



Cooperative Education Report Foreign Employment in the Context of Nepal

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Title: Foreign Employment in the Context of Nepal


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


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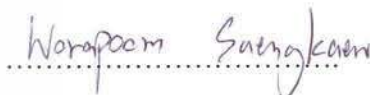
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Abstract

This project report entitled “Foreign Employment in the context of Nepal” carried out at Himalayan Job Explorer Pvt. Limited has the goals to evaluate the recruitment scenario of Nepal with the promotional and marketing scope. With the company, the student was assigned to work as Marketing Specialist, in the department of Marketing with the following responsibilities: 1) Analyse insights and make marketing plans for the company (both digital and physical marketing. 2) Create campaign ideas for promoting the product in order to increase awareness, 3) Study need and interest of digital marketing. 4) Implement knowledge in regards to marketing specialization studies. 5) Know the relationship between market numbers with media content. Upon the completion of the internship, it is found that the problem was resolved by means of market research and implementing the external feedbacks given by the past as well as the present clients of the business. In this matter, student is able to learn more about the market scenario for in the real world and improving the interpersonal and organizational behaviours which are very important for future career development.

Key Words: Digital Media, Brand, Employment

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Furthermore, I would also like to express my gratitude and appreciation to the Head of Executives Mr. Ashish Mahat (C.E.O of Educar International) for providing me with the infrastructure and resources, which contributed towards this study. His constant guidance helped me to gain proper knowledge and work with ease.

Therefore, I consider myself to be grateful to be provided with such opportunity to be a part of this program. I am thankful for having the chance to be indulged with great personalities and professionals who led me through this internship period and polished me to my future professional days.

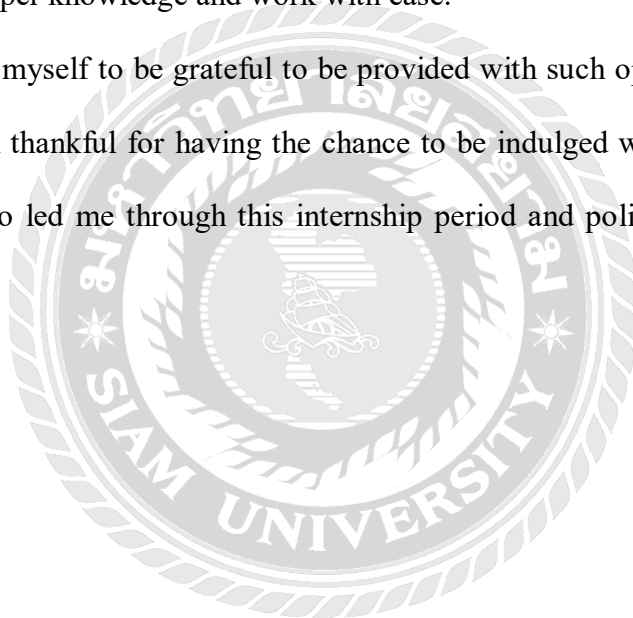


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Chapter 1

Introduction

1.1 Company Overview

Himalayan Job Explorer Private Limited is a trusted name in the field of foreign employment agency in Nepal. It was established in the year 2002 by a promising entrepreneur, Mr. Madan Mahat, having experience in overseas employment and travel trade business, with the noble objective of providing employment opportunities to Nepalese citizens and thereby contributing in reducing the unemployment problems in the company.

The company started its operations from Bhimsengola, Kathmandu Nepal. Mr. Mahat focused mainly on supplying capable, competent and quality workforce. At that point of time, the country was facing economic crisis, the political system was unstable, and people were unemployed. Keeping these issues in the mind, the owner started recruiting Nepalese workers to foreign land. Later, the government of Nepal allowed and gave license to recruiting companies to supply workers in Malaysia as well. The company started sending workers to Malaysia. Almost 80% of the workers were hired by big manufacturing companies in Malaysia (CBS Reuters, 2017). Since the Nepalese labour force is cheap, the Malaysian company were demanding more workers. The company started recruiting workers to different service sectors like constructions, agricultural sector, farming and so on. In 2003, the company started sending domestic worker and trainee worker to different gulf countries like Lebanon, Qatar, UAE, etc. During that period, due to Maoists and political crisis people were more insecure and they had no options to choose besides foreign employment. In 2004, the killing of 12 Nepalese in Iraq created a lot of chaos. (Bhattarai, 2006) Many offices were vandalized. The company was affected by the ongoing political crisis. Due to strikes and riots the company was not able to send workers as per demand. The company also faced financial instability, visa problem, etc. But, after some point of time the company was able to

overcome its obstacles. In 2012, the company thought of sending workers only to Japan and also got the permit (Mahat, 2019). The company started sending semi-skilled and skilled workers to Japan as a trainee program. The company has also set up an office in Japan where it controls the operations and keeps track of the workers. Since, the company was planning to expand its operations; they had to move to a new place from the existing one.

