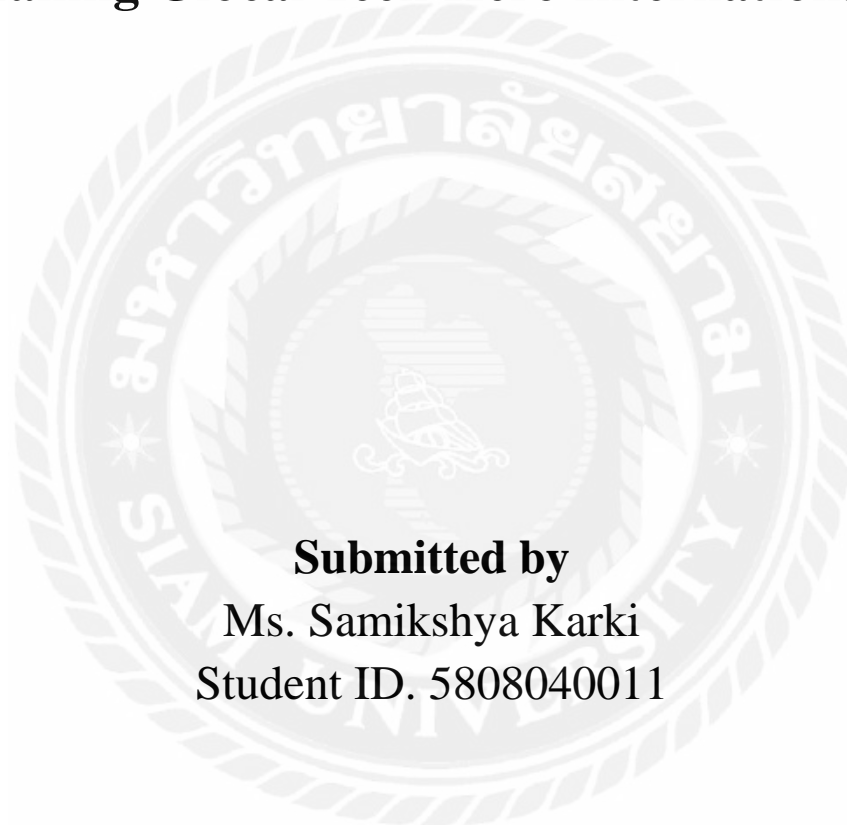




Cooperative Education Report
Taking Glocal Teen Hero International



Submitted by
Ms. Samikshya Karki
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**A major project work submitted in partial fulfillment of
requirement of Cooperative
Education, Faculty of Business Administration Academic
Semester 2/2019
Siam University**

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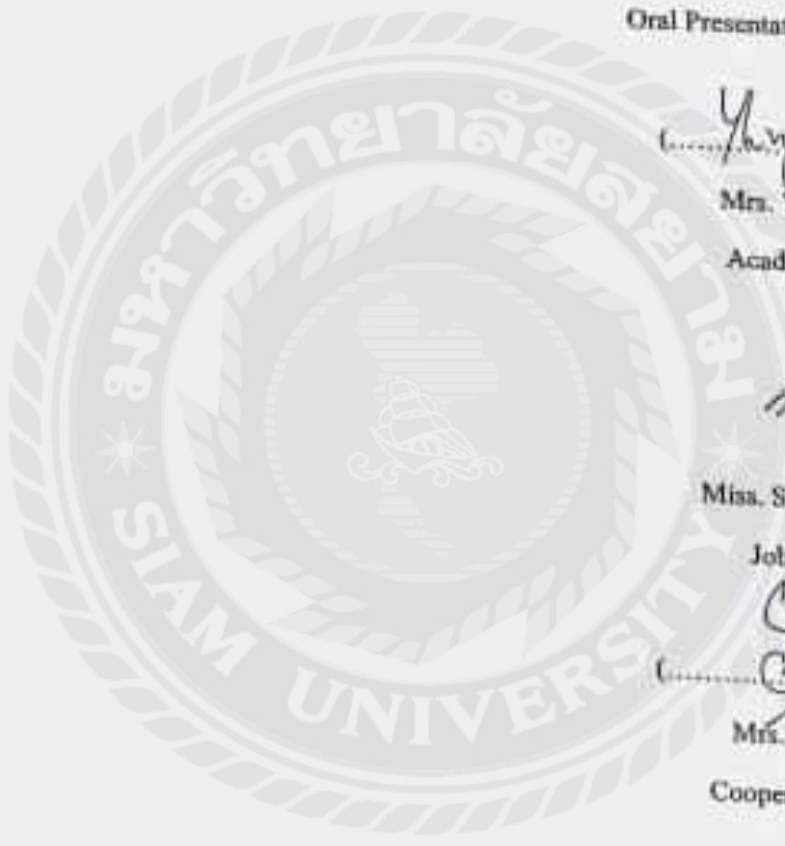
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017



