

Summer Internship

Final Report

Organisation:



Explorra Consulting (Department of Innovation and Research Foundation), Ahmedabad, Gujarat

Submitted by:

Name	Roll No.
Komal Dwivedi	201122

Submitted Through Faculty Guide (Mentor):

Prof. Punit Saurabh

Section: A

Batch: MBA – FT (2020-2022)

Institute of Management, Nirma University

Date of Submission: **12th July, 2021**

Author of Report: Komal Dwivedi

Company Name: Explorra School of Design & Technology

Address: 3rd Floor, A.K. Patel House, Opp. Passport Seva Kendra Nr, Mithakhali Six Rd, Navrangpura, Ahmedabad, Gujarat, 380009 India

Purpose of the Report: Report for the fulfillment of the Summer Internship 2021 project for the MBA FT 2020-2022 program at Institute of Management, Nirma University

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

Submitted To: Prof. Punit Saurabh, Institute of Management Nirma University, Ahmedabad

TABLE OF CONTENTS

S.No		Page No.
1.	Project Title	2
2.	Acknowledgement	4
3.	Executive Summary	5
4.	Industry Profile	6-10
5.	Company Profile	11-13
6.	Project Introduction	14-15
7.	Methodology of Minor Project	16-27
8.	Approach Adopted of Major Project	28- 37
9.	Competitive Analysis	38-39
10.	Design Thinking Paper	40- 42
11.	Project Learnings	43
12.	Conclusion	44
13.	References	45

ACKNOWLEDGMENT

An effective venture can never be set up by the single exertion or the individual to whom undertaking is doled out, however, it likewise requests the assistance and guardianship of some familiar individual who helps in the undersigned effectively or latently in the culmination of the fruitful task.

I acknowledge my deep sense of gratitude to **Mr. Rohit Swarup(Founder Director) & Mrs. Shilpi Ghosh (Business Development Manager)** for providing me with their valuable guidance and constant co-operation at every step of the project. This project was indeed the outcome of his clear vision and helpful attitude. Without their help and support, the fruitful culmination of this undertaking would not have been conceivable.

I would like to thank the entire staff of Explorra School of Design & Technology who answered my queries and helped me understand the functioning of the company. Their significant suggestions and collaboration helped me to acquire an incentive and value from the internship program.

Lastly, I would like to express my sincere thanks to my Faculty mentor, Prof. Punit Saurabh for providing me with the necessary guidance before the start of my internship as well as during the course of the internship.

EXECUTIVE SUMMARY

This report is written to provide the reader the basic knowledge about “**New Product Development for Higher Universities**” in Education Industry (under Consulting Division) i.e. what exactly it is, what is its purpose and the process which is followed to carry out the same. This topic was chosen so that a research work can be conducted on the Programmes, how the New age Universities can re- invent and to study what are the current and Future needs of the Industry and the Universities. The Major Project included the proper working on each of the Phase i.e. conceptualisation, Branding phase, marketing Phase and the last one i.e. the execution and the Implementation Phase. This Complete Cycle was followed during the tenure of the Internship and almost 1 week was given to each phase for creating a better outcome. Also, Initially I worked on all the Verticals for a 2 weeks minor project which gave me the idea to approach or how to headstart any Problem. The above report includes some snapshots of the work details along with the mention and methodology of the work.

INDUSTRY PROFILE

1.1 Education Industry - Introduction

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system.

With ~26.31% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities for growth.

1.2 Market Size

India has the world's largest population of about 500 million in the age bracket of 5-24 years, which provides a great opportunity for the education sector. The education sector in India was estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19.

Number of colleges in India reached 39,931 in FY19. Number of universities in India reached 967 in FY21 (until December 2020). India had 37.4 million students enrolled in higher education in FY19. Gross Enrolment Ratio in higher education reached 26.3% in FY19.

In 2020-21, there were 9,700 total AICTE approved institutes. Of the total, there were 4,100 undergraduate, 4,951 postgraduate and 4,514 diploma courses in AICTE approved institutes. According to the National Institutional Ranking Framework, 7 positions were bagged by prominent Indian Institutes of Technology out of the top 10 institution rankings in 2020.

The country has become the second largest market for E-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million users. In India, the online education market is forecasted to reach ~US\$ 11.6 billion by 2026.

1.3 Investments/ Recent Developments

From April 2000 to December 2020, Foreign Direct Investment (FDI) equity inflows stood at US\$ 4,217.67 million according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

The education and training sector in India witnessed some major investments and developments in the recent past. Some of them are:

In May 2021, the Institute of Health & Management (IHM), Australia, announced its plan to offer scholarships worth Rs. 10 crore (US\$ 1.3 million) to nurses in India to recognise their commitment and dedication amid the COVID-19 pandemic. The scholarship will be offered to those nurses undertaking the ‘Gateway to global nursing programme’.

In May 2021, the BITS School of Management (BITSoM) joined forces with London Business School (LBS). This partnership will focus on three segments—student engagement programme, LBS faculty teaching at BITSoM and developing joint executive programme in the space of women leadership.

In May 2021, Virohan a healthcare ed-tech start-up, which provides vocational training for paramedics, raised US\$ 3 million in the Series A funding from Rebright Partners.

As per the Union Budget 2021-22, under the NISHTHA training programme around 5.6 million teachers are to be trained in 2020-21.

In April 2021, Education India—India’s academic partner and a start-up in the field of education—is set to invest Rs. 20 crore (US\$ 2.4 million) in School Acquisition Module. The company is planning to have more than 200 schools on lease Module until 2023.

On April 1, 2021, Union Education Minister launched the ‘MyNEP2020’ Platform of the NCTE Web Portal. The platform seeks to invite suggestions/inputs/memberships from stakeholders for preparing drafts for development of the National Professional Standards for Teachers (NPST) and the National Mission for Mentoring Program Membership (NMM). The ‘MyNEP2020’ platform will be operational from April 1, 2021 to May 15, 2021.

In January 2021, troops of the Indo-Tibetan Border Police (ITBP) launched an internet tools-based learning centre for school-going children in a Naxal violence-affected district of Chhattisgarh.

1.4 Government Initiatives

Some of the other major initiatives taken by the Government are:

In April 2021, India along with Bangladesh, Brazil, China, Egypt, Indonesia, Mexico, Nigeria and Pakistan joined the United Nation’s E9 initiative. E9 initiative is the first of a three-phased process to co-create an initiative on digital learning and skills, targeting marginalised children

and youth, especially girls. The initiative aims to accelerate recovery and advance the Sustainable Development Goal 4 agenda by driving rapid change in education systems.

According to Union Budget 2021-22, the government allocated Rs. 54,873.66 crore (US\$ 7.53 billion) for Department of School Education and Literacy, compared with Rs. 59,845 crore (US\$ 8.56 billion) in Union Budget 2020-21.

The government allocated an expenditure budget of Rs. 38,350.65 crore (US\$ 5.28 billion) for higher education and Rs. 54,873 crore (US\$ 7.56 billion) for school education and literacy. The government also allocated Rs. 3,000 crore (US\$ 413.12 million) under Rashtriya Uchchatar Shiksha Abhiyan (RUSA).

Under the Union Budget 2021-22, the government has placed major emphasis on strengthening the country's digital infrastructure for education by setting up the National Digital Educational Architecture (NDEAR).

In January 2021, in order to mitigate the impact of challenges created due to COVID-19 pandemic, the Ministry of Education issued guidelines for identification, admission and continued education of migrant children.