Their current corporate office is located in Thapathali, Kathmandu. Now the company has its own training centre for construction, plumbing, agricultural equipment's, etc. The company has also set up one Japanese language training centre.

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The office is registered under the Nepal Government and Labour Ministry and has been managed by highly professional team, experienced in human resources management and responsive and committed to provide quality services to our clients at any time.

Himalayan Job Explorer is an ISO 9001:2000 certified company for providing reliable and quality services in the recruitment business.

Vision of the company

To be one of the best global recruitment service providers to overseas employers.

Mission of the company

To provide complete recruitment services to the overseas clients by sourcing competent human resources as per their needs and utmost satisfaction.

1.2 Organization structure

Himalayan Job Explorer is a medium level organization. The team working here are professional, experienced, highly motivated and committed to the organization. They all have a common goal and work as per the guidelines of the organization. There are some few employees who have been working in the company from the day of establishment. There have been few changes in the management. Before the expansion, the company used to have small management team with 8 to 10 employees. But now they are having around 12 to 15 employees. The top management comprises of Chairman, Mr. Madan Mahat and Managing Director, Mr. Bhasker Pant. They are the key persons in determining the company policies, objectives and plans for the future. They both have a good knowledge regarding the recruitment business. The General Manager of the company is Mr. Ramesh Thapaliya who is also the Japanese language instructor of the company. He stayed in Japan for more than 18 years so he has good knowledge regarding the Japanese business environment. With his broad contact, he is able to approach Hiring companies and Investors with ease.