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Abstract

The co-operative report entitled Project on Glocal Teen Hero: A national platform for Teenagers has the goals to study and examine about the teenagers involvement in society and giving them platform to work and showcase their capacity in national level (Nepal). The objective of the study was to implement the theoretical knowledge in the practical work place, prepare myself and polish gained knowledge to be a better future professional and acquire some real work experience. With the company, I was assigned to work as an internee, in the department of Event organizing, primarily for Glocal Teen Hero (GTH) and secondarily for Glocal International Teen Conference (GITC). The specified both events are the annual event of the organization. The main responsibilities are to assist in preparing information and research materials, manage database and input information by editing the resume of the applicants as well as the participants of the event. Update and post supervised social media and website content: especially social media (Facebook, Instagram).

Upon the completion of this internship, I found that the problem was resolved by the means of better communication between the related people. In this matter, I was able to learn more about better content writing skills, how to deal with customers and tackling problems at various situations.

Since age is just a number, I have contributed to work for betterment of the fantastic teenagers to come out of their comfort zone and showcase their hidden talents which they keep up with themselves because they feel restricted by the society to do any other works besides studies. From the very small age there are many teenagers who present themselves as social activist, inventors, entrepreneur and I have worked for them as a path to their path of success.

Key words: *Youth, Leadership, Sustainable Development*



Acknowledgement

Bearing in my mind previous I am using this opportunity to express my deepest gratitude and special thanks to Siam University for organizing a Cooperative Program through which, me and the whole batch of 2015-2019 got opportunity to work and be a part of the respected companies.

The internship opportunity I had with Glocal Private Limited was a great chance for learning and professional development. I consider myself a very lucky individual as I was provided with the opportunity to be a part of it. I express my deepest thanks to my supervisor Ms. Sushila Shrestha, Program Officer who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path. I would also like to thank Ms. Ranju Magar, Mr. Ajay Pandey and Mrs. Kajol Jha Thakur for guiding me and help in the given tasks and give feedback as follows.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and work on their improvement as per the realization of the career objective.

Yours sincerely,

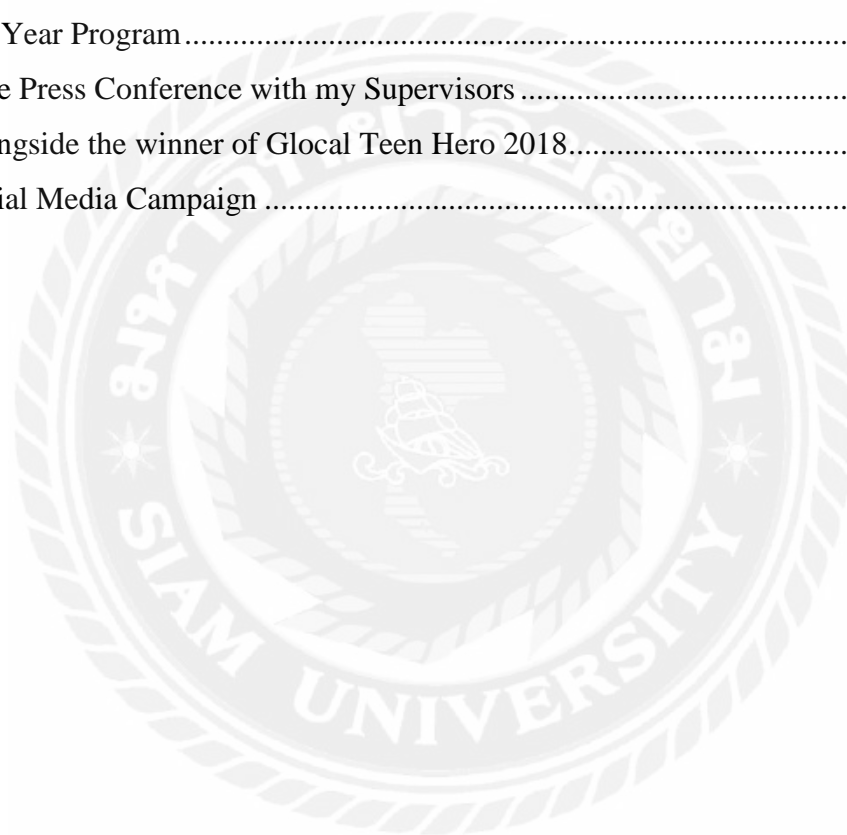
Samikshya Karki

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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company Logo

