SUMMER INTERNSHIP PROJECT REPORT

on

Explorra School of Design & Technology

PROJECT TITLE

Developing Online Branding & PR Activities for
Explorra Educational Programs

SUBMITTED TO:

Prof. Chitra Khari

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Mode of Internship	Work from Home
Organisational Mentor	Mr. Rohit Swarup
Internship Field	Marketing (Branding and PR)
Name of the Institute	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Prof. Chitra Khari

Acknowledgement

I would like to express my special thanks of gratitude to **Mr Rohit Swarup**, Founder, and Director of **Explorra School of Design and Technology** who gave me this wonderful opportunity to do my Summer Internship Project on branding and PR of International Pathway Programs. His guidance helps me in enhancing my knowledge, skills and understand the process of practical corporate. I would like to thank him for encouraging & constructive feedback on every task during the SIP, which also helped me to grow both personally and professionally and to learn so many things.

Along with my organizational mentor, I would like to thank **Mr. Ninad Shastri** and rest of the team of Explorra School of Design & Technology for their valuable support.

I also sincerely express my thanks towards our Director, Mr. M. Mallikarjun and my faculty mentor **Prof. Chitra Khari** for their continuous guidance and suggestion throughout the project.

Sincerely,

Aman Arora

191405

MBA FT 2019-21

EXECUTIVE SUMMARY

An internship always provides an opportunity to apply all the theoretical skills and knowledge into the practical aspect. Therefore, doing internship in a company is a crucial part in the curriculum of Masters in Business administration (MBA). Being a student of Marketing domain, I got an opportunity to do summer internship at one of the prestigious companies that is **Explorra School of Design and Technology** for the profile of Branding and PR intern.

As an intern, I have worked upon the project titled **"Developing online Branding and PR activities for educational programs".**

At this profile, I had performed a series of tasks step by step such as detailed study of target audience, preparing branding objectives and calendars, suggesting action plans for the strategies and making relevant material for further action plans. I have to execute the second plan as soon as the former task is completed. Moreover, I had worked on an international program named as RRC digital design program. The work also comprised of providing suggestions and further forwarding them to the company's marketing team. This offered me a hands-on experience.

This internship has provided me the utmost knowledge related to the public relations and branding practically. Additionally, it also gave me personal satisfaction, self-confidence and a sense of fulfilment. So, this report describes the number of duties performed by me to achieve the organizational objective.

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Part A

About Explorra School of Design & Technology

Xplora Design Skool (XDS)is India's largest education brand in the field of design, media, multimedia and animation. The other domains include UI/UX design, VFX, 2D-3D animation, sports, professional courses like web design, graphics, web development, graphic design, film production, construction, machines and other things that come under digital design.

They are the pioneers in India in Digital Design from last 21 years. It was founded by Mr. Rohit Swarup with the aim to enter in the field technology and multimedia design. XDS has strong presence in India and China.

The Innovation and Research Foundation (IRF) is the parent brand of Xplora Design of Skool. **Xplora Skool of Design** is the partnered organization of **Innovation and Research Foundation (IRF)** and **Futurz Explored**.

The main area of IRF is to provide academics and industry inputs related to Innovation and Design Thinking. The IRF deals with Corporates, Government and Higher Education Institutes for consultancy, specific workshops and other programs related on specific problem. XDS is the first initiative launched by the IRF. The XDS is having 147+ campus in more than 22 states.

Futurz Explored, the second partner organization of IRF, works towards the 21st century driven education needs. Currently they are having more than 2000+ independent school and campuses. The location of most of the institutions are India, USA, China and Canada.

In recent time, The organization has changed its name to **Explorra School of Design and Technology** by clubbing all three partnered organizations

The XDS also won the prestigious awards like, "Shiksha Bharti Puraskar" and "Indian Excellence in Education Leadership Award"

Key Points of XDS

- Special programs with the tie-ups of Indian Government and government of many other nations.
- International Pathway Programs are highly future oriented
- India's First design institution to get ISO certification
- It offers 51+ international level courses in the respected fields of design
- Has tie-ups with more than 1350 corporate for placement and formulation of new age educational curriculum.
- First institution to provide Bachelors in Digital Design Media, Graphics and Animation

In brief, the XDS comes under the education industry in India. XDS not doesn't provide software teaching but the application to run that software. In the education sector in India, it includes pre schooling, primary school, elementary school and higher education schools. After schooling the education sector in India provide technical and professional based education. Different domains include vocational education, distance learning education and coaching classes. The players in the education sector is divided into private and public.

The market size of extremely high to having large population base. But unfortunately, there is significant gap between the demand and supply. For more opportunities GOI has allowed the 100% Foreign Direct Investment in the sector.