On January 15, 2021, the third phase of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 600 districts with 300+ skill courses. Spearheaded by the Ministry of Skill Development and Entrepreneurship, the third phase will focus on new-age and COVID-related skills. PMKVY 3.0 aims to train eight lakh candidates.

In December 2020, the Ministry of Skill Development and Entrepreneurship, in collaboration with the Tata Indian Institute of Skills, launched two short-term courses in factory automation.

Road Ahead

In 2030, it is estimated that India's higher education will:

combine training methods that involve online learning and games, and is expected to grow 38% in the next 2-4 years

adopt transformative and innovative approaches in Higher education

have an augmented Gross Enrolment Ratio (GER) of 50%

reduce state-wise, gender based and social disparity in GER to 5%

emerge as the single largest provider of global talent with one in four graduates in the world being a product of the Indian higher education system

be among the top five countries in the world in terms of research output with an annual R&D spend of US\$ 140 billion

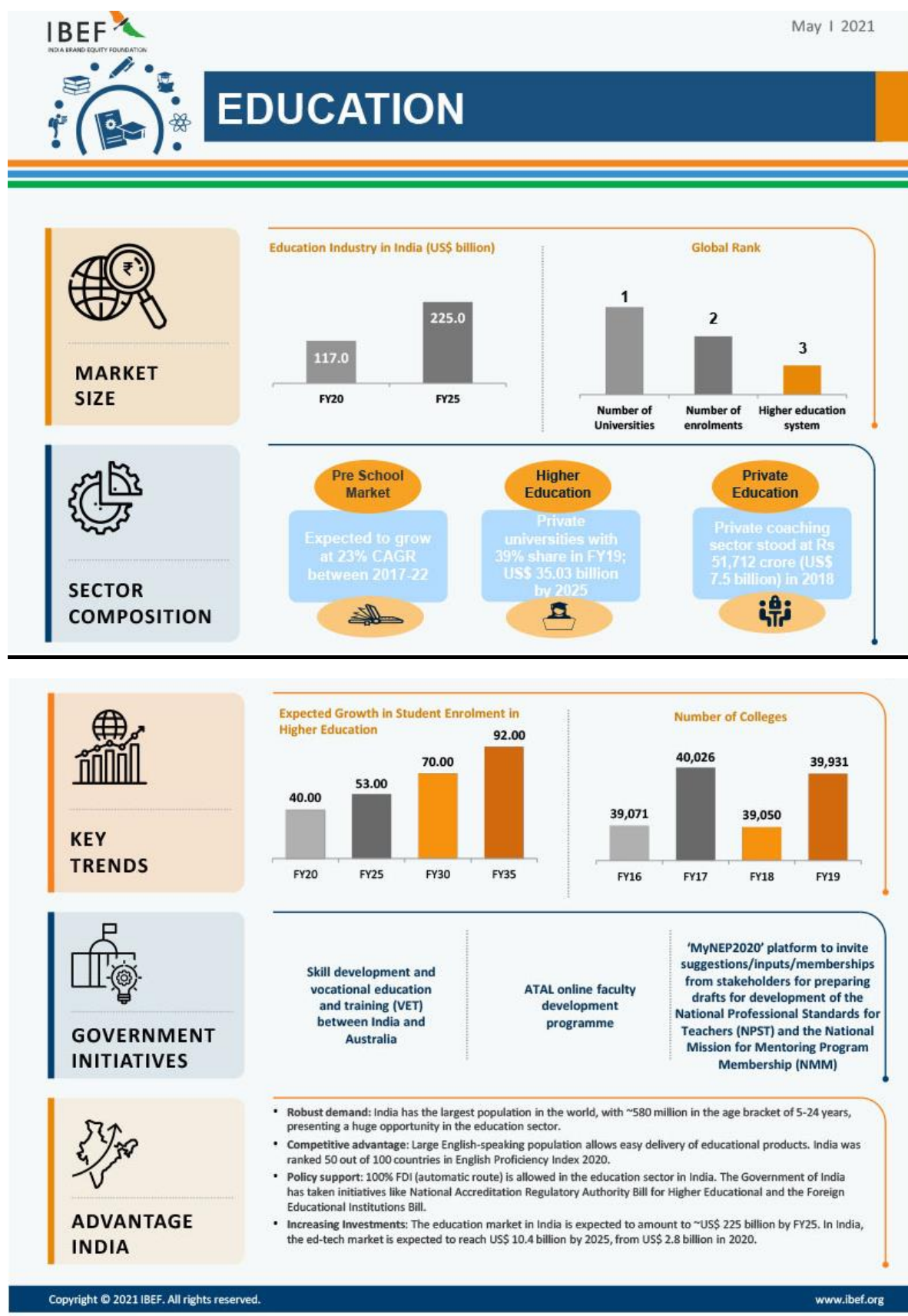
have more than 20 universities among the global top 200 universities

Various Government initiatives are being adopted to boost the growth of distance education market besides focusing on new education techniques, such as E-learning and M-learning.

Education sector has seen a host of reform and improved financial outlays in recent years that could possibly transform the country into a knowledge haven. With human resource increasingly gaining significance in the overall development of the country, development of education infrastructure is expected to remain the key focus in the current decade. In this scenario, infrastructure investment in the education sector is likely to see a considerable increase in the current decade

The Government of India has taken several steps including opening of IIT's and IIM's in new locations as well as allocating educational grant for research scholars in most Government institutions. Furthermore, with online mode of education being used by several educational organisations, the higher education sector in India is set for major change and development in the years to come

Snapshots





KEY TRENDS

Expected Growth in Student Enrolment in Higher Education

Fiscal Year	Value
FY20	40.00
FY25	53.00
FY30	70.00
FY35	92.00

Number of Colleges

Fiscal Year	Value
FY16	39,071
FY17	40,026
FY18	39,050
FY19	39,931



GOVERNMENT INITIATIVES

Skill development and vocational education and training (VET) between India and Australia

ATAL online faculty development programme

'MyNEP2020' platform to invite suggestions/inputs/memberships from stakeholders for preparing drafts for development of the National Professional Standards for Teachers (NPST) and the National Mission for Mentoring Program Membership (NMM)



ADVANTAGE INDIA

- Robust demand:** India has the largest population in the world, with ~580 million in the age bracket of 5-24 years, presenting a huge opportunity in the education sector.
- Competitive advantage:** Large English-speaking population allows easy delivery of educational products. India was ranked 50 out of 100 countries in English Proficiency Index 2020.
- Policy support:** 100% FDI (automatic route) is allowed in the education sector in India. The Government of India has taken initiatives like National Accreditation Regulatory Authority Bill for Higher Educational and the Foreign Educational Institutions Bill.
- Increasing Investments:** The education market in India is expected to amount to ~US\$ 225 billion by FY25. In India, the ed-tech market is expected to reach US\$ 10.4 billion by 2025, from US\$ 2.8 billion in 2020.

Copyright © 2021 IBEF. All rights reserved.

www.ibef.org

Source - India Brand Equity Foundation

2. Company Profile (Part - A)

Explorra School of Design & Technology is India's Premier Digital Media education i.e. Animation, Graphics & Web ISO 9001:2000 Company present at 147 Campuses in 21 states of India. Xplora received the prestigious 'Shiksha Bharti Puraskar 2009' for training and providing employment to 70000+ students over the last 16+ years, and, 'Indian Leadership award for Education Excellence' 2010 by Indian Economic Development & Research Association for excellent curriculum and courses. Xplora Design Skool offers the only International pathway program (with Canada) in Digital Media Design in India. Collaborations with Red River College Canada, Chitrakatha – National Institute of Design, BAOU BabaSaheb Ambedkar Open University enrich the offerings. Explorra School of Design program are also running in Guiyang, Nanjing & Beijing China & Lincoln University Malasiya www.xdsindia.com

MISSION

Bridging the gap between human creativity and the design – media – manufacturing-entertainment industry needs by imparting the necessary design, software & professional skills – turning design students into ready for job design professionals that furnish industries' constant appetite for meaningful and proactively contributing talent.