Nepali market is growing rapidly. Also, Nepali businesses are flourishing with start-up culture building over the last few years. The way people are carrying out business is changing and new approaches have been cultivated for success. Likewise, it has been 4 years since Glocal Private Limited has been part of the business ecosystem and constantly evolving with each passing day.

This company started its journey in late 2014 with an initiation of Glocal Khabar- an online news portal focusing on youth, education and entrepreneurship amongst other. Today they have expanded its company by adding many other services such as: CSR and Brand Consultation, Glocal After School (GAS) that is stimulating employability skills to people and generation of skilled human resources. Besides, Glocal After School (GAS) also looks after the enhanced curricular activities (ECA) in various schools and colleges in Nepal. Additionally, it helps in growth and development of entrepreneurship and youth through various projects like Glocal Teen Hero (GTH) and Glocal International Teen Conference (GITC).

The mission of the company is to create synergy between corporate and academia for a better and competent human resource by planning, strategizing and developing with collaboration. Moreover, they provide the best quality in commitment and dedication to work for client's satisfaction to appraise their value in market and assure them for best result as professionals and dependency through the work (Glocal Nepal).

The main objective of the organization is to build education system that concentrate on building a hierarchy of skills. Prosper the capacity of people at each level through facilitating, upgrading and enhancement of the existing set of skills.

The services the company provides are:



1. Glocal Khabar



Glocal Khabar is an online newspaper published from the capital city Kathmandu with its team in Bangladesh and India. The motive of this online news portal was to target youth and business news particularly amidst other news by dynamic team of youths dedicated for up-to-date of information. It provides platform for youths to showcase their achievements in various sectors to the wide range of audiences and help in promoting business startups through online marketing.

2. Glocal After School (GAS)



Glocal After School is a learning center which provides various courses and programs to help an individual to become a skilled human resource. The path they follow to provide the courses are training and workshops which help them improve their ability and make them skillful.

GAS also works as a consultant for Enhanced Curricular Activities (ECA) which is provided at various schools and colleges in Nepal. Since the main objective of the ECA is to enhance student's capability and help in all round development, it is a huge responsibility for the supervisor to guide those children correctly.

3. CSR and Brand Consulting

The third service it provides is that it helps other companies to plan, provide analysis, solutions and general marketing expertise as a Brand Consultant and assist those companies to carry out their Corporate Social Responsibility (CSR) activities.

4. Glocal Teen Hero (GTH) and Glocal International Teen Conference (GITC)



Glocal Teen Hero (GTH) is a platform which is primarily for the teenagers of Nepal that recognize their initiation, creativity and enthusiasm to empower them. It is an award night dedicated to the passionate and innovative teenagers who are also working to ripple effect in the society besides academics. The general purpose of this event is to motivate and encourage the teenagers to step out of their comfort zone and showcase their potential in a national level. The application for participants of Glocal Teen Hero 2019 opens from 4th May, 2019 and ends at July, 2019. The participants go through various processes and the top 20 are selected on the basis of their resumes, work evidence and essay on the accomplishment followed by an interview from the panel of judges. The main award night is to be held on September 1, 2019 at Nepal.

