



Cooperative Education Report

My Stint at Sarvayoni Investment Pvt. Ltd. as an Intern

Written by

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Cooperative Education, Faculty of Business Administration**

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Title: My Stint at Sarvayoni Investment Pvt. Ltd. as an Intern

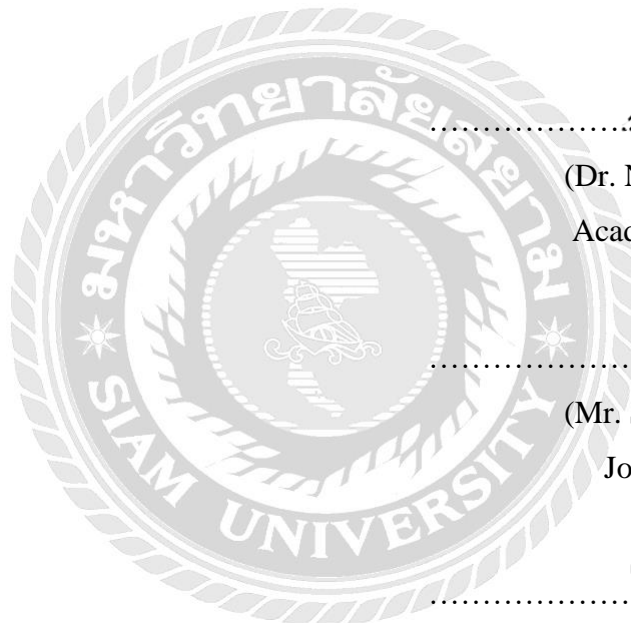
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

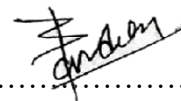
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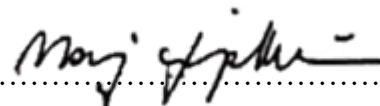
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ABSTRACT

This cooperative report entitled “My Stint at Sarvayoni Investment Pvt. Ltd. as an Intern” has the goals to study how a company like Sarvayoni Investment works. Objectives of the study include: (1) to get insight on how the two marketing and creative department function in harmony (2) to keep hold of old and also bring in new clients for Sarvayoni (3) to help carry out traditional and digital marketing campaigns for their clients as per their demand. I was assigned to work as a marketing intern in two simultaneous departments, which were the marketing and creative department. The main responsibilities for the marketing department were to brainstorm, develop and carry out marketing campaigns for our clients in both traditional and digital aspects whereas in the creative department it was solely down to helping execute the campaigns by graphically designing ads and content.

Upon the completion of the internship, it was found that the problem was resolved by means of the guidance from supervisors and follow up and constructive feedback from clients. In this matter, I was able to learn more about the working environment of a corporate setup and how to carry out meetings with clients and constantly following up on them, which are very important for future career development and profession.

Keywords: marketing executive, marketing campaign, department, creative designer, clients

Table of Contents

Acknowledgement	1
Chapter 1: Introduction	2
1.1 Company profile.....	2
1.2 Organizational structure	3
1.3 Statement of the report	3
1.4 Objective of the study	3
1.5 Roles and responsibilities.....	4
Chapter 2: Internship Activities	6
2.1 Assignments and responsibilities of student	6
Chapter 3: Identification of problems encountered during the internship	9
3.1 Indicate how you successfully solved the problems	9
Chapter 4: Contribution and learning process	12
4.1 Contributions of student made during the internship.....	12
4.2 Details of learning process and knowledge received	13
Chapter 5: Conclusion.....	15
5.1 Self-assessment as a professional.....	15
References	16
Annex	167
Fig. 1:	177
Fig 2:	188
Fig. 3:	199
Fig 4:	20
Fig. 5:	211

List of Figures

Fig. 1: Sandesh Ruwali (CEO) instructing Iki Yang Rai (Marketing Executive ,Creative Designer),.....	16
Fig 2: Niraj Chhatkuli (Finance Head), Sandesh Ruwali (CEO), Iki Yang Rai(arketing Executive cum. Creative Designer), Prabhav Gautam (Marketing Associate), Kunjan Uprety (Marketing Head).....	17
Fig. 3: Digital content created for Niramaya Prakritik Hospital (Task assigned)	18
Fig 4: Tri-fold brochure designed by me for Silver Estate (Task assigned).....	19
Fig. 5: Tri-fold Brochure designed by me for Silver Estate (Task assigned)	20