To capture this, the vocational courses of XDS include core industry and future oriented themes to its design portfolio. The institute includes following concepts under the umbrella of Design,

- Collaborative
- Creative
- Contextual
- Challenging
- Constructive
- Expressive
- Experience

Roots of Organization

Mission

Bridging human creativity and design, teaching the necessary design, software and professional skills - media manufacturing, entertainment industry needs, preparing design students for work design professionals, these professional design talents which the industry continues to desire talents with significant and positive contributions.

Vision

By becoming the best education provider in digital media design, multimedia animation, create an environment that can cultivate meaningful careers for students.

Value

Living and growing together in the fascinating environment of Xplora Design Skool - how family, truth, morality, diligence, creativity and innovation are reflected in each of our actions, creating happiness, satisfaction and growing wealth.

Product and Services

1. International Program

XDS offers two International Pathway programs,

RRC - Digital Design Program

- It is a collaboration between XDS and Red River College, Canada. Being a Pathway program where in the 1st year education is completed in the comfort and safety of your town in India and 2nd year in Canada. This program was launched by Government of Gujarat and Government of Canada under the Vibrant Gujarat Summit in 2013. It is most successful international program in India. This is a unique program; it not only educates to the requirement of Canada but also provides job. Moreover, post education the student gets work permit for three years and completing 01yr of full-time job can apply for PR, with PNP certification, gets PR in 12 months.

<u>Lincoln University College Program</u>

It is an International Hon. Degree in Design (Option of Integrated Masters). It is India's 1st Multi City Multi Country Degree Pathway Program. The duration of this program is 42 months. Students would study every year in a new city then new country, Bachelors in Mumbai, Gurgaon, Ahmedabad, Graduation Ceremony at Malaysia. It provides option of masters from Manitoba, Canada / Glasgow, Scotland / London, UK with the aim to provide experience of different cultures. Also, it includes 1-week student exchange program scheduled every year.

2. Design Courses

A. PGPM in Multimedia

It includes the undergraduate and postgraduate program in Multimedia. The organization offers "The Multimedia Postgraduate Course". It is one of the best professional multimedia courses. Its main aim is to assist and guide the aspirants in the related filed and prepare them for employment. The institution has more than 1250+ partner companies only in India to provide the early job to the pass outs. This makes the program quite famous in the field pf animation and multimedia. This course covers more than 15 software in its education curriculum.

B. UGC Approved University Program

It provides the India's first program in design. The course come with special collaboration with Dr. Baba Saheb Ambedkar Open University to provide this unique design degree program. The program named as Bachelors and Master's degree programs in Graphics, web, networking and animation.

This course is also unique as the degree is provided by the university and placement is done through with the help of Xplora SPLL. It is a Xplora Studio Based Production Level Learning (SPLL). This program was launched with the aim to establish the 21st century education system for the budding aspirants in the field of multimedia and animation.

3. High End Programs

It focuses on the design industry. It includes various programs developed for specific problem and more specific for a particular domain. It includes,

- Advanced Courses in Media and Advertising
- Design Essential
- Basic and advances programs for Engineer and Architecture of fundamentals of computers
- Engineers Programs

4. Animation Oriented Programs

It offers special International programs in animation. The key points are,

- Special studios for animation creation
- Workshops by industry professionals
- More specialization like, 2D-3D, virtual effect, film animation game designing etc.

Customers

1. Students

The prime users of Xplora Design Skool are its students in the field of design, multi-media and animation. They are the end-user of the program. Nowadays students are becoming more tech-savvy. Students want a different and more interesting career than ever before. With the passage of time they are moving more towards the vocational studies and specific fields as compared to traditional education

XDS provides various courses considering different needs and requirement of the students as per current scenario;
- International Pathway Programs

- Undergraduate and Postgraduate Programs
  - International: Lincoln University Program
  - National: BCA Design
- Employment oriented Programs
- Short Term Certification Programs

2. Coaching Institute/Educational Consultants

In this modern era, coaching institutions are becoming more prominent than ever before. Many aspirants of different fields are contacted to these coaching centres. We can contact these institutions to collaborate with us. We can have them with us to provide the information to the students. Many coaching institute's also want to provide web designing and other related stuff to the students. They also provide a few courses related to the same field. Agents are the ones who share details about certain courses to the specific end-users and interested connected ones of the aspirant user. Many agents share details about foreign educational courses to the interesting ones. They provide the details of the interested students and get commission for the same.

Agents as the customer base for XDS are divided under;
- National
- International

3. Institutions for conducting specific workshops

The organization also provide specific workshops for different colleges and institutions.

4. Business Collaborations

The growth of the XDS attracts many companies and business people with the aim to collaborate. The company is growing very rapidly in the area of multimedia design and technology. XDS develop the option of franchise for these types of investors. There are three franchise models;

- International
- National
- Vocational

5. Corporates

Many corporates, government bodies and private institutions works with XDS with the aim to arrange workshops, seminars, webinars and consulting. On this line they provide services based upon design thinking. Example of some services are;

- System Optimization
- Creativity and innovation in organization
- Innovative culture of organization.