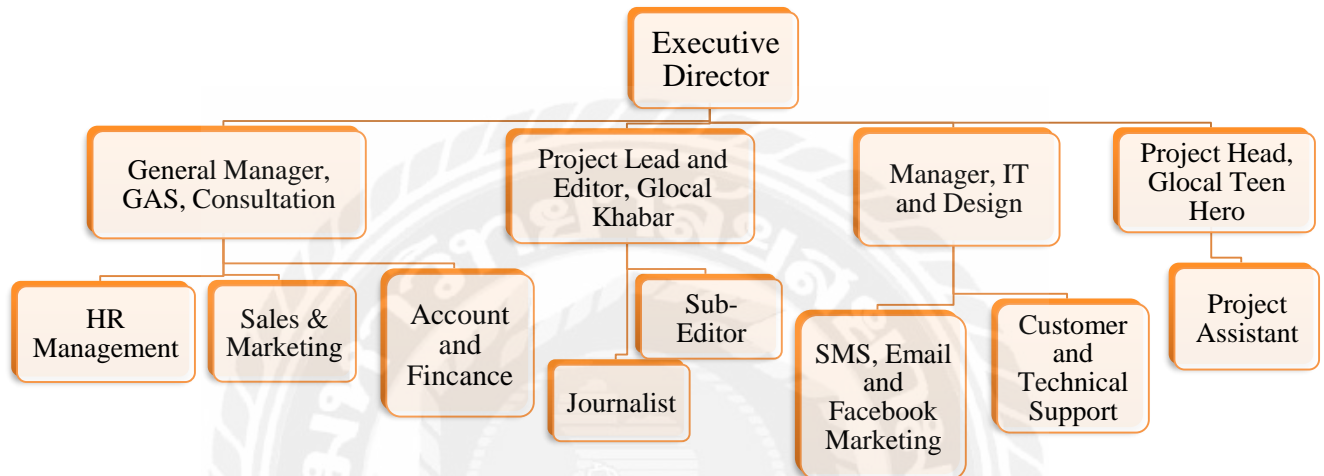
Glocal Teen Hero (GTH) has also launched its franchise at Guwahati, India on February 27, 2019. The purpose of the launch event of Wai Wai GTH India was to introduce the project with a wider perspective to the audience and to raise awareness and understanding about the need of the project and the difference it makes to the lives of the teenagers by showcasing the stories of past teenagers. By 2020, GTH is planning to open its franchise all over the South Asian countries (Sustainable Development Goals).



The main agenda of organizing Glocal International Teen Conference (GITC) is to bring all the teenagers from both National and International teenagers who authentically address issues that are important to them without having to overcome any generational barrier. The main three functions are to share their knowledge, experience and learn new

things from their colleagues, create bond between different people from both National and International countries and growth process in terms of their knowledge.

1.2 Organizational Structure



I was working under supervision of Project Head of Glocal Teen Hero and Glocal International Teen Conference as part of Project Assistant. The project leader used to go for the meetings and look after external affairs, and others working under were responsible to make reports, presentations, proposal and look after all the updates.

1.3 Statement of the Report

The internship report has been performed as the requirement for completion of BBA program from Siam University. The main purpose of the study is to provide real life experience and exposure; thus gaining first-hand exposure of working in the real world, granting the opportunity to learn about self- potentials and abilities, getting connected and developing professional network. The three month internship periods allows student to harness the skill, knowledge and theoretical practice they learnt in the University and enabling to transform theory into practical real life situations.

1.4 Objective of the Study

The primary objective of the study is to fulfill the BBA degree requirement under Siam University.

The general objectives are:

- To learn how a media organization operates and to develop a strong work ethic and professional attitude.
- To polish my business skills in communication, analysis, reasoning, teamwork and research.
- To help as an organizing committee during the conduct of “Glocal International Teen Conference 2019” and “Glocal Teen Hero 2019. These events focused on participants from 38 countries.

Although the final event night takes place for one day, the procedures take place for the whole year until the award night.

For example of Glocal International Teen Conference, there are 38 countries teenagers taking part as Presenters or Speakers for the panel discussion at the conference which will be happening on Nepal. Firstly, the applications were enclosed for the interested candidates where they send their CVs, detailed information on what they are working and how they impress the GITC committee by giving interview. This time we received 274 applications and we had to select around 100s of them. Every month we had to keep record of work update of those applicants whether they have worked on their project or not or what changes they have made on their projects.

- In search of fantastic teenagers all around the globe
There are lots of influential teenagers who are doing their best not only to change their country but to make our whole world beautiful. We have a facebook page of Glocal Teen Hero where we daily share a post about teenagers of both national and international countries who have been working for the society, invented any trend or things useful for the world. The posts I put on Facebook page is seen by many teenagers following that page and it's main target is to influence other fellow teens and provide them some new information which they may not have been known of.

- To promote social media platform such as Instagram through engaging post and better content writing skills.

As per today's generation, students are more comfortable with Instagram because they feel free to upload pictures and stories their rather than on Facebook. So focusing on their times spent on their Instagram page, we posted more pictures and kept the official page of Glocal Teen Hero up to date. I feel comfortable to use Instagram more so I was given the responsibility to update the page daily with stories or a post.