Acknowledgement

Firstly, I would like to express my immense gratitude towards Mr. Sandesh Ruwali (CEO, Supervisor) who presented me with the opportunity to work at his esteemed company (Sarvayoni Investment Pvt. Ltd.) as an intern through which I came to realize the requirements and even etiquettes that are needed from an individual at a workplace which has helped me gain exposure towards working in a professional environment which has as a result now given me a greater outlook upon the corporate world which will further help me transition and push my career towards new heights in the future. I would also like to acknowledge and thank Mr. Ruwali for his efforts over supervising me during my tenure and showing me the ropes to the corporate setup while also providing me with responsibilities and giving me the freedom to work and express my perceptions during meetings. Further I thank all the members from my department (Marketing) who welcomed me with warm arms and in return have been friendly and supportive of me my whole tenure.

Lastly, I would like to commend Siam University and Kathmandu College of Management for their collective efforts towards introducing and implying a requirement of 14weeks long internship as a part of the Co-operative Education program as through which the focus shifts towards the development and growth of the students not only theoretically but also in a practical manner. I have also benefitted immensely through this practice; hence I am grateful.

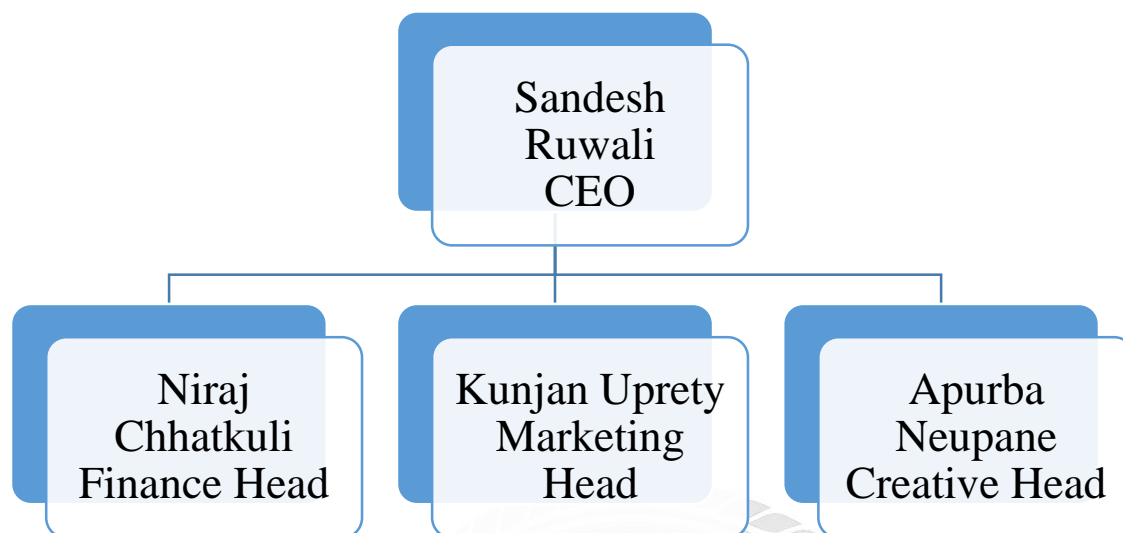
Chapter 1: Introduction

1.1 Company profile

Sarvayoni Investment Pvt. Ltd. is an upcoming investment management and investment services firm that provides a wide range of financial services to a substantial and diversified client base which includes corporations, financial institutions, entrepreneurs and individuals. However, over the past years Sarvayoni has also been providing training and classes in regards to share knowledge about finance. Furthermore, over the past year it has also introduced a marketing dimension to its business where it helps small and upcoming business with their marketing efforts traditionally and digitally both. This simply having been due to the rise in popularity of digital marketing in the Nepali demographic and also due to the countless number of businesses being weak in terms of marketing and making a presence for themselves in the market.