VISION

Creating an environment that nurtures a meaningful career for its students, by, being the best digital – media – design – multimedia – animation education provider in the world.

VALUE

Living and growing together in an engaging environment of Explorra School of Design & Technology – as a family where truth, ethics, hard work, creativity & innovation reflect in each of our actions, creating a wealth of happiness, satisfaction & growth

2.1 Partner Organisations

1. **Innovation Research Foundation (IRF)** offers meaningful perspectives to education, research and professional development. The foundation is led through a consortium of forward looking educationists and professionals having diverse expertise through rich experience. The team offers specialised inputs to academia and industry in innovation thinking, design pedagogy and management skills. The Foundation engages with the universities, corporates and government agencies for programs, workshops and consulting projects of strategic and tactical involvement. IRF serves global clients based in India, China, Europe, Australia and USA.

Innovation Research Foundation (IRF) has conducted 273 workshops and seminars for K12 teachers, principals, for higher education and for corporate.

Innovation & Research Organization (IRF) is contributing to national development through range of innovative educational, vocational and training programs for schools, colleges and corporate sector. For these initiatives IIRF has active support of several Indian State Governments & Semi Government bodies.

IRF India will be Transformed into Explorra Education PVT. Limited in 2021.

2. **Futurz Xplored** is an ISO certified education company that aims at address the 21st Century educational needs. Genesis of Futurz Xplored was a result of extensive global research of over a decade by eminent academicians from across the world. Currently Futurz Xplored is impacting the lives of 100000+ students, teachers & professionals annually, through 2000+ schools & independent campuses in India, China, USA & Canada. Range of educational programmes: In School programme Global 100 Innovation Schools, After School programme, Do it Yourself, Kits for teachers & parents, Workshops and Independent Campuses called as (i297).
www.futurzxplored.com

2.3 Explorra Consulting

Our Offerings

The aim of Explorra Consulting is to always deliver tangible-result oriented solutions. We offer specialized and customized solutions in academia so as to identify, articulate and solve problems and address possibilities.

Providing meaningful solutions in helping advance student learning, teaching efficiency and industrial competency. This is done keeping in context the ever-increasing 21st Century needs of exponential and ever-increasing scale, scope and speed of expected skill, thinking (logical-analytical & creative-abductive) and attitude (inculcating a mindset, temperament, culture of innovation).

We engage with the industry, community and individuals through an indigenously developed structured design-driven innovation approach. All programs follow a pedagogy of co-creation, use of tools and techniques.

Our Impact

Over the last decade and more, we have directly supported organizations and individuals who seek radical and incremental solutions in the preview of the ever-changing VUCA environment.

Awarded the prestigious “Shiksha Bharti Puraskar” for generating employment through high-end education having maintained a placement rate of more than 80% for over two decades i.e. training and placing more than 1,00,000 students & professionals in 750+ top companies in India and internationally.

Why Us?

Explorra is with you every step of the way whether you want to advance an idea, a capability, or the world at large, we can help you consider the approach from the perspective of institutional development, enhancement of academic resources and student outcome in context of the changing global and local expectations from higher education institutions.

3. Project Introduction

Project Title – “Conceptualizing New Product Development & Promotion for Higher Universities and Incubation Centre”

3.1 About Organisation:

Explorra Consulting (Innovation & Research Foundation) offers meaningful perspectives to education, research, and professional development. The foundation is led through a consortium of forward-looking educationists and professionals having diverse expertise through rich experience. The team offers specialized inputs to academia and industry in innovative thinking, design pedagogy, and management skills. The Foundation engages with the universities, corporate, and government agencies for programs, workshops and consulting projects of strategic and tactical involvement. IRF serves global clients based in India, China, Europe, Australia, and the USA.

3.2 Objective of the Major Project allotted -

Our Aim was to Transform 100 Universities in different regions of the country within the next 5 years to play the part of Thought Leadership in the Domain of Innovation in Higher Education. Explorra Consulting and Atal Community Innovation bring to you “ED-Revolution 100” which will lead the Universities and Colleges in India to provide the young generation the opportunity for Jobs and Self Employment.

3.3 Vision -

Transforming 100 Universities to play the part of Thought Leadership in the distinctive Domain of Innovation & Entrepreneurship.

3.4 Expected Benefit -

- Revitalize temperament
- Curriculum mapping for 21st-century traits using design pedagogy
- Development of 21st Century Skills amongst students for better employment
- Connect between academic learning and real life
- Engagement of local industry in capacity Building and Employment
- Increase in patents being filed
- Increase in start-ups from campus
- Inculcating a habit- Original Thinking, Innovation, and Entrepreneurship through Knowledge, skill, and attitude.
- Launching a design thinking department in Universities
- Implementation of culture for innovation and Sustainability

4. Methodology -

4.1 Project Aim: -

“Conceptualizing New Product Development & Promotion for Higher Universities and Incubation Centre” is the project that has been allocated to me for my Summer Internship Project. Here, We have to conceptualize the programs, idea, implementation, and Execution strategy for Explorra Consulting which will be a newer Domain of Explorra School of Design and Technology. The project will include all stages of the product's development, beginning with Concept Development and progressing ahead to developing the brand and further include the product's branding and Communication strategy to final implementation and execution of the newly developed product for higher Universities which will be targeting the transformation of 100 universities in the next 5-year plan.

4.2 Minor Project –

I was Allocated Two weeks of Minor projects where I headed to work on the Dual Degree program and Career Care Program from Ideation to developing strategies that could create value and attract the target segment. This project also helped me to understand all the Functions and the Programs offered by Explorra School of Design and Innovation and how they have collaborated with both National and International Universities and are known for providing skill-based training in Design and Innovation.

4.3 Description of Minor Project -

Topic - Formulating Strategy and Identifying key Value Proposition to be fulfilled for Dual Degree Program

Questions/ Areas I worked on for Ideating the strategies for Increasing Value Proposition to the Target Customers for the Dual Degree Programme are -

1. How to reach the Target Segment?
2. How to create a Value Proposition?
3. Proposition to excite them for a dual degree course?
4. Strategy and Action Plan
5. How to Profile them?
6. Need Analysis
7. Where do target customers handout? (online/ offline)
8. Which Sites do they visit for a career plan?