The following image shows the corporates who had worked with the organization earlier.

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Competitors

It's very crucial for an organization to know about its competitors in the same business sector. An organization should know the strength and weakness of the competitors. For that the first step is to know and analyse the competitors. The following are the competitors of XDS.

Main competitors of the organization in the international and national programs are;

- National Institute of Design (NID)
- National Institute of Fashion and Technology (NIFT)

The following are the competitors who compete on short and long term courses in the field of Multimedia, design, animation, graphics and many more.

- Arena Animation
- MAAC
- Asian Academy of Film and Television
- World University of Design
- Industrial Design Centre, IIT Bombay
- VIT University
- Amity University
- PA Inamdar College of Visual Effects, Design and Art
- MIT Institute of Design, MIT Art, Design and Technology University

Financial Position

The organization is not listed in share market. Due to which it doesn't have any dividend obligation. Also, the official website doesn't have this type of confidential information.

Growth Plan of the Organization

XDS GROWTH PLAN

XDS has set out for itself a 14 years growth plan based on the following ideology.

WE BELIEVE IN CONSTANT CHANGE AND GROWTH

01 | Lateral Growth

We shall be moving both upward & downward in the education value chain.

02 | Upward Growth

High end & specialized multimedia programs University tie ups across the world Students & technology exchange program A Global presence in Multimedia Education.

03 | Downward Growth

Getting into Semi Urban & Rural part of India for Multimedia education as per the requirement of different regions through fundamental and/or employment related programs.

04 | Horizontal Growth

Technical Vocational Education Programs as per the requirements of both urban as well as rural markets of our nation.

XDS JOURNEY

Quick glance

1999 BIRTH
Introduced 3 specific High-end Programs in animation, Web and Graphics with Job Assurance

2000
1st Corporate training for Times of India

2001
1st Franchisee Campus
India's 1st PGPM with 100% job guarantee using REM

2004
Achieved vocational status and introduced faculty development program to provide standardised faculty across India

2003
XDS sets up 50th campus in INDIA

2002
Formation of XDS club

2005
Introduced Cartoon Incubator
Established Placement Cell named Futurz Xplored
Student placed at high package of 5.4LPA

2006
X Factor launched- student's work exhibition event
Launched Cell Animation Program
Xplora student appreciated by Dr. APJ Abdul Kalam Azad

2007
Launched Full-time Animation course IPGPM

2010
Launched University program BCA in Animation/Web
Launched Studio KARMA and in-house studio.

2009
Received Shiksha Bharti Puraskar.
Public-Private Partnership with NID.
Tie-up with Dr. Baba Saheb Ambedkar Open University for Bachelors program in Media Graphics and Animation.

2008
XPLORA gets ISO: 9001-2000 Quality Certificate and landmark of 100 Campuses in India.
XPLORA ties up with MICA.

2011
Launch of IPGPA programme, Chitrakatha NID Student Animation Festival at Xplora Campus

2012
2nd University programme - BMGA Launched

2013
Founder Director Invited to International Forum in China (Luoyang, Guiyang, Wuhan, Xingi).
Xplora Signs MOU with RRC Canada

2016
International Joint Students Project [Indo-China] Comic Book Project, Animation Project.
Prof. Leyland from USA visits Xplora & takes a Master Class & Workshops

2015
Students' film wins award at AYACC.
Xplora Program at Nanjing University.
Chitrakatha [NID Student Animation Festival] jointly taken to Colleges & Schools of Ahmedabad.
1st Sino-India Student Comic book project launched with Luoyang University.
Isabel – International Animation master takes international workshop for students, Stefano & Alfred take international workshops

2014
Launch of RRC (Pathway Program, Canada).
Xplora Launches Campus In China (Guiyang), Founder Director presents Xplora Success Story at Beijing

Project Title: Developing Online Branding & PR Activities for Explorra Educational Programs

Xplora Skool of Design is the partnered organization of **Innovation and Research Foundation** (IRF) and. The organization has changed its name to **Explorra School of Design and Technology** by clubbing all three partnered organizations. As mentioned in Part A of the report, the institution has a wide variety of courses and different corporate-oriented plans in its portfolio of services. Among those offerings, I got the opportunity to work on Branding and PR for the International Pathway Programs of Xplora Skool of Design. There are two projects under the pathway programs. Both the programs are one of their kind and are developed under government tie-up and mergers. The whole project revolves around building the brand and creating PR strategies considering the International Programs into account.

For the efficient completion of the project, my organization mentor had divided the whole project into several tasks. And each task was based on the previous task to complete the proper cycle of the work. I had to complete the task and after that the organization guide and mentor me for the subsequent one after giving suggestions for the completed task. The following are the task explained in the same sequence as arranged by the organization.