- To build public relationship and networking with mentors.
- To develop awareness and understanding of multicultural and diversity issues and how those issues impact working environment.

1.5 Roles and Responsibility

Generally, we interns get chance to explore life in the real world and which means taking a certain level of responsibility. Individual tasks and projects are fantastic way of getting the responsibility and real working experience we need to make the internship period successful. The skills I gained do not only help me to increase the employability value but it helps me as an individual to adjust to new situations easily. Some of the major roles and responsibility during my internship period were:

- Research analysis

Glocal Teen Hero (GTH) is a national award night which rewards the best fantastic teen who has worked for the betterment of the society. All the 20 participants of GTH know as 20 under 20 have to mail their monthly work update and some of them just send the link or some teens provide half information which cannot be understandable. As they were involved in events I had to know the full and exact information about the event, their roles and contributions.

- Bio Editing

The participants for GTH are from Nepal and they are already selected by the GTH Committee and till the Award night they are assigned to work at their field of interest and get engaged in working for development of their individual project. I was

assigned to call the applicants and keep record of the every month work update. Since the teenagers sent their work update through mail I had to edit it and post on Facebook page.

As of the Glocal International Teen Conference (GITC) the participants are from worldwide. When I started working at the organization they had just announced for the participants as ‘Speaker’ and ‘Presenter’ and there were about 313 applicants who have applied for their participation. The selection round ended at 5th April and the final candidates for the conference has been selected. Throughout the selection round I was assigned to edit their bio in short paragraph so it won’t consume others working time and work could go smoothly. One day on the absence of one committee member I had to take interview of 2 candidates from Africa through Skype. The one interview took for about 20 minutes with gap of 15 minutes in between. The interviews were scheduled and all those applicants had to be online on time for their interview.



Figure 2: Applications Received for Presenters and Speaker

- Searching for influential teens around the globe

The main objective of this research for influential teens is to motivate other teenagers and make them feel competent about working for the society more freely with the thought of positive change and showcasing their talent around the world. I used to search for the

teenagers ageing (13-19) from International countries and select the best one and edit their work in a paragraph and post on Facebook page of Glocal Teen Hero (GTH).

- Receiving and making calls to fix meetings with the other companies

Sometimes the teenagers did not send their monthly work updates on time so I had to call them for reminder. Since the Press Conference of Wai Wai Glocal Teen Hero, 2019 was coming round the corner I had to call companies to fix meetings. Secondly, making calls to the press for inviting them to the conference.



Chapter 2: Internship Activities

2.1 Assignment and Responsibility of the student

I have worked simultaneously for both the events ‘Glocal Teen Hero’ and ‘Glocal International Teen Conference’. There are only 5 people including me working for both the events, they did not treat me as an internee but assigned tasks thinking me as their core group member of the event. It is an honor to work with this company and get to know about the teenagers who have been active from very small age and put positive impact on the society.

The major work for Glocal Teen Hero was to collect monthly work update from the 20 under 20, the final participants of Glocal Teen Hero 2018 and file them as document file as well as hard copy. Although the phase of 2018 has finished, the company keeps record of all the 20 under 20s about their work experience. The single announcement for their work update was never enough; I had to follow up them twice, thrice for them to send the information.

There are many parts for the GITC. From April 10, 2019 the call for ‘Participant’ is being called and all the participants have to apply by filling the online application form. The online application form is basically for International teenagers (Glocal International Teen Conference).



Figure 3: Social Media Post

2.2 Network and Public Relation

The main project that we were handling is “Glocal Teen Hero 2019”, as it is a platform for teenagers to put their initiatives in front of everyone. We at Glocal were looking for sponsors that matched the events purpose. For this we meet with leaders of different organization and talked about the message that the event would be able to spread. We spoke with brands that people are more associated with, such as WaiWai our title sponsor for the whole campaign. In Nepal, every person has grown up eating WaiWai so it has a very special place in the Nepalese market. For this we met with Mr. Nirvana Chaudhary, MD at Chaudhary Group who himself is trying to build up the nations infrastructures with his resources. Alongside with that the government of Nepal has announced the year 2020 as the year of “Visit Nepal”, so to promote tourism and the beauty of Nepal, the Nepal Tourism Board has come up as one of our partners.