Sarvayoni Investment Pvt. Ltd. was founded in 2017 with an aim to simplify investments and help prosper the Nepali population through the various services and advices they provide in terms of investments and finances. However, since the introduction of the marketing dimension the aim for the company has now shifted to not only prospering the Nepali through the financial stand point of view but also through the marketing services it can provide for the betterment of businesses in Nepal. On the other hand, the company aspires to become a leading firm in investment activities and in terms of marketing as well.

1.2 Organizational structure



1.3 Statement of the report

In today's date we recognize Nepal as one of the many developing nations in the world, but when we look into the situation of the country with much more depth and rationality we can deem this nation to have immense potential which if realized and worked upon will result in the rapid growth and prosperity for the small developing country we see in Nepal today. (Hero, 2019) (Katherine Loh, 2011) However, this report has been put together to point out the running of a small investment company under the very circumstances mentioned above with a motive to help it's fellow small businesses and entrepreneurs of today in the market by providing them with ample of financial and marketing services which can collectively add up to the development of the nation Nepal. This can also be seen as a contradictory stance towards the mindset that the people in Nepal have in today's date and they should reconsider and move towards investing their capital and opening new businesses because this is how in my opinion Nepal has to move forward in terms of further development.

1.4 Objective of the study

- The objective of the study is to get an insight on how the two different marketing and creative departments function in harmony when it comes to Sarvayoni Investments Pvt. Ltd. as to help carry out traditional and digital marketing campaigns for their clients as per

their demand. Further, this study also gives a briefing of the marketing efforts that were performed by Sarvayoni Investments for their respective clients whilst me working as an intern there.

1.5 Roles and responsibilities

I for one wasn't interested in working in a big corporation because I wanted to get a lot more exposure towards what the market held and also a bit more personal attention from a bigger personnel towards my working and rightfully so I got what I desired in the supervision of the CEO himself Mr. Sandesh Ruwali and also the roles and responsibilities of both a Marketing Executive and Graphic Designer.

The roles and responsibilities I had as a marketing executive (Selection, 2017) have been mentioned as follows:

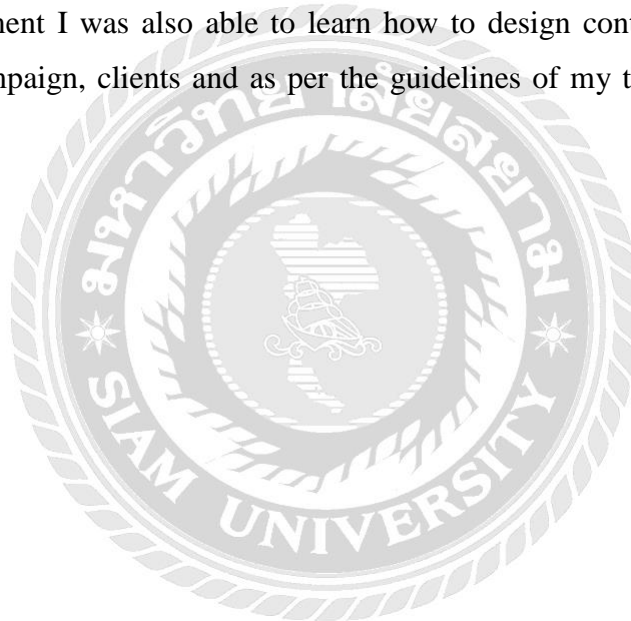
- Helping the department plan, develop and implement effective traditional and digital marketing campaigns for our current clients such as Silver Estate, Thistle Triangle, Niramaya Prakritik Hospital etc.
- Provide information and materials for the creative department in accordance to which the ads were to be designed and tailored.
- Researching for potential clients who need help with their marketing aspect of the business.
- Reviewing their marketing efforts both traditionally and digitally as to write up a proper research of their current marketing prowess and how we could improve it.
- Personally calling the potential client and setting up a meeting and helping broker a deal through contractual agreement.
- Making arrangements with intermediaries such as printing houses, multimedia companies, etc. to execute ads for the campaign.
- Producing pricing quotations beforehand of a marketing campaign and also providing an accurate assessment of the expenses after the campaign ends to the clients.
- Following up on clients and gathering feedback over the past campaigns carried out.

However the roles and responsibilities I had to carry out as creative designer (Hero, 2019) were different and are mentioned as follows:

- Prepare graphical content by taking into consideration the information and materials provided by the marketing department.