4.4 Work Methodology -

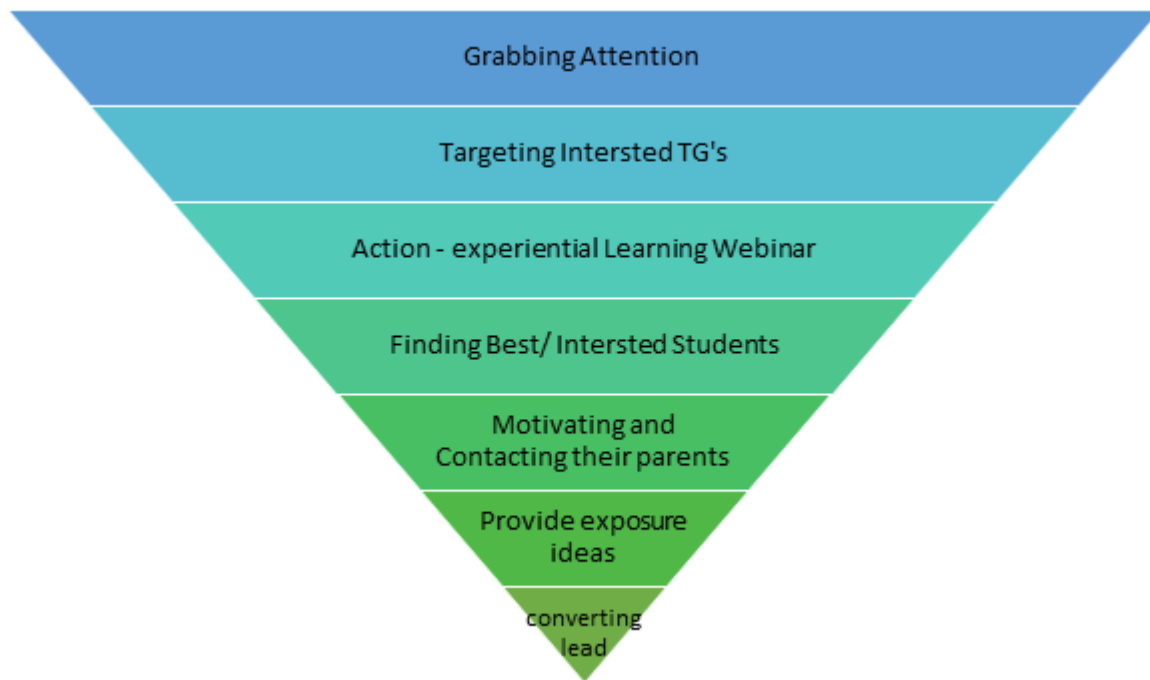
Idea - “ 3 Day Webinar with Learning Engagement Activity ”

Tagline - “Looking for a career in the creative field but confused? Attend our FREE workshop to get guidance from industry experts”

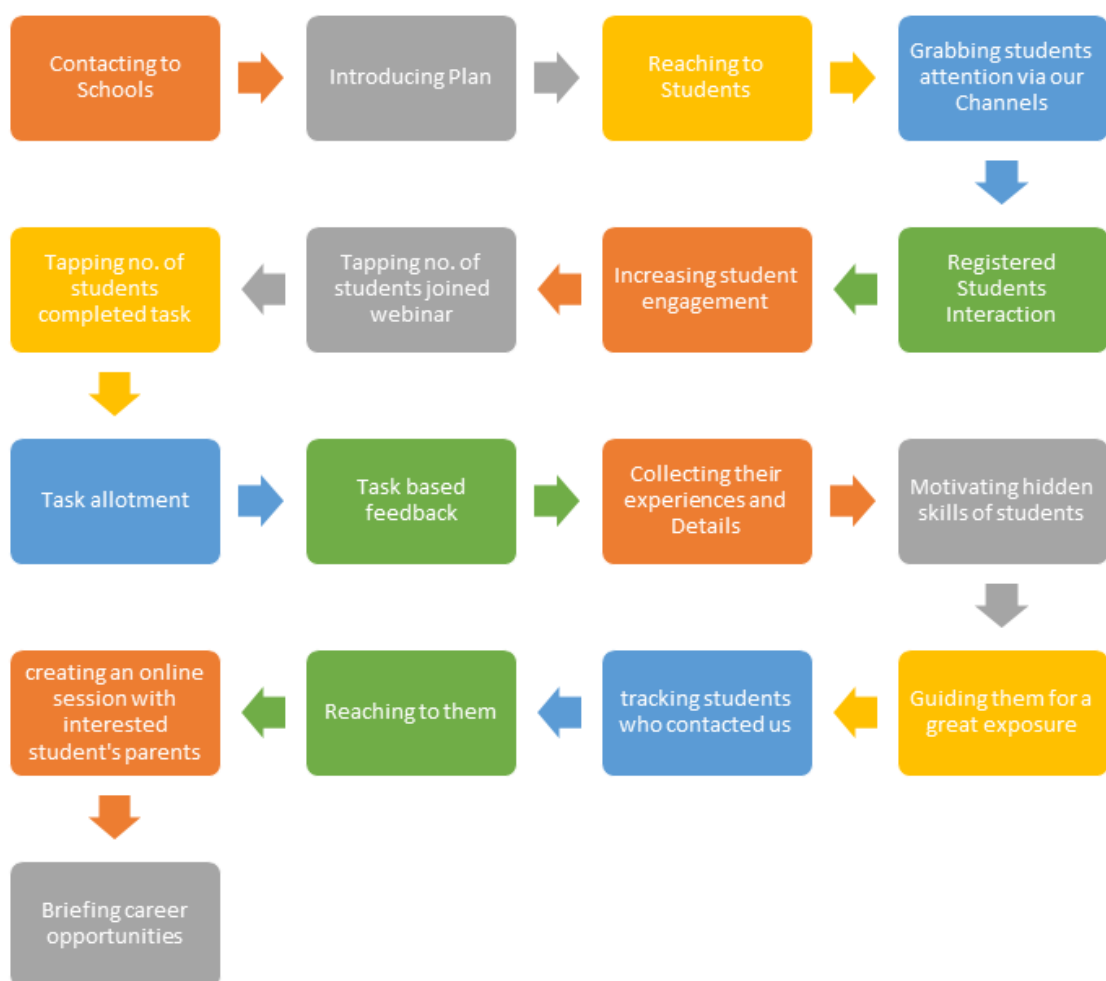
Target Segment - 12th and 12th Passed (PCM + Commerce Batch)

Objective -

- ★ “Creating relationship and gaining credibility”
- ★ “Attract students & broadening their knowledge in new emerging Technologies ”
- ★ “Generating High Quality Leads”







Converting Leads Funnel



Milestone Pathway

4.5 Some Samples for Event Post -

Samples	Purpose
 <p>A red poster for BITSOM. It features the text: "OUR STELLAR GLOBAL FACULTY WILL INSPIRE YOUR INNER GREATNESS.", "10 DAYS TO GO", "ROUND 3 DEADLINE: 2ND MAY 2021", and "REGISTER NOW FOR OUR FLAGSHIP MBA". There is an illustration of a person in a white lab coat pointing at a screen.</p>	Reminder Post for Registration
 <p>A black and white poster for the Masters' Union. It features the text: "MASTERS' UNION", "PGP TBM INFORMATION SESSION", "To Focus On:", "• Admissions Criteria and Statistics", "• Internship Placements", "• Industry Concentrations", "Masters' Union Admission Team", "Date: 3rd May, 2021", "Time: 6:00 PM", and "REGISTER NOW". There are several small portraits of people in the background.</p>	Event Post
 <p>A colorful poster for "Dia das Crianças" (Children's Day). It features a smiling child, a rocket, balloons, and the text: "Dia das Crianças", "Todo setor infantil com até 35% OFF", "Aproveite!", and "Higienize".</p>	Motivating Poster for engaging and grabbing attention
 <p>A colorful poster for "PLAY THROUGH THE SCIENCE". It features a child wearing a graduation cap, a paper airplane, and the text: "NEW ADVERTISEMENTS", "SO LET'S PLAY TOGETHER!", "PLAY THROUGH THE SCIENCE", and "PLAY THROUGH THE SCIENCE".</p>	Register and check our Page (Explore more...)