We wanted to partner up with brands that shared the same vision so as to make the message more compelling and strong. Banks, schools and financial institutions play a major role in this. We were very obliged that we were able to get associated with international brands such as Honda and Coca Cola. With Coca Cola we came up with a plan to promote our event through their packaging designs. For this we met with the marketing manager and the MD of Bottlers Nepal. They were very pleased to be a part of a change as it not only focused on what is going on but on what it can be in the future. The initiatives carry prestige and credibility to the brands for being part of the event.

For sponsoring the event every sponsor seeks the widest exposure possible in both print and electronic media. During this period we had to plan on what and how we would give them returns whether it would be in terms of visibility of the company’s products and services or different media coverage that would have all the names, and event pictures, of the sponsors. As mass media is would be adding more cost we were trying to find a perfect fit trying to evaluate all the media channels such as TV Ads, Influencer marketing, Print Ads, Pamphlets, Radios etc. From our side we wanted to give them more returns than actually amount they sponsor (Business Case Studies).

2.3 Logistics and strategy within Nepal

The activation is a part of the media coverage plan across Nepal. For this we will be going around 38 districts all over Nepal to call participants for the event. It was also a part of

spreading a message of Glocal Teen Hero with short information about Glocal International Teen Conference (GITC). The activation program would also be able to showcase our partners for the event and how they were helping them to spread the message. For the activation program we had to be very direct and efficient from our side as we have to cover many areas within a limited time period. The activation will start from the last week of May and for this I had to lay out a travel plan. The travel plan would include time schedule of departure, arrival, places to stay at etc. As we would be travelling through road the time to reach a certain area is our biggest challenge. Finding ways to reach there while covering the other areas is a hassle. We would be covering all the 7 provinces so for this we would be calling up for volunteers. The volunteers would be judged and evaluated depending on the standards set for the activation. Leaving the major three cities of Nepal i.e. Kathmandu, Bhaktapur and Lalitpur; we are planning to reach out to 3 schools from each city because the main motive of the event is to search for fantastic teens and let them get involved in the kind of environment they have dreamt of but are behind because of their societal barrier.

2.4 Strategy for activation outside Nepal

There are numbers of teenagers participating from international countries and they have been doing activation programs by going to various schools and colleges. This activation outside Nepal is done by the Country Representatives who have been already selected for Glocal International Teen Conference 2019. Some of the places where the activations were done are: Zambia, Liberia, Philippines, Cameroon, Ghana, Burkina Faso and Zimbabwe.



Figure 4: Foreign Activation Program



Figure 5: Activation Program at Zambia

The above two pictures represent Miss Tapela Banda Country Representative of Zambia who has carried out albinism awareness campaigns in Zambia. Plus she has also done activation of Glocal International Teen Conference 2019.

2.5 Press Conference of Wai Wai Glocal Teen Hero 2019



Figure 6: Press Conference at Soaltee Crown Plaza

The press conference day was held on 3rd May 2019 at Soaltee Crown Plaza, Nepal where I was part of the event as an organizer. This was the 5th press conference meet where great Industrial Leaders as well as the partners of Glocal Teen Hero were seated as dice members. Some of them are Mr. Nirvana Chaudhary- Managing Director of Chaudhary Group, Ujjwal Shrestha, Managing Director of Panchakanya Group, CEO of Nepal SBI Bank- Mr. Anukool Bhatnagar, Mrs. Ayshanie Labe- Resident Coordinator of UNDP Nepal and Wai Wai Glocal Teen Hero 2018's winner Ms. Prashansha KC. The particular day, Glocal Teen Hero launched its new T-shirt for all the participants and customized bottle of Coca Cola with name of the company. The main agenda of the event was to announce application open for Glocal Teen Hero 2019 from May 4 to July 31 and the activation which will be starting from end of May at 38 cities.

2.6 New Year CSR Program

On the occasion of Nepali New Year i.e. Baishakh 1, we decided to visit an orphanage home known as Kalika foundation which is looked after by a family. We planned to spend some time with those children, planned about which games we will make them play where all of them could participate and have fun and create bond with each other. Since Glocal has side business called Cozy Home where they provide bed and breakfast, we made a list of recipes to provide to those children. Before leaving the place we also had surprise for those children on which we gave them all the stationery stuffs as a gift which are useful for them.