- Illustrate the concept of the graphical content beforehand to the head of creative and the head of marketing through a rough layout on a copy consisting of arrangement descriptions such as size, style, and the related aesthetic of the content.
- Obtain approval of the concept from both heads.
- As forth the approval of both the head of marketing and head of creative the content is finalized and made in accordance.

These are the roles and responsibilities I had to carry out as an intern at Sarvayoni Investment Pvt. Ltd. The roles and responsibilities I carried out for 14weeks saw me invest my theoretical knowledge of marketing as to strengthen my efforts as a marketing executive through which I was able to add another dimension towards my competitiveness as a professional further by working in the creative department I was also able to learn how to design content, ads, etc. as per the requirement of the campaign, clients and as per the guidelines of my theoretical knowledge of marketing.



Chapter 2: Internship Activities

2.1 Assignments and responsibilities of student

There are numerous internship activities that I was assigned however the most influential over my development as a professional and the specific ones which helped me realize the fact that the two departments in marketing and creative work quite closely and hand in hand have been mentioned as follows:

- Taking a full overview of Sarvayoni as a company

For the first few days I was given a full overview about the company and how it functioned. I was also being familiarized with the different aspects of the company such as the services it offers to its clients. Lastly I was informed of my roles and responsibilities by my supervisor in accordance to which I would have to contribute to the company.

- Engagement post and everyday post for Niramaya Prakritik Hospital

Mr. Prabhav Gautam being a marketing associate was assigned to handle the clients in Niramaya Prakritik Hospital. He was responsible for making digital campaigns for the Niramaya Prakritik Hospital however since he wasn't a designer he had to consult with a designer from the creative department as to create and design content that is relevant to his campaign. So as to help with Mr. Prabhav's campaigns I was assigned to make creative content for the social media pages of Niramaya Prakritik Hospital.

- Detailed research of potential clients

I was given list of companies by my supervisor as to analyze their presence in the market through their marketing efforts traditionally and digitally. Here, I had to put the companies and their efforts under constructive critique and also look into how we as a firm can help them better their efforts.

- Creation of detailed reports of potential clients

In accordance to the research reports were to be made describing the shortcomings of the potential clients marketing efforts and how we could help them improve. These reports would eventually be used to approach potential clients personally for meetings in a move to get them into a contractual agreement with Sarvayoni Investment.

- Contacting potential clients

I was then assigned to make phone calls to the potential clients through which I could set up personal business meetings with an intent to make them our client.

- Meeting with Miracle Superfoods

Miracle Superfoods was one of the company out of the list assigned to me by Mr. Ruwali. Even though the rest of the companies were assigned to the other personnel Miracle Superfoods was assigned to me specifically by my supervisor as to get an idea of a business meeting. I was successful to get Miracle Superfoods into a 3-month contractual agreement with Sarvayoni Investments.

- Planned a traditional marketing campaign for Silver Estate

Our clients Silver Estate have recently opened a new retail outlet at Jawalakhel so as to promote the new store the marketing team planned a traditional campaign of handing out brochures at the locality and also partnering with major property managements, boutiques, salons, and restaurants such as Sunrise Apartments, Oodni, Busy Beans, etc. in request to keep and also handover brochures to the interested.

- Designed a threefold brochure for the Silver Estate campaign

Since I was also working in the creative department and I had already been informed of the instructions and materials I was assigned to design the brochure for the campaign. During the designing process I created a rough layout describing the style, size and aesthetic concept to both the department head and the owner of Silver Estate which was officially approved after which I designed the final layout of the brochure.

- Contacted intermediaries for preparation to execute campaign

After the design was made I was assigned to carry on and called the intermediaries such as various printing houses and manpower services Company as to find out the prices as to acquire printing and manpower services. We also contacted the various apartments, boutiques, salons, and restaurants that were willing to keep and handover our brochures to the interested people.

- Prepared and presented pricing quotations

After I revised all the prices of every alternative I created the pricing quotations for the services in accordance also adding a profit margin for Sarvayoni Investment and presented it amidst my supervisor and under his approval I sent it over to Silver Estate which was approved by them as well.

