



Cooperative Education Report

**Understand the women behavior in
Nepal to target the telecom offerings for them**

Written by

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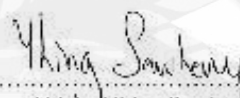
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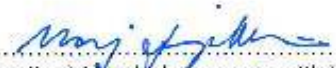

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Project Title: Understand the women behavior in Nepal to target the telecom offerings for them

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Abstract

This internship is conducted at Ncell private limited, which is a first company to operate private GSM services in telecommunication sector of Nepal. The main reason to join this company was to learn and gain a proper knowledge about market research, effective tools to gather market information, how the telecommunication service works and different ways of customer care. As Ncell is a leading telecommunication company in Nepal, I had no better option than to join this company and gain exposure about telecommunication and its services. The main objective of this study is to understand the women behavior, their daily lifestyle, the problems faced by them due to telecommunication in Nepal to target the telecom offerings for them. My duty in the company was to conduct a research through survey using qualitative method, keep records of the information and data and make a proper report out of it, and finally submit it to my supervisor weekly. As I had to submit my report in the end of every week, I was given a to-do list for every day. This research helped me in every way possible to groom myself as it helped me gain more exposure, taught me about how the real business world actually works, made me more capable and patient and also improved my interaction skills. With the help of this research, not only me, but it also helped company know their status in the market, where they lack and their field of improvement. In the beginning of my internship, I faced few problems as it was my first time working for a company. Later, I successfully could solve the problems with the help and guidance of my supervisor throughout the internship period. The key factors for Ncell to target offerings for women in Nepal are Telecommunication, Women, Survey and Marketing.

Keywords: Telecommunication, Women, Survey, Marketin

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List of Acronyms:

GSM	Global System of Mobile
UDDS	Unstructured Supplementary Service Data
EDGE	Enhanced Data rates for GSM Evolution
GPRS	General Packet Ratio Service
HSPA	High Speed Packet Service
DC-HSDPA	Dual-Carrier High Speed Packet Access
NTC	Nepal Telecom Company

COVID affect

I started WFH from March 16 due to covid-19. My task was to conduct survey and collect data by observing and interviewing females of my house with the help of questionnaires and make a weekly report and submit it to my job supervisor through email. I was also assigned to compile the information gathered till date and make an appropriate report of the whole research and also prepare a PowerPoint presentation out of it.

The motive behind conducting survey from my house was to know the contradicting thoughts of every female of my house. It was easier for me to interact with females of my house as I knew them very well and could easily know what they were actually trying to say and could easily understand their perception.



Figure 1: interviewing Ms. Sushmita Adhikari at home

Chapter 1: Introduction



Figure 2: Ncell logo

1.1 Company Profile

The company I'm doing my internship at is Ncell private limited. Ncell pvt ltd. stands as a privately-owned GSM mobile operator in Nepal, and is a first company to operate private GSM services in telecommunication sector of Nepal with the brand name "MERO MOBILE" which was rebranded as Ncell in 12th March 2010. It broke the monopoly held by the state-owned telecommunications company, Nepal telecom by building a new arena in cellular telephony services. The company is now owned in 80% by Swedish/Finnish TeliaSonera Holdings. Ncell private limited was previously known as Spice Nepal private limited, established in the year 2014.

Ncell is gradually expanding its network coverage in various urban, semi-urban and rural areas of the country. A company that started its service with basic service, introduced services, Ncell has always planned and adopted new technologies and services available in the international market and provided them among its subscribers. Ncell has tied up with an array of operators in more than 51 countries, including 174 operators around the world at present and gradually extending roaming partners day by day for the convenience of its subscribers.

Ncell is providing services to the subscribers via its huge distribution network along with its five Customer Care Centers. It is gradually opening new Customer Care Centers in different parts of Nepal where Ncell has extended its networks. Along with a big distribution channel, Ncell owned customers care centers and call centers. Ncell provides all types of services and helps to the subscribers related to the brand.