2.7 Future plans of Glocal

Glocal Teen Hero is the face of the whole company as being the major and big event of the year for teenagers. On the 27th February, 2019 Wai Wai Glocal Teen Hero did it's launch at Guwahati India as Wai Wai Glocal Teen Hero India. The purpose of the Launch Event of Wai Wai GTH India in Guwahati was to introduce the project to a wider audience and to raise awareness and understanding about the need of such project, and the difference it can make to the lives of the teenagers by showcasing the stories of past teenagers. The event shared the news of a positive collaboration for the betterment of teenagers and youths, across the border and aware the people about the proud moment for the nation that something has been initiated from Nepal to flow towards India. With an aim to organize South Asian Glocal Teen Hero in 2020 in

Kathmandu, Nepal; Glocal is moving forward to have Glocal Teen Hero in every country across the South Asian Region to organize the first-ever recognizing teenager's platform in South Asia.



Chapter 3: Identification of problem encountering during the Internship

3.1 Indicate how you successfully solved the problem

There were lot of problem while working because sometimes I used to get confused between the two events and the contents used to get mixed. For the first time when I was given chance to call the participants and ask for the information I got nervous because it was different from talking to relatives or friends. As the saying goes like “Practice makes man perfect” I got used to call teenagers and sometimes received calls at the office and answer the queries. Then afterwards when I used to call corporate to fix meetings, I was able to talk with those people confidently about the agenda. Many people don't get the name of the company itself so I had to be ready to give them proper information about the company and what does it do.

Since there are only 5 people working for the events, it gets difficult to manage everything everywhere and main problem was the language. Since my main job was to check the CV's and edit them, some teens used to send us their articles or CV's in their own language and again converting those to English and editing was a long work. So my supervisor gave that work to me and with short deadline but I was able to complete it all. By which somehow I learnt to manage time and practice on working faster.

3.2 Provide some examples

In Nepal we still have problem of load shedding and it is one of the major problem for people who have to work mostly on the internet. One day, I and supervisor were to take interview of two girl candidates at around 2:40 p.m. and from 12 noon there was no electricity and internet. Since there interview is scheduled by us and we were very strict about the timings we had to take the interview anyhow, so we took the internet package and did the interview. The internet packages are not qualitative and the price is also expensive but due to the rules and strictness of timing we could not back off and we finished it.

Chapter 4: Contribution and Learning Process

4.1 Contribution of the student made during the internship

My internship at Glocal Private Limited was a great experience that allowed me to better understand the professional workplace and expectations that work with it. The knowledge and experiences I gained is very useful for me for my future professional career.

Overall Glocal focuses on teenagers ageing (13-19) who are willing to make positive change for the nation. It does not only give a right path for the teens to showcase their fascinating thoughts but also analyze and encourage other students who are capable of working but stays at their comfort zone due to fear of the society. While working as an internee, by the end of the time I realized that teenagers in many places are bounded by the academics and many of their creativity is not being seen by anyone. For example, there is a small boy ageing 9 years old who sells stone art in the streets of Kathmandu, Nepal. He collects stones from one of the famous rivers of Nepal called 'Marshayangdi' and paints them and sells it to the market. His creativity is not only known to Nepal but till Dubai. He is a self made young entrepreneur.

In terms of Human Resource Management, I used to check all the CV's, edited them as per our criteria and see if they meet up to or not. There were lots of problem due to language barrier and time zone of different places but due to the deadline even after office working hours, I received CV's and had to answer there queries. In many places of Nepal, still there is no internet services and telephones in their house. Since I was responsible to keep record of their work updates I used to tell them to elaborate about what they have been doing on the phone and wrote all the information's accordingly.

For example, the activation for Glocal Teen Hero and Glocal International Teen Conference had to happen and we are focusing on schools because that is the place where we find numbers of students (teenagers) together. There are some places where there are no schools or road ways to reach. Since I was looking after making list of places and numbers of schools for activation, I had to have the idea about where it was more relevant and which schools we could reach to.

4.2 Details of the related learning process and new knowledge student has received

There is an opportunity for every individual to learn new skills or even polish their existing skills. During my internship period I was able to know how a media company functions and why it is important to focus on basic infrastructures such as education and leadership. The internship program offers students like us to gain work experience which is important as most employers do not choose to hire someone who's never worked before; they think that with no experience, you'll not know what to do or how to work. On the other hand it even makes students like us to thrive to do better.

In context to Nepal, Glocal as a brand is not much known in the market. So me being a student of marketing I would try to focus on the brand message in every work I was doing. From making phone calls to taking interviews I would first give them a brief introduction of who we were and what we were doing. Because a brand is an overall integration of every features and properties of a product which gives them an identity to the common product. It even helps in measuring the brands performance through factor such as brand awareness. Brand cannot be separated from the product. It is a product, service, person, company, or simply a concept which has an attributes like a name, terms, signs symbol, etc. to be unique from others in the market. A brand is what makes the product identifiable and distinguishable (What is a Brand? Meaning of Brand and Brand Concepts. | Feedough).