- Implementation of traditional marketing campaign for Silver Estate

After the approval I was directed by Silver Estate to print the brochures and start the campaign as soon as possible. In accordance I sanctioned the order of brochures arranged for the manpower service to handover the brochures and had personal meetings with the various venues willing to keep and handover the brochures. After the brochures were printed I handed them over to the respective manpower company and venues to carry out the campaign as planned.

- Post campaign report of expenses for Silver Estate

The expenses that were incurred during the campaign were to be depicted clearly and I was given the responsibility as I had been hugely influential over the campaign. Hence I wrote the report of expenses and presented it before Silver Estate during the follow up.

- Follow up with Silver Estate

I was assigned to the follow up meeting with Silver Estate ass forth the completion of the traditional marketing campaign through which I was able to share my post campaign report on expenses and also gain some valuable feedback from the client itself.

- Contributed in creating advertising storyboard for Thistle Triangle digital ad

As for marketing purposes a video advertisement was to be made to be posted on the social media pages of Thistle Triangle. So the marketing department along with me was assigned to come up with the storyboard of the advertisement. The storyboard was made in a collaborative effort with the creative department depicting the planned shots and story of the ad before production.

Chapter 3: Identification of problems encountered during the internship

During an internship it is inevitable to face countless of hardships and so was the case for me as I was transitioning into using my theoretical knowledge practically in a real corporate setup so the pressure and expectations upon me were high. In itself everyday was a challenge to me as I was assigned with activities I wasn't familiar with to be carried out by myself. Instead of being scared of the work that lied ahead I would never let the idea of the pressure and challenges intimidate me instead I hit them head on and persevered through them under my own knowledge and the guidance of my supervisor as I believed these times of pressure and challenges would help me hone my skill and help me advance my growth as a true professional.

3.1 Indicate how you successfully solved the problems

As previously mentioned I was assigned with fulfilling two different roles marketing executive and creative designer where I had to perform different simultaneous activities in consideration marketing and creative designing for the respective clients of Sarvayoni Investment Pvt. Ltd. such as providing my input and contributions towards planning, developing and implementing marketing campaigns consisting of promotions and advertisements. The most influential activities from a wide variety of work I carried out for Sarvayoni was my contributions made towards the marketing campaign implemented for clients such as Silver Estate and Thistle Triangle where I was challenged to take lead at times and also work in coordination with the creative department as to get the best results when executing the campaign. These activities in themselves have helped me groom myself into getting the much needed experience including the pressure and ample amount of challenges which I faced head on through assistance from the well-equipped personnel in both the departments I worked in and also through the immense support and guidance of my respected supervisor.

In the marketing department as a marketing executive I was always promoted to share my views and ideas in regards to the various campaigns. Here I was provided with a rational panel of individuals who used to critique my insight and if they found my ideas to be useful they'd provide directions on how to implement them in a practical manner. This contributed towards making me more dynamic as a professional now who could apply his theoretical knowledge or ideas into play through practice which instantly helped me garner some workplace confidence and relations with peers who would always help me towards my cause. The case in terms of the creative department

was different as I had only basic knowledge of graphic designing, but since I had mentioned an interest in learning designing in-depth during my interview I was also assigned to the creative department with a minor role where I had been assigned with Mr. Sanij Badgami (Creative Associate) to enhance my designing skills. Due to the assistance from Mr. Badgami I was able to develop my skills whilst working and through my progress I was assigned with handling the Facebook page graphic designing of Nirmaya Prakritik Hospital in coordination with Mr. Prabhav Gautam (Marketing Associate) who was handling the campaign from the marketing department. Through my time as the graphic designer for Niramaya Prakritik Hospital I was able to hone my skills and also cooperatively working with Mr. Gautam helped me realize how important it was to have co-ordination between the two departments of marketing and creative designing. As my contributions were adequate and up to the expectations of my supervisor I was assigned with handling a minor marketing campaign for Silver Estate where promotion of the new retail outlet was to be done through handing out and placing brochures in venues relevant to the target demographic. This was carried out under the direct supervision of Mr. Sandesh Ruwali (CEO) and assistance of the department heads. Here it was apparent to me that the ideas mentioned by the marketing department and the information and materials provided as to design the brochure had to go hand in hand as to work as an effective communication medium. As to implement an effective marketing campaign I knew it was imperative to have a strong bond and coordination between the two involved departments. So I asked my seniors to take the lead with designing the brochure with minimal tweaks from the creative department as I had a background of marketing as well as some graphic designing skills. The brochure was also approved by the marketing department. This is how I bridged the communication between two departments and effectively produced a good marketable brochure for Silver Estate which was implemented for their marketing campaign.