Services provided by Ncell:

Basic services

- Voice call
- SMS service

Introduced services

- Blackberry
- 4G
- Connect-browsing internet through a data card
- EDGE/GPRS
- Call waiting
- Call forwarding
- Conference call
- Voice mail
- Missed calls notification
- SMS to e-mail, e-mail to SMS
- USSD
- Mobile internet (GPRS/EDGE)
- Multimedia Messaging Services (MMS)
- Personalized Ring Back Tones (PRBT)

Other Services

- Value added services

TYPE OF INDUSTRY	Telecommunications
FOUNDED	2004 A. D
AREA SERVED	Nepal
HEADQUARTER	Kathmandu
PRODUCTS	Mobile Telephony, GSM, GPRS, EDGE, 3G, 4G, HSPA+, DC-HSDPA
SERVICES	Mobile telephony, broadband and fixed-line internet service
Number of employees	500+ (as of 2019)
PARENT	Axiata Group Berhad
WEBSITE	www.ncell.axiata.com
TELEPHONE	+977-9805554338

Figure 3: Brief information

Vision of the company:

⇒ To be the best local mobile network for the people living in the country, providing services of international quality with a local touch.

Mission of the company:

⇒ To connect everyone in Nepal through Ncell network, providing high quality, modern and cost-effective services and creating value for the customers and partners.

Strength: <ul style="list-style-type: none"> • Strong brand name • Strong distribution of Network • High Skilled Human Resources • Diversification 	Weakness: <ul style="list-style-type: none"> • High Advertisement Cost • Difficulty in understanding local culture 	Figure 4: SWOT analysis Strength: <ul style="list-style-type: none"> • <u>tro</u> <u>ng</u> <u>bra</u>
Opportunities: <ul style="list-style-type: none"> • Untapped Rural Areas • Large Domestic Market • Creation of new business 	Threats: <ul style="list-style-type: none"> • High competition • Changing customer demand • Political instability 	

nd name:

In present situation, Ncell has become a well-established telecommunication company in Nepal. The biggest strengths of Ncell are its advertisement and promotion which has helped the company in building a strong brand identity and image. In Nepal, every age group is well aware about Ncell, especially with the purple color which they have kept as their theme.

- Strong distribution of Network:

With the equal distribution of customers all over the country, Ncell has successfully established 14 care centers in the main cities of the country. Besides this, there are hundreds of Ncell shop all over the country.

- High skilled human resources:

Ncell has 500+ employees working in the company who are highly skilled and trained and are very well known about the newly discovered technologies which is one of the biggest strengths to the company.

- Largest market share:

Ncell is the largest telecom service provider (GSM, having 43% of market share.

There are 80 lakhs+ customers of Ncell around the country.

Weakness:

- High Advertisement cost:

Ncell has been paying high amount to its advertising agency hence there is a significant increase in the advertising budget.

- Difficulty in understanding local culture:

As Ncell is an MNC company operating with the global strategy. There is difficulty in understanding the local culture as well as other locally establishes companies.

Opportunities:

- Untapped Rural Areas:

81.4% of total population of Nepal, live in the village area. The rural telecom market is something of high importance for Ncell as they can increase their sales and the company can do even good.

- Large Domestic Market:

There are huge market development opportunities in urban region of Nepal for Ncell.

- Diversification:

Ncell has great scope in the other segments and can also diversify itself in any other related industry such as cell phones.

Threats:

- High competition:

NTC is giving a tough competition to Ncell sim card and internet services.

- Changing customer demand:

There is frequent change in the demand of the customer. The company needs to lead itself according to the demand of its customers. Consumers seek for high quality services in low price.

- Political instability:

Nepal is still facing problems with its political instability. Change in the government leads to change in government policies due to which many organizations like Ncell is

facing problems in Nepal, as whenever a new government is formed there is a change in policies, rules and regulation and market budget.