Connecting academic learning to real life (Roadmap of SIP)

Project entails,

- Integrated Marketing Communications

- Marketing A Plan

- Targets related to Branding and PR

- Profiling the Customers

- Understanding our product/service

- Secondary Research (Top articles) (Market)(Segmenting)(Targeting)

- Customer Decision Making Cycle (Identify 3 classical & contemporary approaches) and propose the one best suited to our sector & customers

- Current approach to acquiring the customer

- New approach i.e. online

- SWOT of the new approach

- Finalizing our offering i.e. product/service customized to current situation

- Need, Monetary situation, Method of delivery etc.

- Our strengths in the current context i.e. Mentors Quality, Holistic solution online

- Approaching the Customers in context to current situation i.e. online

    - What ways i.e. channels we can approach them

    - Material to be readied i.e. collaterals contextual to the channels

    - Closing the loop and launching the program

The following are the task explained in the same sequence as arranged by the organization.

Task 1: Induction and Overview Project

The first task given by the organization is to understand the company and its offerings. To analyse the offerings and the working of the company. It includes understanding clients, their profiling, expectations, and other related things. in this, I have to analyse and gather all the details with the information available on the website of the organization. The mentor wants me to do all this without any prior discussion and detailing, to understand the knowledge and capabilities level of mine. It was done to plan the project's task more perfectly with mapping the tasks with my capabilities. The following heads are covered in the Induction and Overview Project;

- Defining who the users / clients
  In this we have to understand the company and find out all the clients and users for specific International Pathway Programs like,
    - Institutions
    - Coaching Institutions
    - Agents
    - Government
    - Students
    - Parents
    - Recruiters
    - Franchisee Aspirants
    - Teachers / Practitioners

- Analysing each of the user / client
  It included understanding the users and could be users of the Xplora Skool of Design. It provides why the particular group of under is directly or indirectly associated with the organization.

- Outlining each of the user
  The outlining of each user and client was done to get more detailed knowledge and to build valuable insights from them.

- o Institutions

a) Traditional Colleges/ Educational Institutes (UG/PG)
b) Vocational Education Colleges
c) Schools (To encourage the course as an esteem UG level course)

- o Coaching Institute

➢ *On the basis of location*

Coaching Institutes of cities having main campuses namely, Mumbai, Gurgaon and Ahmedabad and Coaching Institutes of other cities

➢ On the basis of Institutes

Coaching institutes that provide details about another normal educational course of UG and PG level and Coaching Institutes that are in budding stage in the same domain

- o Agents
  a) Promote Foreign Educational Courses in Canada
  b) Promote Foreign Educational Courses in Malaysia
  c) Agents of particularly of same domain mainly animation and digital media stuff
- o Students
  a) Students who want to make career in this field
  b) Students/Professionals who had basic knowledge or some experience about animation but now want to gather foreign exposure.
  c) On the basis of both the International Program.

- o Franchisee Aspirants
  a) Interested in Xplora International Campus
  b) Interested in Xplora National Campus

- Finding the top 10 expectations of concerned client and user group

  It was done to get the real expectations of concerned client group. The aim behind this was to provide and develop over offerings in the right form.

- Mapping the client's expectations with the organization, it's offerings and all the related aspects.

  Mapping was crucial to provide the right thing to the right person at the right time in right form.

- Put the program's in best order and prioritize them,

- Online activities in relation to the pathway programs

  It includes picking best suited online activities to attract the users in the right sense. In that we have to list various online activities option with.

  o Pros and cons
  o Execution of each activity (explaining the mediums and tools)

- Idealising of Online Campaigns as per common and specific user.

  The main objective behind the first task is to understand the organization, programs, users, and related aspects thoroughly. Also, the project's objective is to understand the market sector of the organization, and then it is working as an organization in the concerned marker sector. It also aims to provide basic ideas for online activities to build the strings

Task 2 – Detailed study of target audience (Specific Users)

As per this task, the organization sets the target users as Agents and Coaching Classes. We narrow down to this after the discussion with the mentor. As in branding we first should know whom we can connect to collaborate. These two would work for us as a leading team. They are

the once which are connected to the students and parents quite closely. Also, with a business point of view, they are very crucial.

Moreover, we cannot target everyone at a single time. The main aim is to understand the specific users more thoroughly. Their need, why they would be interested in the organization. The organization wants more detailed information about it.

In current times, businesses are facing many dynamics from the internal and external environment. The pandemic has changed the workings of each and every organization. With this view, understanding and analyzing the target audience is a must.

For this, I researched many aspects as per the current time. This was mainly done to segment the market properly.

Task 3 Identifying the Agents

This task deals with identifying agents like educational consultants, agents who assist students in foreign study courses. The matrix for the selection was based upon the location and other factors like Agents specifically working for design and digital media design-related fields. It included finding out all the relevant details about the organization.