	<p>Some Eye Catching Posters to highlight about Exploraa</p>
	<p>Some Eye Catching Posters to highlight about Exploraa</p>

Registration Link: <https://forms.gle/HbpybztFw1n7AGMY7>

Registration Form: (Screenshots are Attached)



Webinar Registration

Event Timing: May 25th-27th, 2021

Event Mode: Zoom, 4:30- 6:30 PM

Contact us at (123) 456-7890 or no_reply@example.com

* Required

"Looking for a career in the creative field but confused? Attend our FREE workshop to get guidance from industry experts"

Name *

Your answer

School Name *

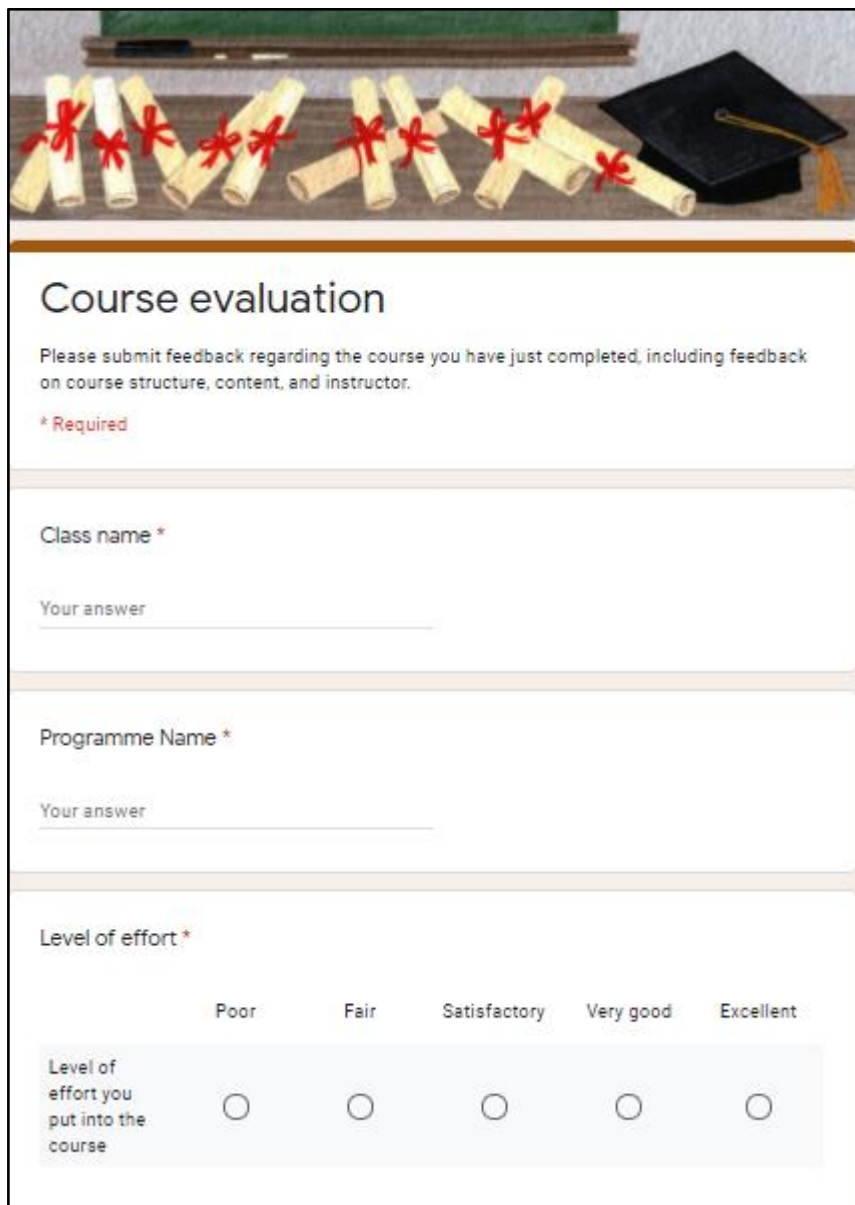
Your answer

Class *

<p>Class *</p> <p><input type="radio"/> XII</p> <p><input type="radio"/> XII Passed</p>
<p>Email *</p> <p>Your answer</p>
<p>Contact Number *</p> <p>Your answer</p>
<p>Complete Address (with pincode) *</p> <p>Your answer</p>
<p>What days will you attend? *</p> <p><input type="checkbox"/> Day 1</p> <p><input type="checkbox"/> Day 2</p> <p><input type="checkbox"/> Day 3</p>
<p>Submit</p>

Also Designed a Google Form for Recording and Creating a database record for all the Testimonials which can be further used on the Social media Handles or the Website as an important collateral or feedback and can also give the important information about areas to work upon.

Course Evaluation Feedback Form



Course evaluation

Please submit feedback regarding the course you have just completed, including feedback on course structure, content, and instructor.

* Required

Class name *

Your answer

Programme Name *

Your answer

Level of effort *

	Poor	Fair	Satisfactory	Very good	Excellent
Level of effort you put into the course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Contribution to learning *

	Poor	Fair	Satisfactory	Very good	Excellent
Level of skill/knowledge at start of course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of skill/knowledge at end of course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of skill/knowledge required to complete the course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contribution of course to your skill/knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skill and responsiveness of the instructor *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Instructor was an effective lecturer/demonstrator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentations were clear and organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructor stimulated student interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructor effectively used time during class periods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructor was available and helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Course content *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Learning objectives were clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course content was organized and well planned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course workload was appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course organized to allow all students to participate fully	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What aspects of this course were most useful or valuable? *

Your answer

Why did you choose this course? *

- ☐ Degree requirement
- ☐ Time offered
- ☐ Interest
- ☐ Job Opportunity

Why did you choose this course? *

☐ Degree requirement

☐ Time offered

☐ Interest

☐ Job Opportunity

☐ Other: _____

Did this course meet your expectations? *

☐ Yes

☐ No

☐ Maybe

How would you improve this course? *

Your answer _____

Feedback / Suggestion *

Your answer _____

Submit

5. Major Project

5.1 Approach Adopted -

Phase 1: - “ Conceptualization Phase ”

The Conceptualisation Phase of the Project Problem included creating a rough blueprint of the flow plan and to get a clarification of the Questions which have to be answered to get a deeper insight into the problem. Thus, my approach was first, to Research the Universities about what Higher Universities are Interested in? and further Creating a persona on the basis of the Insight generation targeting the Domains of the University and the Type of VC's. i.e. To know my target segment in a better way by classifying their Preferences, Likes, Dislikes, Need, or Aspiration of the Clients.

Furthermore, We clearly identified the Need of the Universities and then we worked on what Explorra Consulting could provide the services based on it. The following are included in the program's development:

- Identification of the target customer, observing their insights and needs
- Which issues are we attempting to solve?
- The program's specific proposal/ training programme (which may vary depending on the Target Audience)
- Our value propositions and our Key offerings that set us apart
- Why will the target be driven to prefer us?

Furthermore, We Identified the value Proposition which Explorra Consulting can provide which can be unique from the other Competitors. And I along with my fellow intern did a conceptual Analysis and Brainstorming where we collected all the ideas that we felt could be used in our product. We also analyzed the current products, to get a better idea of what all programmes were already being offered. Based on the ideas that we have brainstormed we shortlisted a few programmes that we felt could be offered by Explorra Consulting as a part of the new product. Also, when the Programs were finalized we Included the Statistics, Objectives, and reasons mentioning why the particular program or service should be Included in the Final Higher University Proposal.

Phase 2 - “ Branding Phase ”

After the completion of the Conceptual Phase with a better understanding, I moved on to the Branding Phase which majorly includes Brand Strategy, Brand Identity, and Brand Marketing.