1.2 Organizational Structure

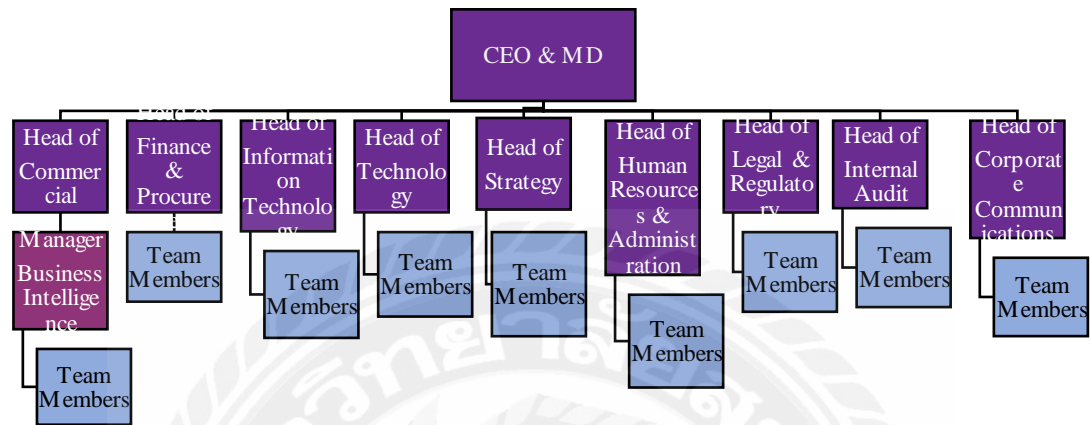


Figure 5: Organizational structure



Figure 6: Flowchart

1.3 Intentions to join this company

As Ncell private limited is owned by a foreign company, it is the first multi-national company of Nepal, which is capitalizing in the communication sector. As being a marketing student, I always wanted to develop my market research skills. So, the main reason to join Ncell is to gain knowledge about proper way of gathering information from the market, and to know how we can utilize that information into practice, in order to improve the company. Joining Ncell would also help me a lot in my future as my plan for the future is to work in marketing field. Working here at Ncell and being a part of a big company can provide me a lot of opportunities in the future. It will help me gain more knowledge, exposure and make me more capable.

Things I wanted to learn after joining Ncell were:

- Effective tools to gather market information.
- How the telecommunication service works.
- Different ways of customer care.

1.4 Objectives of the study

1. To understand the women behavior in Nepal to target the telecom offerings for them.
2. To understand different women segment and their lifestyle
3. To understand the daily life activities of women
4. To understand the importance of telecommunication in women's life
5. To understand preferred offerings by a company for women

With the help of this topic, we will be clear about different segments of women and we can know about the current scenario of telecommunication business in Nepal and know the perspective of women towards the telecommunication sector. Telecommunication plays a very important role in making one's life easier and more convenient. With the help of this report, we can also understand the daily life of women and get to know about their views regarding telecommunications and their offerings. This report also aims to help us understand a woman's problem they are facing in their daily life and the contributions provided by

telecom business to women in Nepal. With this information, we will be able to position our services according to their thinking and liking.

I chose this topic to work on my report as it would help me acquire more knowledge about telecommunication services and perception of women towards telecommunication. It will give me gist about how women of different age group and class have different way of perceiving things, which will be very beneficial for me in the upcoming days.



Chapter 2: Internship activities

2.1 Job description and responsibilities

Ncell private limited is the company where I did my internship. My duties include conducting a survey using qualitative method and collecting information by observing and interviewing the females of Nepal with the help of the questionnaires, to actually know their pain and gain, their daily lifestyle, what they actually expect from the telecommunication companies and what problems are they facing in their day to day life. Summing it up, the research is all about understanding their perception towards telecommunication companies and what they really expect from the telecommunication companies. After the collection of data, there's interpretation of data, writing up reports and weekly submitting it to my job supervisor.

My responsibilities:

- Work following project brief and deliver frequent project updates.
- Prepare questionnaire keeping on mind, the objective of the research.

The questions included in the questionnaire I had prepared are as follow:

- i. All of us want a better future/life. Can you tell me what this means to you?
What do you seek in terms of your work/studies/ things you want and so on?
- ii. If you had to tell that a woman is successful, how would you describe her?
- iii. How do you think a woman can become successful? What do you think she needs to do to become successful?
- iv. What do you think are the strengths of a woman?
- v. What do you think are the weakness of a woman?
- vi. What do you think are the common problems faced by a woman in Nepal?
- vii. How do you think a woman can be liberated/ How do you think Nepali women can be liberated?
- viii. What sort of recognition or applaud is truly meaningful for a woman? How can one make her feel special?
- ix. What are the emotional cues that help one connect with a woman to win her heart and trust?
- x. What do you think is the major problem you as a woman is facing?
- xi. Imagine if you could make things/technology/system that would make a woman's day to day life easier- what would it be? How would it help her?

- xii. Which telecom network do you prefer the most? Which telecom service have you been currently using?
- Ncell
 - NTC
- xiii. What offers offered by telecommunication company would be the best pick for you?
- Special discount coupons for grocery shopping
 - Free talk time
 - Occasional bonuses
- Observing the females
I observed the females the day before I interviewed them to understand their attitude and their character which would help me prepare for the interview and help me even more to interact with them. I was assigned to conduct survey by observing and interviewing the females who belonged to the age group of 18-30.
 - Going into the field and interviewing the target group.
With the help of the questions above and observation, it was easier for me to interact with the interviewees which helped in obtaining the answers we were looking for.
 - Record findings by taking written notes and recording interviewees' answers.
While I interviewed the females, I took the written notes of the answers they gave and also recorded it for incase I missed anything they said. This helped me later while making the report.
 - Collect information and interpret data.
I collected all the information which was required and which fulfilled the objective of the research and analyzed it to come up with the conclusion.
 - Compile the information and make a proper report.
After interpretation of the data, I compiled the information and developed it into a proper report in details. The sample of the report is as follows:

Week 4

Interviewee: Ambika Pudasaini (Nurse)

Age: 27

1. All of us want a better future/ life. can you tell me what this means to you? What do you seek in terms of your work/studies/ things you want and so on?