The internship period has taught me that the knowledge you gain from your classes are the basic layouts for everything you do, after that the next step you are going to take decides the outcomes of your actions. As the saying goes "Your first impression is the last impression" So in order to bring out the best results, we at Glocal were focusing to create a positive mindset in the second persons mind through every interaction. Because this helped us deliver more effectively. We were able to understand our partners, employees and the participants during the major events.

As one of my major activities was to screen the resumes of participants and take the interview I was able to build up on my interaction skills. By being able to know on which side of the table you are in, you are able to take control of the scenario and the actions that are taking place. Getting to know what the participants expected and then having a discussion with the

Glocal team made me learn more on why you need to be a team player and the importance of group discussion.

Thus, I've realized that you cannot put a limit on yourself if you are from a different field of study. If you're able to adapt to the new environment people are going to be flexible during the first introductory stages and after a while you start grasping to the work they steadily build up the pressure of your work and expect for the work to be delivered well. Seeing how dedicated I was towards my work I have been called back to stay with them for a while. It is a pleasure that you get recognized for your work and are treated according as well.



Chapter 5: Conclusion

Glocal Private Limited helps in planning, strategizing and developing for creating platform adding value to the collaborators with a promise of dedicated and innovative approach. They work as a mode of communication for those teenagers who have been working for the betterment of nation and have not been recognized for their wonderful job. The teenagers involved in societal works are not judged through their academics because we believe that only the students who score higher grades on studies are not the ones who have to be highlighted. I feel lucky to work with this organization which taught me real life experience along with that I got opportunity to learn about the organizational culture.

Based on my 14 week term as an intern, I realized that I was successful to gather a lot of significant learning experiences which would be helpful in my future career. Glocal Pvt. Ltd. offered my ample space and opportunities, not only to learn but also exhibit my skills as the company required. Every employee have been a strong pillar for me as they always encouraged me to work and even when sometimes I used to make mistakes they supported me and I could work without hesitation. While working at this company, I felt that I was lacking behind from the general knowledge about the businesses, Industrial leaders and many other information which were important for me as a professional. But after the 3 months of experience now I am able to say that indirectly I have built relation with the great people. Since the event is being held in Nepal, I had to search cities for activations or promotion and search for schools from where we could get participants for the event. Our country is categorized under Developing country but as a citizen seeing the country developing slowly in terms of education, gender equality and growing positively makes me work on service for the country's economy.

During this period I was able to build up on my networking skills and content writing skills. As I also want to work in the Human Resource department I was able to get in hand experience of how we do the interviewing, screening and test phase. Being the only one that was going through the participants resume I was able to more analytical which improved my thinking process as well. Because these participants would be representing their country and further go along representing Glocal worldwide. So we had to ensure that we had to right picks. As side by side I was working for the setup of the events I was able to polish on my leadership skills, as I have been associated with major events during my 3 years at Kathmandu College of

Management. But those events were only based in Kathmandu but with the Glocal Teen Hero event I was able to focus on a bigger platform. How you need to look after the logistics to financing the events and making sure that your partners are kept inform as their brands will also be branded the whole time. As of all, I am very grateful that I chose Glocal as my interning company because now know of which job to go after and what job I best suit for. With all the experience I have gained I can see myself as dedicated employee in an organization.

Ultimately, I got the chance to understand multi culture and diversity issues and how those issues impact working environment. Not only in our country but outside Nepal there are various countries where students are very talented but due to their society and societal problem they cannot look forward for positive changes. While working for the event, I got chance to meet famous Industrial Leaders of Nepal and had talk with them. The meet with those people was a great experience and is helpful for my future career. All the credit goes to Glocal Private Limited for giving the opportunity to me to apply theoretical communication skills in real life and in better way and let me get involved in team work for big projects. The fourteen weeks internship helped me change and my perspective in positive manner and got me ready for professional life in coming days.

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Annex



Figure 7: Coca Cola partnering with Glocal



Figure 8: New Year Program



Figure 9: At the Press Conference with my Supervisors



Figure 10: Alongside the winner of Glocal Teen Hero 2018



Figure 11: Social Media Campaign