Task 4 Identifying the Coaching Classes

This task deals about identifying the coaching classes. These were segmented on the basis of;

- Location: Delhi, Mumbai and Gurgoan.
- Entrance Exam Coaching type: that coach for NID, NIFT AND Other top exams

Task 5 – Formulated strategies for further action plan

The task was about to formulate a strategy on 'how to connect and grab the agents and the coaching classes. It deals with the further action plan so that the target users can get the motive right. We were connecting them to make them our partners for providing the leads for International Pathway programs. I need to suggest ways in which we can connect. The recommendation for proposals and other communication means.

Task 6– Drafting Communication Options

In this, I have to develop communication drafts to connect them. It includes emails, agreements, and scripts that would share with the marketing team. The email marketing and drafts for terms of further conditions were developed. The emails were shared along with marketing collaterals and other forms. It was developed on the points like their benefit, students' benefits our uniqueness.

Task 7- Suggestion Reports on webinar

The organization had organized certain webinars based on program introduction, on the latest topics, career counselling, on corporate concerned topics, and many more. Those webinars were mainly arranged to clear the doubts of students, agents, coaching classes, and certain other related users. To get the right insight and to plan the further approach for the same.

Task 8 -Preparing Branding and PR activities for the month of June-Nov 2020

There is different objective for all the six months. The activities would revolve around the main objective of the month. As of now the objective are,

i.   To generate the leads for the first admission cycle of RRC Program (June-July)
ii. To promote the RRC Program and generate leads for second admission cycle (July-August)
iii. To promote and generate leads for Lincoln Program (August)

Basis on which branding activities were developed and options stated

PR Activities Options
Media Relations (Reaching journalists, National and local Media Houses)
Advertisements in Newspaper
Online/Social Media
Donations/CSR activities
Business Events (Webinar as per current situation)
Corporate Sponsorship

Brochures
More Partnerships
Word of mouth publicity
Magazines- Advertisements, articles by experts on latest trends
Career Counselling
Taking part in others event (To represent organization. to new audience
More participation in government organized competition and events
Blogs
Creating growth stories of organization and CEO
Overall Objectives
Brand Building
Earning Trust
Establishing Relationships
Awareness

- **Developing Objectives for Branding and PR activities**

  A calendar was developed based on the objectives for a particular month and period. For June and July, the objective was to create the leads for the upcoming September admission cycle mainly for International pathway programs. For August the developed objective was to create the awareness about second admission cycle.

- **Theme suggestions for webinars (considering the Branding and PR into account)**

  It consists of the theme suggestions for webinars. It includes various types of themes categorized under different heads. It also includes the action plan like searching the platforms. Like,

Theme Suggestions for Webinar

- o Photography
- o AI and its growth in future
- o Design Thinking

- Digital media and its positive impacts
- Web Content
- Indian Animation Industry and Future
- Scope of International Programs during the scenario of COVID-19
- Motion Graphics, Modelling and Visual effects
- The beginner's guide to becoming a Digital Multi Media Artist
- A designer's meet including the designers, artist from different domains like visual effects, animation, game development and illustration.
- Benefits of choosing vocational courses after Higher Education
- How corporates are moving towards Digital Era
- Animation and design in media and entertainment industry
- Be a gamer in the Gaming Industry
- 2020 the year of new employability skills

After a detailed discussion on topics. The intern is supposed to formulate a further action plan for selected webinars. The following are the slides of the PPT shared with the organization.

Designers Meet

Action Plan

- This could be done to provide the overall picture of the organization.
- Inviting the different artist and designer of different fields
- We can invite people from animation, VFX, UX, etc
- As people will share their views on specific topics, it would provide the colour of different domains to the student/aspirants
- Help us to develop our network with different kind of dignitaries
- Can build a community of #artistsonExplorra

Titles and Punchlines for webinars:

- Meet the designers behind the emojis/ animation/ we love!

- Designing makes everything possible

- The evolving role of designers

- Let's Grow together!

Photography

Action Plan

- Webinar should include latest development in the field
- Career opportunities
- Career Story of the executor
- Q&A

- Invite the prominent photographers
- Add their names to the webinar promotion templates (Like on photos and other stuff)
- Share the profile of the person with the registration link and other promotional stuff
- Can share the work of the dignitary with aspirants
- Can allowed the students to share their views
- Can organize a #shareyourphotographywork campaign (to create some hype)

Animation and design for media and entertainment industry

Action Plan

- Webinar should include: Current media & telecoms industry landscape, challenges & opportunities, Introduction to Media, Example of Innovation Project, Potential concept areas , How to get involved and Q & A.

- Campaign like #shareYourAnimatedWork can be organised.

Titles and Punchlines for webinars:

- Animation and design for media- the need of the hour !

- A course that can change the course of your life !- Future of Film Making

- Accelerating innovation across media and entertainment

- **Identifying the portals and websites where, we can share our PR related content and materials.**

The following table represents the researched portals and other related platforms for further action plan.