Ans: To me, better life or better future means happy, healthy and luxurious life, getting a good life partner, becoming wealthy, and becoming very successful in my professional field by helping and serving people and taking good care of them.

2. If you had to tell that a woman is successful, how would you describe her?

Ans: A woman is successful, if she has that eager to learn and grow and can successfully apply her vision to positively impact the world by achieving balance in all aspects of her life. A woman is also successful if she is successfully handling her family and doing great in her professional life.

3 How do you think a woman can become successful? What do you think she needs to do to become successful?

Ans: To become successful, one must set goals, have confidence, be very hard working, dedicated, adjustable, shouldn't give up easily, and most importantly, seeking suggestions from seniors and experts can help one become successful.

4. What do you think are the strength of a woman?

Ans: I think the biggest strengths of a woman are the ability to handle her family, patience and capacity to tolerate everything.

5. What do you think are the weakness of a woman?

Ans: Women are emotional and they get convinced very easily, and trust people quickly, which are the weaknesses of most of the women.

6. What do you think are the common problems faced by women in Nepal?

Ans: Common problems faced by women in Nepal are gender inequality and domestic violence. I, being a nurse, still see a lot of cases of domestic violence in our hospital, which is very sad to see and hard to accept.

7. How do you think a woman can be liberated/ how do you think Nepali women can be liberated?

Ans: A woman can be liberated when she is allowed to freely showcase her problems in front of the society without anyone's prohibition.

8. What sort of recognition or applaud is truly meaningful for a woman? How can one make her feel special?

Ans: Someone can make a woman feel special, when they really try to understand her and her needs.

9. What are the emotional cues that help one connect with a woman to win her heart/trust?

Ans: To win a woman's trust, one must be very trustworthy by becoming truthful and make her feel secure. People should mainly avoid being two faced and show their actual face in front of her if they really want to win her trust.

10. What do you think is the major problem you as a woman is facing?

Ans: My family does not still allow me to go for night overs. I am not allowed to stay out of home after 6 in the evening until and unless I have a night shift, just because I am a woman. If I were a man, this problem definitely wouldn't have arisen.

11. Imagine, if you could make things/technology/system that would make a woman's day to day life easier- what would it be and how would it help her?

Ans: As there are many cases of miscarriage nowadays, I would want such technology to get invented, which would prevent this by notifying women, if such case is going to happen in the future and letting them know about the precautions.

12. Which telecom network do you prefer the most? Which telecom service have you been currently using?

- Ncell
- NTC

Ans: She went for Ncell, which she has been currently using.

13. What offers offered by telecommunication company would be the best pick for you?

- Special discount coupons for grocery shopping
- Free talk time
- Occasional bonuses

Ans: Occasional bonuses

14. How do you think telecommunication service in Nepal can be upgraded?

Ans: The strength of the network must be improved by telecommunication companies due to which won't have problem while we travel into rural areas.

- Weekly submit the report to the job supervisor.

After the report was made, I submitted it to my job supervisor every end of the week.

2.2 Contributions of the students in details

With the help of my roles and responsibilities, I contributed the followings to the organization:

- Helped organization understand the perception of females towards telecommunication companies by observing and interviewing females regarding their thinking and views about telecommunication and their expectations from the telecommunication companies.
- Helped organization know their status in the market from the information gathered through research.
- Helped them come up with the telecom offerings that females prefer with the help of the information collected.
- Provided important data and information which could be useful for the company to increase their sales and come up with new and productive ideas.
- Provided them with useful information which they could use in taking the company to the brighter path.
- Helped them know where they lack and their field of improvement.

Chapter 3: Identification of problems encountering during the internship

3.1 How I successfully solved problems?

As it was my first-time doing research for a company, I faced few problems in the beginning which are:

- I had problem in creating structured questionnaires in the beginning.
- I faced problem in identifying the women of different category as it was my first time to work for a company.
- It was comparatively difficult for me to interview the first woman and collect information, as I had less idea about how to deal with people with different attitude.