At Sarvayoni everyday was a challenge in itself, however it was simply down to me on how to work through them. However, I have mentioned the significant problems and challenges I faced during my stint at Sarvayoni Investment Pvt. Ltd. above which I could overcome through my own will and the influence of my peers and supervisor.

3.2 Provide some examples

Since I had to work and coordinate between two different departments of the company I was constantly in the receiving end of different sets of work that I wasn't familiar with beforehand such

as designing digital content for the clients through computer software, personally calling intermediaries and striking up a deal with them, etc. These instances were overwhelming for me as I hadn't been trained as per how to carry the work that I had been assigned and as well as how to maintain my composure during pressure. However, I as a professional understood that I had to work my way through because facing such tough conditions is normal when it comes to a corporate setup. Hence I consulted my respective department peers to cancel out any confusion I had regarding the activities assigned to me and I also sought to seek the much needed guidance from my supervisor who provided me with assistance when it comes to handling clients and also the intermediaries who play a huge role towards the implementation of campaigns.



Chapter 4: Contribution and learning process

4.1 Contributions of student made during the internship

During my tenure at Sarvayoni Investment I was firstly assigned with minor roles and responsibilities as I needed to familiarize myself with the organization and how it performs in every aspect. One of the first tasks assigned over me was to work in coordination with Mr. Prabhav Gautam (Marketing Associate) who was responsible for the digital marketing campaign for Niramaya Prakritik Hospital. This task saw me design digital content for the respective client in cooperation with Mr. Gautam. The digital marketing efforts implied for Niramaya Prakritik Hospital included interactive engagement facebook posts as to promote and familiarize the target demographic of the natural therapeutic services provided by the client company through the midst of social media. After some experience under my belt in terms of graphic designing there was a shift in my roles and responsibilities. Mr. Ruwali (Supervisor) handed me a list of potential clients as to retrieve and research information in regards to how they are performing in terms of their marketing. As forth the retrieval of the information I was assigned further to make a professional report in regards to the shortcomings of the enlisted companies and how they could improve and how we could assist them with achieving greater output with our assistance. The completion of these reports led to me personally calling these firms with a motive to setup a meeting with a motive of adding them into our clientele. However, I was only assigned to one of the meetings which happened to be with Miracle Superfoods, the rest being assigned to my peers. This saw me hold a corporate meeting with the business personnel of Miracle Superfoods where I had to display the need for them to partner with Sarvayoni by convincing them of their shortcomings and how their marketing efforts can be significantly **improved** through the alliance. My efforts towards bringing Miracle Superfoods as a client were a success and I was able to sign them on a contractual agreement of 3 months.

Further after the success at both the creative and marketing front I was assigned with the responsibility to lead a small traditional campaign for our clients Silver Estate as to promote their newly opened retail store. Here I had to consult the entire marketing department during a meeting on how to carry out the marketing campaign and what measures to use as to get the most effective and efficient outcome. In accordance the decisions were made and the creative department was provided with the required information and materials as for the creation of the brochure. Since I knew the importance of coordination between the two departments of marketing and creative

designing, I asked my supervisor to assign me as the designer of the brochure, which he agreed to. Through this I could bridge the communication between the two departments and eventually create an effective and efficient mass communication campaign. After the creation of the brochure I personally phone called intermediaries such as print houses and manpower service providing companies as to further the efforts of implementing the campaign. Further after the made calls I made a pricing quotation to be presented amidst Silver Estate regarding the budget of the campaign and as forth their approval I carried out the printing of the brochures and their distribution to the venues and the manpower service providing company so as their personnel can facilitate the handout of the brochures to the pedestrians around the locality of Jawlakhel. As forth the campaign I was assigned to make the post campaign expenses assessment and report which I presented in the follow up with Silver Estate.