Brand Strategy -

Since Explorra Consulting will be Introduced as a new product which will come in the market where it has very few competitors.

Explorra Consulting has close Competitors such as Capgemini Consulting, Deloitte, KPMG, Tinkerlabs, etc. But the unique feature which Explorra Consulting will be providing will be the skill development programs, new age programs along with assured Employment and opportunity for the course, help Universities in re-inventing, Mindset Change and International Exposure. Also, its target Segment is focused on Universities that can take their services for their university, faculty or introduce a new course with the radical collaboration of Explorra Consulting.

Thus, on the Basis of the Competitors, I Created a plan for the Branding.

Brand Identity -

For the Brand Identity, I mentioned Vision Statement for Explorra Consulting and also Suggested a few Ideas of How to reinvent the Logo, and then came up with the unique Tagline. The Tagline and the Logo I decided for Explorra Consulting goes with the Value proposition of Explorra Consulting i.e. Bridging the gap between theoretical learnings and their implications as real-world solutions and Smart Experimentation, and collaborating with higher University students for Curriculum mapping for 21st-century traits using design pedagogy and establishing a culture for innovation and it aims for to instill the process of changing attitudes and behaviors -imparting knowledge and developing skills while maximizing the benefits of participation, knowledge exchange, and ownership.

Brand Marketing -

For the Brand Marketing, I worked on the Collaterals working on what all collaterals should be included, how the relevant content can be capitalized in it to reach the Target Audience, and gave further suggestions and Samples from the competitors and on the basis of the Experiential learning and research extracted the best concepts and altered to fit into the new product development.

For Brand Marketing I worked on the Emailers, Website, College Documentation, Flyers, and Blogs for Explorra Consulting which can be used as a key to reach the Audience.

Phase 3 - “Marketing Phase”

- For the Marketing Phase of the Project, I worked on converting my concept into creating a proposal that included every detail for pitching for the Higher Universities. The Final University Document Included The Proposed Programs and the Training for the skill development, new age programs, faculty Development training, online workshops on Innovation & Entrepreneurship, Design Clinic, etc. mentioning what exactly will be included in the proposed Programme and mentioning the unique case studies respectively, including some facts and infographics about the Design Thinking & Innovation and some specific relevant details.
- After the proposed University Document was prepared, I further moved on in creating a database for the Target Market i.e. Including the specific college’s record in India including every detail i.e. why the University is selected?, what programmes they might be interested in?, Researching on the various competitors and the Universities needs to which we can further Approach for our proposed plan.
- Also, worked on planning and working on the organizing by connecting and collaborating with the branding team and prepared an array of records that should go out or can be used as important collateral along, with the proposed programmes which will be helping to know the programmes better and can serve the purpose of clarification and more knowledge on any particular Programme.
- Along with this I also attended few workshops on the exciting programs related topic and tried to convert the webinar key learnings into the collateral which can be used for the marketing phase for the chancellor to show the related activities facilitated with the proposed programmes.
- I also started working on articulating my thoughts on one of the programme which I attended during my College and working on to get reviews of my colleagues to get a statistical data which can be converted into conceptually strong researched data article and can be used as collateral for the veracity of the work.

Phase 4 - “Execution and Implementation”

For, this particular Phase, I handed all my Activities and Collaterals to my Mentors for further Approval and Implementation. All the Necessary Things will be taken from my project work and will be used for the Organisational Goal by re-working and some of the edits.

5.2 Snapshots of the Final 4- Page Proposal -



What does University need in the Current Era?

The efforts of a university should always be broad enough to pave the way for innovations, yet narrow enough to know where to start. To help frame the challenge, the institutions must ask three simple questions:

- Who are the users and **what benefit the institute is trying to provide**? This helps put the students at the centre of efforts for innovating a new practice or technology.
- Why is **innovation needed**? This helps broaden the frame if it's too narrow.
- What are the challenges or future risks in implementing the innovation? It will narrow the frame to a reasonable starting point.

The world of work is changing and if you want to navigate it successfully you need to develop **strong employability skills**. Many jobs in the future world of work will require high levels of **social and emotional intelligence, critical thinking, and problem-solving**.

In today's age of globalization and technological volatility, **Skill building** is an important instrument to increase the efficacy and quality of labour for improved productivity and economic growth.

Skills and knowledge development are the driving forces behind the financial growth and community development of any country. **Skill building** is a powerful tool to empower individuals and improve their social acceptance. It must be complemented by economic growth and employment opportunities to meet the rising aspirations of youth. **The challenge lies not only in a huge quantitative expansion of facilities for skill training but also in raising their quality.**

Nearly 90 percent of young people believe that entrepreneurship education is important, according to the Young Entrepreneur Council. And with the advent of the internet, free access to resources, and lowered barriers to entry, students can now start companies with minimal capital.

What is the Need of Time?

- Employability opportunities
- Innovative Ecosystem
- Digital Learning Methodology

What is the Need of Industry?

- Skill Development
- Complex Problem-Solving
- Capacity Building

What is the Need of Society?

- Startup Creation
- Understanding Consumer Needs
- Fostering Higher Education Learning

What is the Need of a Student?

- Self-Employment
- Mentorship Programs

How Universities can re-invent with us?

We engage with the industry, community, and individuals through an indigenously developed structured design-driven innovation approach. This is done keeping in context the ever-increasing 21st Century needs of exponential and ever-increasing scale, scope, and speed of expected skill, thinking (**logical-analytical & creative-abductive**) and attitude (inculcating a **mindset, temperament, culture of innovation**).

- Immersive Bootcamp
- Distinctive Specialization
- Diverse Faculty Onboarding
- Lead User Research to Product Innovation
- Higher Engagement based Learning Journey
- Illuminating Innovation
- Create disruptive solutions
- Smart Experimentation
- Radical Collaboration
- Problem-based learning
- Blended learning
- Nurturing Employability

For universities to **capitalize** on helping **student entrepreneurs** and further improve the **built-in vehicle** that promotes an ideal entrepreneurial climate, there needs to be a big push for:

- Cross campus collaboration
- Hands-on, experiential programs
- Dedicated workspace
- Mentorship programs

5.3 Snapshot of the Final Supporting Proposal Document

This Document is the further Annexure of the Final 4- Page Proposal which will be the Expanded Proposal covering Every minute Details and Information which the University VC's should know about Organisation Activities, Program Details, Prohram Offerings, USP' etc,.

Note - Only Few Pages are Mentioned over here.

Our Approach



Methodology, processes, tools and resources that paves the road to structured innovation

1.Designathons

Strictly timed domain/subject-specific Designathons - to exponentially expand the horizons of symptoms-problems-possibilities-ideas.

2.Guideline Banks

Using assignments, mini-projects, workbooks, canvases, handouts, articles, films, and case studies as a point of reference.

3.Workshops

Quick result-oriented sprints with a focus on tightly timed programs so as to deliver maximum impact.

4.Training

To increase creative confidence amidst individual decision-makers, team participation, and external interface through regulated macro and micro-interactions. The program designed is highly contextual to the need of each client (not a template-based approach) and helps to arrive at comparable results and assess process efficiency.

5.Research

Use the in-house resources to test the methods to be applied with clients.