3.2 How I solved these problems:

- I built questionnaires to conduct survey, but it wasn't well structured. To improve it and make it more presentable, my company supervisor guided me which led me towards building a structured and presentable questionnaire.
- My company supervisor gave me guidelines to differentiate different sector of women, with the help of which I could easily identify the women of different category to conduct the research.
- As I faced difficulty in interviewing the first woman and extracting information from her. I started researching about how should an interviewee be dealt and watched different videos about conducting a research to further improve my skills. This way, I could easily interact with people and obtain an appropriate information from them.

Chapter 4: Learning process

4.1 What are the things you have learned during the internship?

I got the opportunity to do my internship at a multi-national company, Ncell. Ncell is one of the leading companies in the telecommunication sector. This internship is a part of my course to fulfill our credit requirement of the corporative education. I did my internship for 3 and a half months and got to learn how a business of a real world actually works.

Things I have learned from the internship are as follows:

- Conducted a research to know the perception of women towards telecommunication due to which I was able to understand the perception of women of different categories and the way of dealing with them.
- As Ncell is a multi-national company, I got exposure to how a multi-national company works and got to learn about their protocols.
- It helped me develop my interaction skills and taught me how a survey should actually be taken as survey is a very effective tool in today's world which can be really helpful for me in the future.
- As I am from marketing stream, my every task was marketing related. The major task that I was given was to take a survey, which helped me build more self-confidence and helped in my professional development in every way.
- It gave me knowledge about the way of dealing with different people having different attitudes as everyone has their own kind of attitude. From this research I learnt that, it is very important to deal with people according to their attitudes for an effective survey.
- I also learned to collect information and data, manage it and compile it properly.

4.2 Details of the related learning process and new knowledge I have received

As I mentioned earlier, I had interest in the marketing field since long back. I always wanted to join a company where my interest would be valued and where there would be my professional development to the fullest. The main reason of choosing Ncell for my internship is, so that I could develop my interaction skills, build my self-confidence and improve myself professionally. After joining Ncell, I could gradually see myself developing professionally. In the beginning, as I didn't have much knowledge about my department and the way of work, my supervisor briefed me about the market research and how the research should actually be conducted and taught me the way of dealing and interacting with people while taking a survey. Everyone in the company was very helpful and corrected me wherever I was mistaken. Their guidance throughout the internship helped me a lot to complete my research work legitimately. The major learning process during the internship was to conduct a qualitative research, gather information about the perception of women towards telecommunication and make an appropriate report.

I got to learn various things during my internship period. The experience provided me with skills that I can take onto my professional career, further developing my knowledge of Excel and understanding of databases. I learnt how to design questionnaire precisely, analyze results, and formulate hypothesis. This research provided me much knowledge about the telecommunication companies and their systems. With the help of surveys conducted, I could gather the information and review it in order to come up with how a telecommunication company should position itself for the women, which helped me improve my knowledge towards the branding sector. I learnt about how companies choose their positioning strategy for their target market in order to make it more effective.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

The work experience of 3 and a half months as a marketing intern at Ncell private limited helped me in my both personal and professional development. It made me become more focused and dedicated in doing any task. It taught me to become calm and patient while interacting and dealing with people. It also helped me build self-confidence which is a major acquirement for me. As I want to pursue my career in the marketing field itself, the internship has been a great help to it by providing me with all the significant knowledge about marketing, research and as well as branding.

I wouldn't have been able to complete my internship successfully without the help and supervision of my supervisor. After I joined the company, I was given the opportunity to select the department I was interested in. As I had interest in the market research, I chose this department and was assigned with some task to complete. I was asked to take a survey and do a qualitative research on women of Nepal and know about their perception towards the telecommunication. From this internship, I came to know about how differently the things are perceived by women of different segment. As during the course of my internship, I interviewed women of different segment, and from that, I can recommend the company that, target offerings should be made in such a way that a specific segment of women would get attracted towards it which would be beneficial for the company. I successfully completed the task I was assigned with at a given time, with the help of my supervisor, which helped and gave a lot of knowledge to me and contributed to the company too.

Annex



Figure 7: Ncell Pvt. Ltd



Figure 8: The workplace (headquarter)



Figure 9: Interviewing Mrs. Manju Tamang



Figure 10: Interviewing Mrs. Ashmita Magar



Figure 11: Interviewing Ms. Ambika Pudasaini

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