Lastly one of the most eye opening assignments was the advertising storyboard which was created in a collaborative effort between the marketing and creative department for the production of a video digital ad for Thistle Triangle. In the process the marketing department discussed the advert frame by frame before production which was then put into motion through the storyboard created by the creative department with some rough layouts and sketches and then on when the storyboard eventually got the approval it was produced with the help of a multimedia company. This assignment in detail helped me realize how advertisements were produced from scratch in the corporate world.

4.2 Details of learning process and knowledge received

My stint at “Sarvayoni Investment Pvt. Ltd.” as an intern gave me the opportunity to realize what I am capable of and how much of a potential I withhold as a young professional in the world of corporations through the various activities that I have carried out as to groom myself into a true professional. This opportunity provided me with an ample amount of experiences, lessons, and the tools that I can develop and use whenever I need in the future. Further it has also provided me with the much needed working environment where I can challenge myself in an attempt to develop, grow and learn prior to entering the corporate world as a full-fledged professional.

As an intern at Sarvayoni I was provided with the assistance and guidance to help develop myself and add new and improve upon skills that are in my arsenal. During my tenure I became familiar with the roles and responsibilities of a marketing executive and a creative designer. I also

learned the importance of these roles and responsibilities and how they were to be carried out which happened to be crucial towards the operation of the company. The internship also presented me with the opportunity to carry out these activities practically along with the rational theoretical knowledge which I have gained during the prior years through the BBA program. Further through the corporate setup I was also able to get a hold upon important things such as how to present yourself amidst your peers, seniors and also how to speak with them eventually building a corporate relation with them. Handling customers, conducting follow-ups, and dealing with intermediaries were also helpful towards grooming my interpersonal skills.

I also got an in-depth insight on how to design content which can be quite helpful as designing content is vital towards marketing efforts. I was also fortunate enough to orchestrate a minor marketing campaign of my own where I could freely implement the theoretical principles of marketing into use practically. Lastly I was also involved in the making of the advertisement of Thistle Triangle from scratch which has enlightened me about how the process of producing an advertisement takes place.

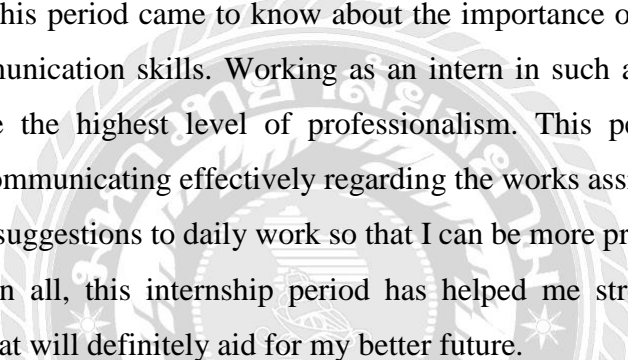
This internship has helped changed my state of uncertainty in regards to the corporate setup into likes of a confident individual who has now had an extensive experience in a business setting. In an overall interning at Sarvayoni Investment has helped improve my competitiveness and understanding as a professional.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

At last, I would like to state that the 4-month internship period has been very impactful for me that will definitely help to boost my future career. The internship period has helped me grow as a true professional helping me to gain a better insight regarding practical and analytical skills. The important aspect that I learned here is to be punctual at work as being punctual shows that one is dedicated towards their work and is capable of responsibility and professionalism. Likewise, it also necessary to show enthusiasm towards the work assigned by absorbing from corporate culture to knowing processes involved in company deliverables. Taking initiative helps to improve the efficiency and effectiveness of the work.

Further, during this period came to know about the importance of time management and the need of good communication skills. Working as an intern in such a great organization has helped me demonstrate the highest level of professionalism. This period was also a great opportunity for me to communicating effectively regarding the works assigned, work in progress, accepting and applying suggestions to daily work so that I can be more productive and work in an effective manner. All in all, this internship period has helped me strengthen and polish my capabilities and skills that will definitely aid for my better future.

A large, faint, circular watermark seal of Siam University is centered in the background of the page. The seal features a central emblem with a crown and a sword, surrounded by the university's name in Thai and English, and a decorative border.