Programme Details

1.FDP (Faculty Development program)

a) Orientation Online (2 hours)

b) Sessions can be done in 3 mode

- **Online** : 2 session per day followed by a gap of 7 days for field work.
- **Workshop** : 2 days rigorous boot camp
- **Blended** : Combination of Online session and workshop (2 session per day followed by a gap of 7 days for field work & 2 days rigorous boot camp)

(Note : Master classes will be taken by Domain specific expert)

2. Incubation support program

a) Orientation online – 2 hours

b) Vision Road Map – 2 days on campus

c) 2 days *2 times * 2 hours start up bootcamp program on campus.

d) 3 month online program (weekly 2 hours)

3. Innovation Program for Students

a) Orientation

b) 3 month online (4 program)

- Curriculum Intervention
- Entrepreneurship
- Mindset Change
- Ecosystem

(Note : Batch strength should be 50 to ensure quality and better understanding)

4. Design clinic

Focus on: Problem-solving in real situations through intervention

Helpful in adopting and integrating the methodology, tools, and stages within a few weeks.

a) MSME – 2 days

b) MDP – 2 days (on campus)

What Sets Us Apart?

- Immersive Bootcamp
- Distinctive Specialization
- Diverse Faculty Onboarding
- Lead User Research to Product Innovation
- Higher Engagement based Learning Journey
- Illuminating Innovation
- Create disruptive solutions
- Smart Experimentation
- Radical Collaboration

Our USP's



Business Design
Innovation
Programme



Institute
Development
Programme



Incubation
Centre



Industry
Concentration
Programme



Corporate skill
Development
Programme



Sustainability
Training
Programme

BUSINESS DESIGN INNOVATION PROGRAMME

Impact of the Programme -

- Understand the design thinking process
- Design services for **enriched customer experiences**
- Create and establish a robust product architecture
- Evaluate the economics of **product development**
- Plan and manage innovation projects effectively
- Contextualize classroom learnings with real life **problem solving**
- To encourage the **entrepreneurial spirit**
- Adopt & Implement **Cyclical Learning-Thinking-Doing** approach using design pedagogy

Case Study

How Design Thinking course is intended to provide an understanding of the entire life cycle of an **e-Governance** project so as to prepare the students who may opt for consultancy services, **strategy and implementation** of an e-Governance program.

150+ PIPELINE IDEAS

8 PSUS AND GOVERNMENT ORGANISATIONS IMPACTED

Client's Painpoints

- Enhance 21st Century Skills
- Entrepreneurial Spirit
- Business Innovation Course
- Industry Skills Training

700+ STUDENTS

90+ LIVE STUDENT PROJECTS

30+ INDUSTRY REPRESENTATIONS



Real-Life
Problem Solving



Entrepreneurial Spirit



Cyclical Learning
Thinking Doing
Approach



08

5.4 Competitive Analysis of the Explorra Education with the I-create

Presenting SWOT in the Programmes -

Funding (Our Opportunities)

1. **Spark up Idea** - support funding up to 50 K for Best Ideas and other benefits such as mentoring, guiding projects to market.
2. **I-create Pro fund Gateway (2 lakhs - 30 Lakhs)** - Provide funding for the large projects provided your startup should be registered as an LLP or private limited company in Gujarat.

FDP Programme -

Parameters	I- Create	Explorra Education
Objective -	Guide faculties to Encourage students for startup projects	Mentoring session for mindset and Change for faculties and strategic thinking towards newer techniques.
Focus -	<ul style="list-style-type: none">● Recognizing the role that faculty have to play in encouraging students to take up such projects.● Translating innovative ideas into action- the importance of implementation and the value of appropriate mentoring and guidance	<p>To initiate design-led training for educators to create an innovative ecosystem.</p> <ul style="list-style-type: none">● Design Thinking for Innovation & Entrepreneurship● Teaching Design Thinking
Target Segment	next-generation entrepreneurship in professional and technology institutes.	Same
Location	Gujarat	Gujarat

Other Programme Workshops -

I-Create	Explorra
<p>No details of the FDP conducting mode</p>	<p><u>FDP (Faculty Development program)</u></p> <p>Our Strength</p>
<p>GET SET...GO-START-UP !(ONE-DAY WORKSHOP)</p> <p>The objectives of the workshop are:</p> <ul style="list-style-type: none"> ● To understand Entrepreneurship and its journey. ● How to generate Entrepreneurial Idea(s). ● How to make a good business proposal. ● Exercise - How to make a good business model around the Idea ● How to make best use of your college days 	<p>2. <u>Incubation support program</u></p> <p>Our Opportunity</p>
<p>ENTREPRENEURSHIP ORIENTATION SEMINAR</p> <p>GET YOUR TOE WET</p> <p>A 2 day weekend workshop (Non-Residential) which facilitates students to touch and feel what it takes to embark on an next gen entrepreneurial journey</p> <p>GET YOUR FEET WET</p> <p>A 6-day pre-grooming program (Non-Residential) which sensitizes students and aspiring entrepreneurs, with or without ideas to the journey of entrepreneurship and the demands thereof</p> <p>The objectives of the Seminar are:</p> <ul style="list-style-type: none"> ● To understand Entrepreneurship and its journey. ● To evaluate Entrepreneurship as a career option. 	<p>3. <u>Innovation Program for Students</u></p> <p>a) Orientation</p> <p>b)online program</p> <ul style="list-style-type: none"> ● Curriculum Intervention ● Entrepreneurship ● Mindset change ● Ecosystem

- To get a glimpse of emerging Next Generation Technology trends and opportunities.
- To learn how to generate Entrepreneurial Idea(s).
- To know about icreate and its various programs especially the Spark-Up Idea Fund.

No work under this area

4. Design clinic

(Our Strength)