Platform/Option	Name
Blogs	- High on Design - Women of graphic design - Creative Overflow
Bulletin	- Orange Bulletin - Animation Xpress - Indiaeducation
Newsletter	- Pinterest - Design Crowd - Sketch Note Army - Hack Design

Newspaper	- Ahmedabad Mirror - Divya Bhaskar - Education Times (TOI special)
Portals	- Mukta Publicity Ad - Dream Design
College Brochure **(Location Based)**	- Ahmedabad - Mumbai - Gurgaon
Community for graphic designers	- Abduzeedo - Popsop - Vandelay Design - DesignFaves - Design Taxi - Debbie Millman's blog - Graphic Design Blender - Graphis - Grain Edit - it's nice that - The Daily Bother - Creative Bloq - Fastcodesign - The Dieline – packaging design - Think Design Blog - Method and Craft - Depthcore - Designer-daily - Design in Europe - Designboom - Designshack - NYtimesbooks – book design reviews - Printmag - Smashing Magazine - Swiss-miss - underconsideration – quipsologies

	• You The Designer
Websites	• Behance • Designspiration • Design Reviver • Design War • Illustration age • Inspirationist • Inspirationhut.net • The Design Inspiration • The Inspiration Grid • Visual Journal • Visuelle

- **Framing suggestions for the branding activities**

Creating awareness about RRC and Lincoln Program (Ultimate goal is to get the sales through these activities)

1.Promoting the new "Explorra School of Design and technology" instead of three individual brands more.

People who know about the three brands individually need to get the information of the merger of all three. It would provide the wide picture to the audience and reflect the hugeness of the brand.

- Using the new name more often
- Making an announcement on our handles
- Launching new logo (instead of using X and other things)

2. Free Webinars/Free one-to-one counselling sessions

There are several topics on which we can organize the webinars;

- How can you provide wings to your dreams even in this COVID 19 situation?

- Why postponing your career?
- The perks of having a career in Multimedia and digital fields
- The best digital career suggestions from experts of the digital world.
- Programs that are shining even during this dark time.
- Let's discuss the best International Programs

Basically, we have to make the titles of the webinars interesting for the students, agents and coaching institutes

We can arrange webinar specially for coaching institutes and agents to explain them more carefully about the programs

- We can arrange webinar or any kind of counselling session on specific day of the week, like webinar on every Saturday "Insightful Saturday" with such themes. As most of people are not that much occupied with work on weekends.

3. Uploading the Testimonial/Experience of Alumni

We can upload **the short video of RRC alumni**. It would create positive response amongst the aspirants.

For this we can ask most of the alumni to share their views in short video of 1 min. With this we can share their videos with the name of "Throwback Thursday". Advantages of this;

- **Networking with Alumni**, if we will share their videos on our handle then they could also share that on their respective profiles. It would ultimately lead to more reach (**Sharing on their handles**)
- The aspirants and interested people will get to know different views from different persons.

4. Blogs

We have to add news blogs to our website, as most of the blogs on the website of XDS is of till May 2018.

We can provide the space for our alumni and experts to write about the latest developments and the positive side of international courses.

Basically, building a blog under the name of the brand. This could make the user to see latest things on our own website.

Can add the articles in local newspaper like,

- Ahmedabad Mirror
- Divya Bhaskar
- Education Times (TOI special)

5. More Reviews on Facebook

The Facebook page of **the Institute is not having reviews from last 4 years.** It creates a doubtful impact upon aspirant's mind. We have to work on that sense too. Sharing the link of the page amongst the current students to review and rate the institute.

6. Sending Online Brochures

We can send the online brochure through the database (getting through inquiry portal of the website)

Basically, all of the above suggestions were based on;

- ➢ Attracting students, agents and another related group
- ➢ Presenting the data in a good manner
- ➢ Retaining the users
- ➢ Formulating network group

- **Preparing Presentations for PR activities**

Many unique approaches are being done by the institution. Like different and completely new counselling approaches and new online teaching system. These could be part of PR activities. On the same lines, we have to develop some content and represent the approach

FROM CONFUSED TO CAPABLE

Confused Parents and Students

Got to know about Explorra

We discussed about every aspect

Detailed Personalized Counselling

They take their decision

And then they mark their success!

CAN SHARE THIS TYPE OF SHORT TYPED POSTS

360 Degree Career Counselling

This is a unique 360 degree career counseling model developed by the Explorra School of design and technology. A model which involves all the dimensions of a student's career. We are here to make the journey of evey student worth sharing. The life is a path which has several steps so as this model. Explorra will solve all your doubts with each passing step, not only of students, but of parents as well.