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Annex



Fig. 1: Sandesh Ruwali (CEO) instructing Iki Yang Rai (Marketing Executive, Creative Designer)
(From left to right)



Fig 2: Niraj Chhatkuli (Finance Head), Sandesh Ruwali (CEO), Iki Yang Rai (Marketing Executive cum. Creative Designer), Prabhav Gautam (Marketing Associate), Kunjan Uprety (Marketing Head)
(From left to right)

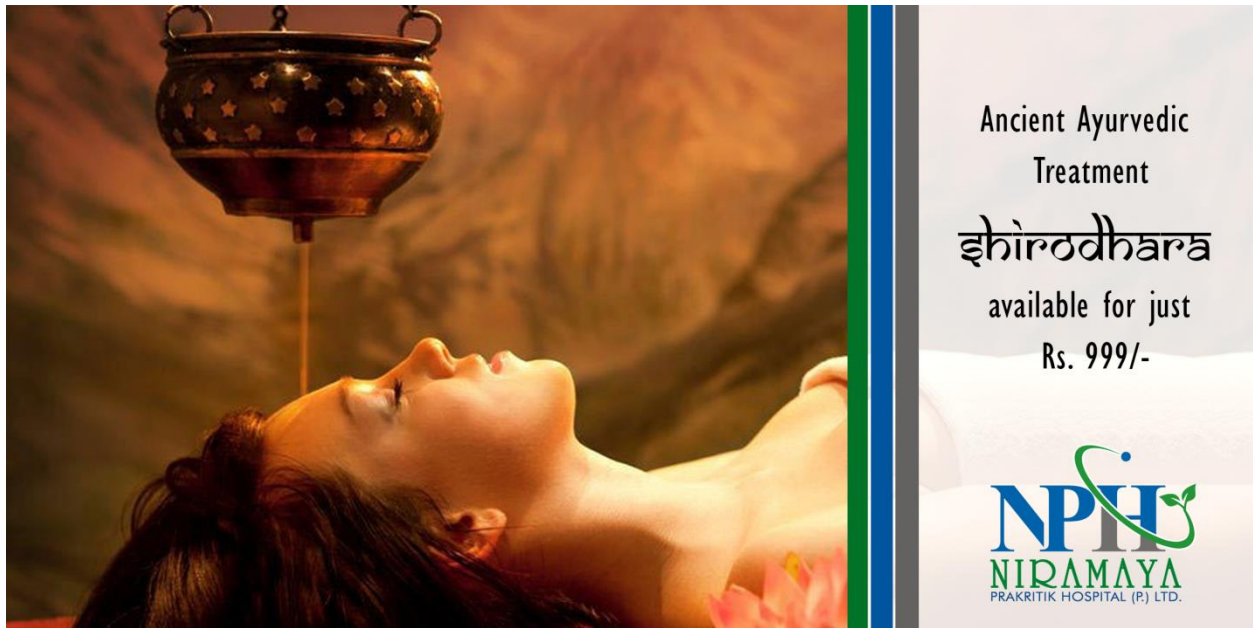


Fig. 3: Digital content created for Niramaya Prakritik Hospital (Task assigned)

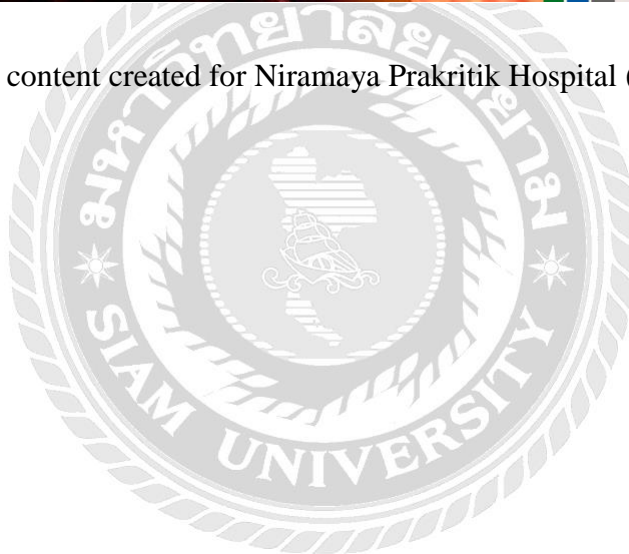




Fig 4: Tri-fold brochure designed by me for Silver Estate (Task assigned)



Fig. 5: Tri-fold Brochure designed by me for Silver Estate (Task assigned)