5.5 Snapshot of College Database -

University/College Name	State	Selection Parameters	Programs/You can Offer	Address	Contact Person Name	Designation	Contact no.	EmailID
NET, Bihar	Assam	http://www.neta.ac.in/Neta/updates/Neta_A2M_Brochure_18.06.2021.pdf Recent PDF for 20-21	<ul style="list-style-type: none"> Faculty Development Program Incubation Centre 	NET Road, Fakirgalla, Sikkim, Assam-786103	Nalin Bhanu Das Choudhury	Registrar	03842-242183	registrar@neta.ac.in
IIT Guwahati	Assam	Department of Design Department & Incubation Centre conducts Workshops on Job/industry topics	<ul style="list-style-type: none"> Business Design Innovation Programme Industry Consultation Programme 	Design Research Forum, Department of Design, IIT Guwahati, Assam-781009	Dr D Uday Kumar	Dept. of Design, Center head	91-9612582465	u@iitg.ac.in
Tripura University	Assam	Dept. of Design & Innovation for Engineering offer Courses (UG, PG); Focus on Skill Development Training	<ul style="list-style-type: none"> Incubation Centre Business Design Innovation Programme Corporate Skill Development Programme 	Tripura University Nagpur, Tripura (Kanchan, Agartala) Pin- 784 020	Prof. Vinod Kumar Jain	VC	91-3712-287003	head_design@tripura.ac.in vc@tripura.ac.in
Central Institute of Technology (CIT), Kharagpur	Assam	Training for Management Students, Engineering Students new skill Programmes also they have National Innovation cell	<ul style="list-style-type: none"> Business Design Innovation Programme Industry Consultation Programme Corporate Skill Development Programme Business Design Innovation Programme Industry Consultation Programme Sustainability Training Programme 	CENTRAL INSTITUTE OF TECHNOLOGY Kharagpur PO Kharagpur, Kharagpur District, Kharagpur (Bhubaneswar National New District) Pin- 751015	Prof. T G Sathyan	Director	91-3661-272779	
IIM Shillong	Meghalaya	Best to approach for Design Thinking Exercise and Programs as they are not specific in the Institution	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Industry Consultation Programme Sustainability Training Programme 	Indian Institute of Management Shillong Umsoad, Shillong - 793018, Meghalaya, India	Prof D P Goyal	Director	03641-2504000	info@iimshillong.ac.in
National Institute of Technology, Meghalaya	Meghalaya	Established Centre for Design Innovation and Incubation Centre	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Incubation Centre Business Design Innovation Programme 	National Institute of Technology Meghalaya Bijpur Complex, Lakharkhola Shillong-793013, Meghalaya, India	Prof. Bhupul Bhattacharya	Director	0364-2591234	
Mahatma Gandhi University, Meghalaya	Meghalaya	Focusing on Online Training and Online workshops	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Industry Consultation Programme Sustainability Training Programme Corporate Skill Development Programme 	Indian Institute of Technology (IIT), Patna Kanyan Road, Bihar Pin- 801001	Dr. Rajan Chatterjee	Chairman	91-8000987674	vc@mgu.ac.in
Indian Institute of Technology (IIT), Patna	Bihar	No Specific Workshop on Design Thinking	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Industry Consultation Programme Sustainability Training Programme Corporate Skill Development Programme 	Indian Institute of Technology (IIT), Patna Kanyan Road, Bihar Pin- 801001	Prof. Pradip Bhattacharya	Director	9612 362 8967	pradip@iitp.ac.in
National Institute of Technology (NIT), Patna	Bihar	Interested in Model Change and IIT Workshop	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Industry Consultation Programme Incubation Centre Business Design Innovation Programme 	National Institute of Technology (NIT), Patna Jubah Road, Bihar Pin- 801001	Dr. Pradyumn Kumar Jain	Director	9612 237 1715	ndirector@nitp.ac.in office@nitp.ac.in
Institute of Business Management BSc (IBMS), Darbhanga	Bihar	Wanted To Improve Performance of the College and Looking in workshops conducted	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme Industry Consultation Programme Incubation Centre Business Design Innovation Programme 	Institute of Business Management BSc (IBMS), Darbhanga DIB Road, Darbhanga, Bihar- 241004	Dr. Lalit Prasad Singh	Director	96272-246981 9419105841	directoribms@gmail.com, directoribms@ibmscollege.ac.in
NT, Durgam	West Bengal	Focuses more on the Innovation and Startups	<ul style="list-style-type: none"> Faculty Development Program Business Design Innovation Programme 	Mahatma Gandhi Rd, A-2, Zone, Durgam, West Bengal 712209	Prof. Anupam Bera	Director	91-343-2546797	director@mahatmacollege.ac.in

6.1 Design Thinking Paper

I worked on the last few days of my Internship in Articulation on Design Thinking Online classes in Business Schools. I worked along with my co-interns in the Primary data Collection of at least half of the students who attended the Class as experiential-based live classes. In the Paper there is a detailed analysis of the online Design Thinking Elective Course is done using the Primary data research from the students of the Institute of Management, Nirma University. The objective of this study is to study Is Design Thinking is needed in Management Schools? and to examine the efficiency of the Online Course of Design Thinking and to understand the impact and the outcomes of the Classroom learning and study the effectiveness of the 1.5 Credit

course from Business Perspective. We also analyzed the Gaps, outcomes, Challenges, Experiential approach learning, and its Impact on Business students.

6.2 Primary Data Research - For Primary Data Research for this particular Paper to get the exact ideas and the feedback on the Online course learning methodology, learning , Gaps and others. We collected the Responses of both Qualitative and the Quantitative Data Collection .

Following is the Snapshot of the Google Form -

Design Thinking Course Research

Survey and Research

Full Name

Short answer text

Is Design Thinking Course Useful from Management Perspective? *

☐ Yes

☐ No

Was the Design Thinking Course in Online mode Effective? *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

In which medium would you prefer learning this Course? *

- ☐ Online
- ☐ Offline
- ☐ Blended

What was the Retention rate of the Course Learning? *

- | | | | | | | |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----|
| | 1 | 2 | 3 | 4 | 5 | |
| Nothing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | All |

Did You Implement any of the Classroom Learnings from the Design Thinking course? *

- ☐ Yes
- ☐ No

Did you find Design Thinking Course fruitful? *

- ☐ Yes
- ☐ No

Design thinking Course in online medium was more Interesting than other Courses *

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

Was 1.5 Credit for Design Thinking Course justified? *

- ☐ Yes
- ☐ No

7. Learnings from Summer Internship Project

- ➔ This summer internship gave me practical experience as well as exposure to an actual corporate world. These two months were actually quite productive from multiple points of view as I got a lot of chances to learn and develop myself in different domains.
- ➔ The internship helped in growing the comprehension and information about Consulting and Education Industry. This internship helps me to know about different requirements or Upcoming new-age skills requirements for this industry.
- ➔ I likewise figured out how to deal with the explicit necessity of corporate and the significance of client to business.
- ➔ The internship helped in building relational connections, interpersonal skills, speaking with experts which was a good experience.
- ➔ I additionally got a chance to attend the eye-opening seminar and Insightful sessions by which the learnings can be drawn directly into the project application.
- ➔ The internship also helped me to use a critical thinking approach to come up with new ideas and processes for Conceptualizing the Plan for Higher Universities.
- ➔ Interaction and meaningful conversations with industry personal of top management gave me good exposure.

Conclusion

The work helped me comprehend the Corporate and the administration area structure. It moreover assisted with understanding the working in the professional workplace of an association. I got a direct encounter of making effort on speeding up the merchant onboarding process; interact with the customers and gather what actually they think about the services that are provided; experience gained in etiquettes and manner is also of high importance.

The internship has increased my understanding learning of different education sector that is necessary for the Future Generations and to understand how the Consulting domain works functionally. The internship also helped in understanding the importance of the data, research, and Collaterals and how they can be used for implementation. During this internship, I have interacted with different domains in the organization who had a huge experience in their respective field which helped in gaining a lot in terms of knowledge and skills.

The goal will be to pique the colleges' interest in our curriculum and get a conversion meeting with them in order to brief them about the programs and Activities of Explorra Consulting and implement the same in their own Institution or Radically collaborate with them and achieving one step closer to our goal of transforming the Universities and helping them for the Innovation, and new emerging technologies.

References

Some of the References are attached over here which I used for my project are as follows:-

1. <https://home.kpmg/in/en/home.html>
2. <https://www2.deloitte.com/in/en/services/consulting-deloitte.html>
3. <https://www.capgemini.com/in-en/>
4. <https://www.accenture.com/gr-en/about/consulting-index>
5. <https://irfindia.org/>
6. <https://explorra.org/education/>
7. <https://www.designcouncil.org.uk/>
8. https://www.iimb.ac.in/eep/product/265/Design_Thinking
9. <https://online-learning.harvard.edu/course/design-thinking>
10. <https://executive-ed.mit.edu/mastering-design-thinking>
11. <https://aim.gov.in/acic.php>
12. <https://www.isb.edu/en/research-thought-leadership/research-centres-institutes/centre-for-innovation-and-entrepreneurship.html>
13. <https://www.sibm.edu/online-courses/courses/designthinkingcourse>
14. <http://www.nid.edu/download/Brochure-for-Introduction-to-Design-thinking-and-methods.pdf>
15. <https://www.wipro.com/consulting/>
16. <https://www.icreate.org.in/>
17. <https://www.isb.edu/en/research-thought-leadership/research-centres-institutes/centre-for-innovation-and-entrepreneurship.html>
18. <https://home.kpmg/in/en/home/services/learning-academy/sustainability-training-programs.html>
19. <https://mastersunion.org/>
20. <https://www.bitsom.edu.in/>
21. <https://www.ibef.org/industry/education-presentation>