HOW TO SHARE

- FIRST WE CAN RECORD THE FULL PROCEDURE AND CAN CONVERT THAT INTO A VIDEO (TO PROVIDE THE REAL PICTURE)
- CAN SHARE THE POSTS AND PHOTOS OF THE PROCESS
- SHARE THE VIEWS OF STUDENTS/ SHOOT A VIDEO (WHAT HAPPENED, HOW EXPLORRA HELPED THEM, & HOW THIS WHOLE PROCEDURE FROM TELEPHONIC TO COMPLETE 360 DEGREE CAREER COUNSELLING)
- FACULTY INTERACTION VIDEOS
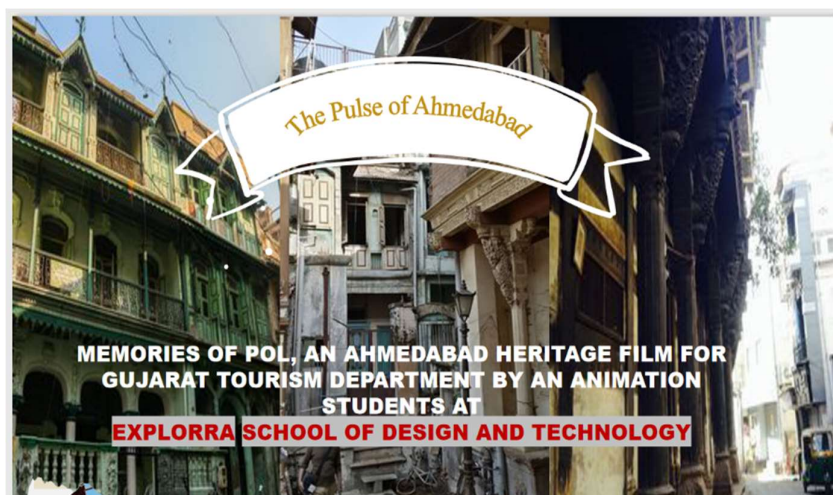- FEEDBACK OF PARENTS AFTER COUNSELLING

to how we can present the unique things of the institution to the world. The PPT involves the representation of unique things done by the XDS. The topics for the PPT includes,
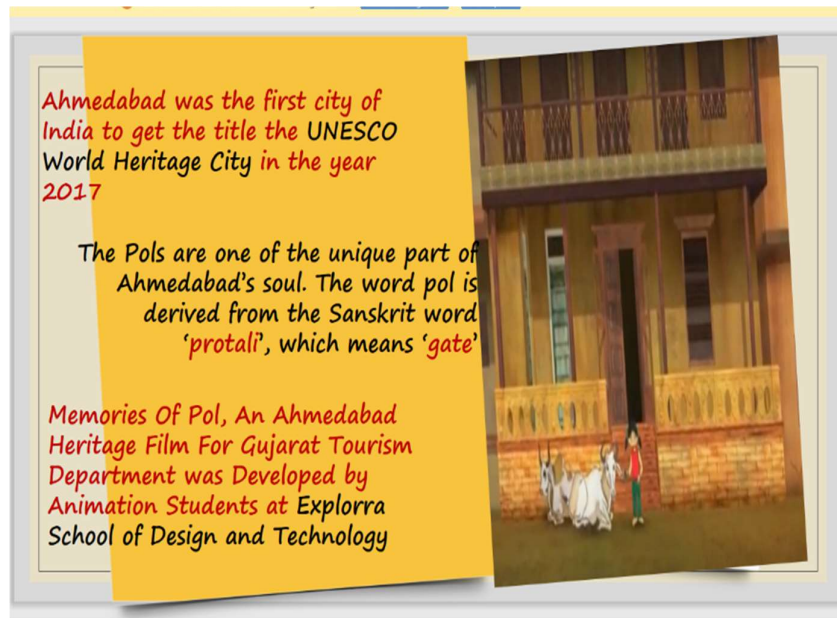
➢ **360 Degree Career Counselling for Students**

To connect the persons who are concerned in the design and innovative approaches of the time we had created presentations to attract them. These presentations would be used to make them understand the Explorra School of Design and Technology as an innovative and engaging brand. They used a completely new 360-degree approach for career counselling of students. The few slides of the presentation are added below for the reference,

➢ **Memories of Pol- An Animation Movie developed by XDS students**

The animated video "Memories of Pol" is one of a kind and was awarded by many government organizations. We had analysed that we can use it for our PR activities. Recognitions from government bodies is worth sharing with society and the concerned parties to get the attention. The presentation includes the things about the video and how to present it to the other websites and blogs.

Ahmedabad was the first city of India to get the title the UNESCO World Heritage City in the year 2017

The Pols are one of the unique part of Ahmedabad's soul. The word pol is derived from the Sanskrit word 'protali', which means 'gate'

Memories Of Pol, An Ahmedabad Heritage Film For Gujarat Tourism Department was Developed by Animation Students at Explorra School of Design and Technology

- ➢ **First joint Indo-China online comic**
- ➢ **Teaching Design Discipline Online (Unique blended Model for Design Education)**

Recommendations and Suggestions

- Using the new name more often i.e., Explorra School of Design and Technology.

- Making an announcement on our handles about the new name and collaboration.

- Launching new logo (instead of using X and other things)

- We have to add news blogs to organization's website, as most of the blogs on the website of XDS is of till May 2018.

