

➤ Structure

It is an online aggregator which acts as a platform for learning and sharing knowledge, skills and courses. It is an online platform that allows working professionals, entrepreneurs, graduates and students to create an online learning ecosystem for themselves, specifically designed to cater to their personal needs. It also encourages peer to peer learning by way of discussion forum and unschool community.

➤ System

Unschool follows well-organized uniform reporting system. It has enabled 5 ways to ensure the maximum efficiency which includes: WhatsApp Reporting, Daily Agenda, Minutes of Meeting, Task Sheet and Daily Diary. There is a decentralized system of decision making within the organization. It has fewer subordinates per manager which indicates narrow system of control. There is no compromise on quality standards and policies of the organization. It works with a motto of delivering value and excellence.

➤ Staff

Every employee is considered as a TEAM MEMBER. Work is mainly characterized by a team member's skills to ensure efficiency and standardization. The working environment has inculcated teamwork, collaboration, organizational commitment and support. There is active participation from staff members in company's development, change, and future.

➤ **Skills**

The employees of Unschool are of diverse skill sets and qualifications. The competitive strength of the organization is created by having employees of creative, passion, zeal, leadership, multi-cultural skills and having the ability to work in all the required fields.

➤ **Style**

The leadership style is democratic and assertive in the organisation. The leader encourages employees to bring his/her ideas and the proposed idea is to be considered to re-invent the wheel. However, final decision making is decentralized at the operational level in the hand of the CEO.

➤ **Shared values**

Unschool runs on a set of shared values which are as follows:

- Respect people, system and process
- Innovation, excellence and efficiency
- Honesty and integrity
- Ensure customer satisfaction

PORTER'S FIVE FORCES

This model was given by Michael E. Porter in 1979 to analyze competitive position in an industry. The five forces of market derive the competition intensity in the industry and determine the attractiveness of any industry depending upon the profitability.

➤ Threat of new entrants

The threat of entry of new firms is moderate to high as there are no barriers to entry in the industry. Moreover, demand for digital learning is growing rapidly due to greater accessibility and internet connectivity. In the ongoing times of COVID-19, many students, teachers and young professional have shifted to online platforms for acquiring and learning new skills.

➤ Bargaining power of suppliers

There are large number of suppliers in the industry who provides online learning courses. The courses provided are a bit of standardized and more of differentiated. This means buyers have low switching costs. This makes bargaining power of suppliers a weak force.

➤ Bargaining power of buyers

Most of the customers belong to lower and middle class of the society. This means customers belong to low income level. As customers are price sensitive, they purchase at lower prices. This makes bargaining power of buyers a weak force.

➤ Threat of substitute products

The threat of substitute products is high as buyers have low switching costs. Also substitute products are available at different prices.

➤ Competitive rivalry

There are few market players in the industry who hold large market share. The courses offered by different firms are differentiated to some extent. This makes medium competitive rivalry in the industry.

SWOT ANALYSIS

STRENGTHS <ul style="list-style-type: none">• Human resources• Strong leadership• Corporate culture• Value for money• Quality and excellence	WEAKNESSES <ul style="list-style-type: none">• Data analysis• Problems in strategy implementation
OPPORTUNITIES <ul style="list-style-type: none">• Growing demand• Marketing initiative and campaign• Expand product categories and product lines	THREATS <ul style="list-style-type: none">• Competition from international platform like udemy, coursera• External environment

FUTURE STRATEGIES AND PLANS

Unschool gives an end-to-end 360-degree wholesome learning experience to the students which make their courses unique from other MOOC platforms. With almost cent percent completion rate, they have been able to provide customized learning experience to 2000+ students. It is a platform for everyone who has the knowledge to share or a skill to teach, to coach inspired individuals wanting to learn.

In the near course, Unschool will strengthen each of its courses as leaders in their respective segments through innovative products and expansion of its existing network spanning the geographical reach of the existing market.

They plan on having courses as unconventional as cooking, drawing classes, musical courses, personal fitness and more. They are surely going to get at least 10,000 paid customers by the end of the year. Along with that, a few NGOs have approached Unschool to provide free courses to the underprivileged section of the society.

Unschool is looking beyond the business world and driving the online education process on self-mapped out ways. In the coming days, it is going to revolutionize education paradigm in India through its regularly updated courses and learner-based approach. By now, it has given hope of acquiring skills to a major number of students and are on the course of making Indian economy better through thoughtful education.

PART B

Experiential Learning Projects

Project Title – Marketing Unschool and hiring UCIs for creating brand awareness

I have done a marketing project at the organization. The work profile was to market and promote Unschool courses and create a marketing network for the organization. This required marketing and promoting Unschool courses across the country.

The objective of this project was to create a brand awareness and establish a brand identity of Unschool in the country. This required marketing and promoting Unschool courses across social media and various colleges.

I have performed these tasks to fulfil the project:

1. **Market research on colleges** – market research is a crucial step to determine the further course of action. This includes market survey and market analysis of different colleges. This helps in taking strategic decisions, creating the strategy and implanting the strategy.

As Unschool is a digital learning company, so the task was to find out the niche market segment which could be tapped. This was done by analysing whether the colleges are offering some digital courses or resources to the students, or they have tie ups with other online education platforms like coursera. The purpose of this task was to explore and tap new market opportunities and segments. I have also done a survey on consumer preferences towards Unschool courses. This included student interests for learning the particular course or skill. I floated a course invite form over various platforms to know the interest of the students. This was done to identify which courses students want to pursue and for the purpose of lead generation.

2. **Recruiting campus ambassadors from colleges** –this was an important part of the project. This required recruiting and leading a team UCIs (Unschool Community Influencers) from different colleges. They acted as a collage ambassador for the Unschool. I was responsible for the training and development of these teams. Their main role was to create awareness about Unschool in their campus and enable a marketing network.

In order to form and recruit my team, I floated a google form to invite interests from the students. After getting the responses from the students, I conducted their telephonic interview for completing the recruitment and selection process. I arranged for their induction and orientation to get them familiarise with the organisation. I was handling them under my leadership to market Unschool and generate new leads. I aspired them to build marketing network for Unschool.

3. **Create a marketing network and analysis of potential customers** – this meant creating marketing network, marketing and promotional strategies for Unschool. I have created a marketing network based on the market research and campus ambassador teams. The job was to increase the market horizon and market reach. This was done with the purpose of client acquisition, market expansion and enhanced customer base. This basically aimed at identifying prospects and potential customers. This plays an important part in lead generation.
4. **Lead generation** – lead generation was one of the most important aspect of this project. I worked on lead generation based on marketing network, market research and inputs given by my team members. These leads connected me to various learners and potential customers.
5. **Contacting the prospect** – after getting some positive response and leads, I contacted prospect and explained the product features by giving an overview about the courses. This was done through a telephonic conversation and presentation. I gave the detailed presentation about the courses and handled the enquiries and complaints. The purpose was to arise the interest in the product.
6. **Closing the sale** – this was the most important part of the project. This was done after pitching the product details and knowing about the interests of the potential customer. I used to close the sale by help of effective communication and negotiation with the prospective customer.
7. **Delivering the product** – After the sale, I provided login credentials to the customer and explained them about the usage and significance of different features available to them. I also asked for customer feedback and used to resolve their complaints.

8. **Business development** – I was required to grow and expand the business by increasing the customer base and market reach of Unschool. For this, I worked on client acquisition based on the leads.

Target market – due to COVID-19 lockdown, there were many opportunities in the online learning and education. The target market was to tap the undergraduate and postgraduate students and working professionals. As these courses would add value to their knowledge, skill set and abilities. For this, I contacted various students from different colleges. I also floated a google form for the responses and course interests.

This project has involved some of the managerial and technical tasks including research and analysis of the market and industry, and leading a team of campus ambassadors.

This project has helped me to learn various skills like – marketing and networking, leadership, communication skills, negotiation skills and presentation skills.

PART C

LEARNINGS

- Due to COVID-19, it was a work from home opportunity. But I have learnt many things from this internship.
- Unschool provided me an opportunity to witness the real time scenario of the corporate world. I came to know how business actually works and transforms themselves according to the situations as there is lot of uncertainty in the market.
- I got to know about the online learning market, business model, growth drivers and customer base.
- Customer feedback is an important aspect of marketing. Asking for feedback, redressing complaints and ascertaining problems faced by the customers provide valuable insights about the consumer perception, competitive position and new opportunities for improvements.
- I recognized the role of STP (Segmentation, Targeting and Positioning) in allocating the marketing strategy and target market.
- Monitoring customer preferences and updating products is important for business development.
- Market research plays an important role in taking strategic decisions and developing strategies.

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