- The Facebook page of the Institute is not having reviews from last 4 years. It creates a doubtful impact upon aspirant's mind. We have to work on that sense too. Sharing the link of the page amongst the current students to review and rate the institute.

- The organization have to make the website of the institution more attractive and appealing. The current website of the organization is quite dull and not so user friendly. In the contract, other competitors' websites are highly engaging and have lots of eye appealing options.

- The organization should keep their LinkedIn handle more active. As networking is very crucial in today's time. They have to build a positive and engaging brand image on these types of networking and connecting platforms. The organization can upload latest articles related to the field of design and more.

- During the tenure of the Internship, I only contacted with Mr. Rohit Swarup and Mr. Ninad Shastri, the Director and the founder of the organization. If, I got an opportunity to interact with other employees of the organization that would be great. It would have provided me better picture of the organization and will enhance my knowledge too.

Part C

Learnings

It was an amazing journey from an MBA student to a Branding and PR intern. SIP is one of the most important parts of one's educational and career path. The journey as an intern of Explorra school of design and technology always encourages me to understand the aspects of the corporate world and develop my insights for my career goals This summer internship has provided me several learnings, that would direct my career path in the right way. I found the shift from college assignments to organizational tasks quite different and interesting. The Induction project had set the mark for the entire summers. The Induction project had helped me to how to go through and analyze every small detail just from a single source i.e., the official website of the organization. These things had helped me to get a better picture of the organization and offerings which further proved highly beneficial for upcoming tasks.

This summer internship project provided me immense knowledge on how things are planned from the basics and executed into big corporate strategies. It was an ongoing learning process. I have absorbed corporate and professional knowledge by completing tasks, attending webinars, discussing the plan with the Founder, and having conversations with other interns.

As a Branding and PR intern, I had to go through several theoretical and practical knowledge aspects to compete with different related tasks.

The internship always works as a bridge between theoretical knowledge and practical implementation. I got the opportunity to apply the knowledge which I have learned in the primary year of my post-graduation that I picked up from Marketing Management, Markstart, and Organizational Behaviour.

- Consumer behavior and the importance of the consumer-oriented approach
- Practical Approach to STP
- Dynamics of business (External and Internal Environment)
- Importance of being an Agile organization
- Use of new approaches like a 360-degree career counselling approach and development of new and unique approaches.
- Integrated Marketing Communication

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

The following points represents the outline of self-learning from my SIP.

- understanding of both external and internal users.

- understanding their expectation as per the project of users

- Understanding patterns and trends of the business sector

- Mapping the expectations with offerings

- Balancing the image of the organization

- Clarify and overcome the business dynamics

- Analysis and synthesis of product form and offerings

- Creative thinking

- Engage customers in the product/service

- Align the project management and technology with the ideas.

- Using the other's portals to present your business.

- Keep our platforms UpToDate and appealing

- Understanding marketing collaterals

- Present the offerings in innovative ways.

Organizational Training

The complete summer internship project was handled by the founder of the organization, Mr. Rohit Swarup and Mr. Ninad Shastri. The summer interns didn't get the opportunity to interact with other team members of the organization. Moreover, the outbreak has changed the working of each and every organization in current times. Due to the pandemic, the physical interaction with the organization and members was not possible. To overcome the dynamic of the current scenario, the meetings were scheduled through online connecting apps means as Zoom, WhatsApp, and Skype.

During the tenure of the SIP, all the instructions and guidance were done through emails, Skype, and Zoom meetings. One of the best things was the conveying of regular constructive feedbacks and suggestions by the organization. The mentor had developed the parameter to rate the tasks. He generally bifurcates the work's quality level into 3 categories viz, Great, Good, Decent. The feedback and suggestions helped the interns to improve the quality of their tasks. Moreover, regular calls were arranged by the mentor to get the right position of the work.

The organization had conducted a series of design thinking seminars that helped us to understand the working and offerings even more precisely. Mostly the founder and high-level dignitaries had attended these sessions. It helped the interns to get the insights of the business environment from other prominent individuals as well.

In short, the organization had characterized the internship program in following unique means;

- Constructive and Valuable Feedbacks
- Regular Communication and Interaction
- Webinars

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References

- http://xdsindia.com/
- http://irfindia.org/
- https://www.futurzxplored.com/

Certificate

EXPLORRA
EDUCATION PRIVATE LIMITED

Date: Monday, July 6, 2020

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Aman Arora** a student of **Institute of Management, Nirma University**, has successfully completed Two months (From 24th April, 2020 to 23rd June, 2020) Online Summer Internship Project on **Digital Branding and PR for Educational Programs** with **Marketing department** of our organization.

We were happy with his work and found him hardworking, punctual, and creative. He was amongst the good performers from this year's interns.

We wish him all the very best,

For,

Authorized Signature

The document is 'computer generated' and, hence, does not require any signature

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