Organizational Structure

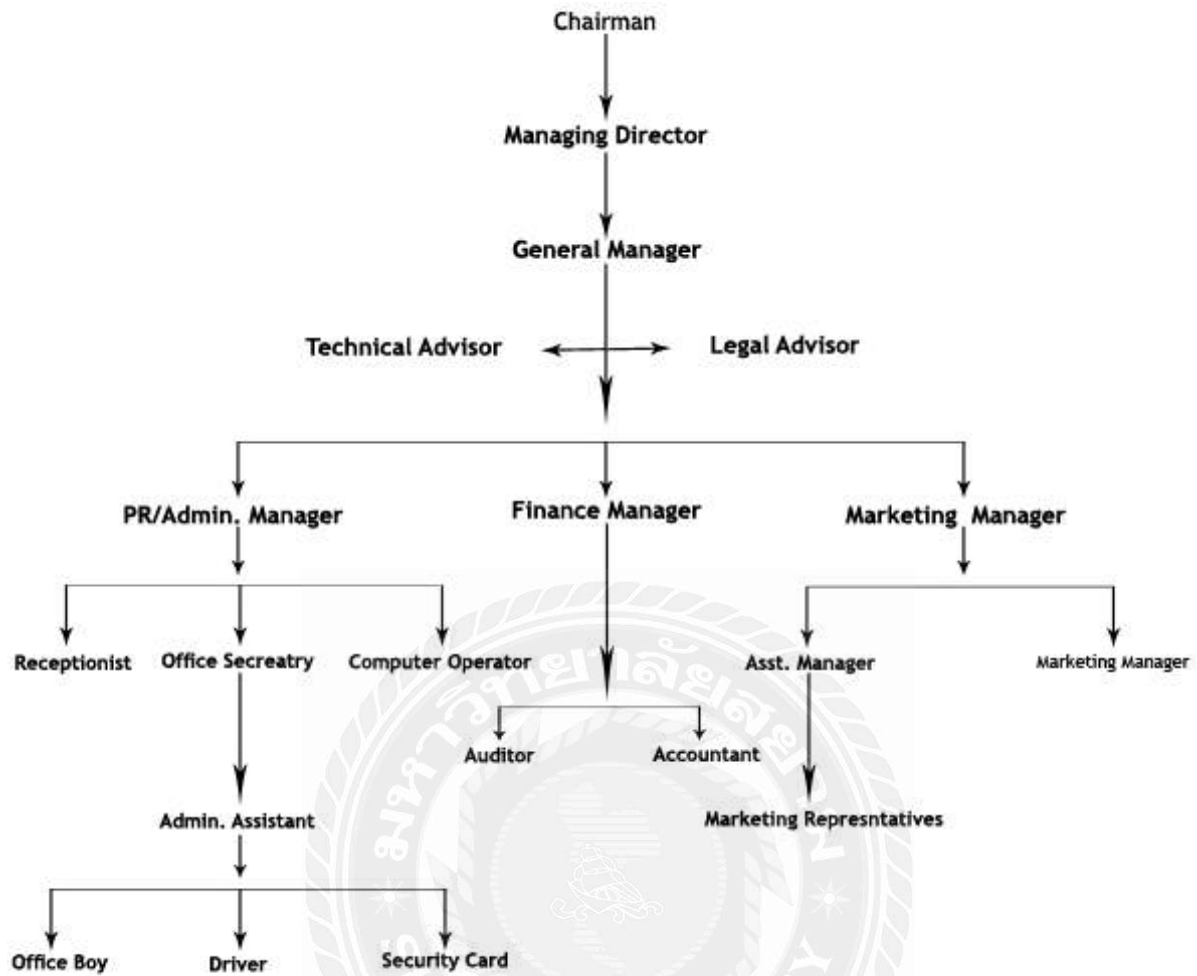


Figure 1.1 The organizational structure of the Himalayan Job Explorer, Nepal

1.3 Statement of the report

Recruitment Business in Nepal

Nepal is among the least developed countries. Due to poor infrastructures, lack of quality education, political instability and Maoists insurgencies people tend to go abroad to work in the absence of fruitful local employment opportunities. Migration is nothing new to Nepal. The history of Nepalese citizens entering foreign countries began in 1814-1815 after the British-India war. An estimated total of 4650 Nepalese youngster were recruited to the British armed forces as a British-Gurkha regiment (Rathaur, 2001).

There are millions of Nepalese workers working in foreign countries. The recruiting services came into the picture in 1990 (Bhattarai, 2006). The main reasons for foreign employment are poverty, unemployment, armed conflict, etc. There is this trend in villages where foreign employment is considered as a culture and those who go for employment most return back with some money and experience of living a different lifestyle. The other prime reason of foreign employment is because of the influence of friends, relatives and other people who have already been to the foreign lands. The conflict has lowered down the developmental activities in the country. People have become more insecure and they are forced to leave for foreign employment to save their lives. People going for foreign employment face numerous problems due to irregularities in foreign labor business. Maximum numbers of people going abroad for employment are illiterate so they take blind decision to migrate for work without any consideration of actual income. The government does not have any effective legal protection. The massacre of 12 Nepalese workers killed by an extremist group on August 2004 has completely changed the foreign employment scenario (Bhattarai, 2006). Many of the workers are being kidnapped or being killed but the government of Nepal is not able to do anything. Even women migrants are being sexually harassed. The migration of females to foreign land is a bit restricted. There are some provisions mentioned in Foreign Employment

Act, 2042 involve the controlling of foreign employment business rather than promoting it (Justice, 2042).

In the present, there are around 800 licensed holder foreign recruitment companies (CBS Reuters, 2017). The government has stopped providing license to the companies because of rise in number. At present, every year almost 400,000 workers go abroad excluding India for foreign employment. The ratio of people going abroad is increasing day by day.

Remittance has been playing a major role in balancing the country's economy. Every year we can see sharp rise in the remittance sector. Remittance is the strong source of income for Nepal. The country received remittance of more than four and a half times higher than the country's allocated capital expenditure for the current fiscal year. According to World Bank's Migration and Development report, Nepal is the 19th highest remittance receiver in the world. Remittance is playing a major role in the country's GDP (Sanjeev Sharma and Nikeeta Gautam, 2018). Around 25% of the total GDP comes from remittance. The flow of money from foreign employment has kept the country solvent since past few years. The bulging remittance has helped in country's balance of payments as well. Due to foreign employment, the poverty level has also fallen down from 70% to 25. Because of the remittance boost in Nepal, the banks and money transfers are also being benefitted. The airline industry has been able to expand its airline network.

Himalayan Job Explorer is a global recruiting service providing company. The company's plan is to expand its operations and explore the market and opportunities. Before, the company was recruiting unskilled worker but now their plan is to recruit skilled workers to different companies. At present, the company is solely focused on recruiting workers to Japan. In future, the company plan is to promote skilled labor force and utilize labor force in Nepal after they return back to their country. Nowadays, the Canadian government is being more flexible towards transferring unskilled labors from different countries to their country.

So the company is planning to enter Canada and in future maybe Australia and other European countries. Since, the Olympic Games 2020 is going to take place in Japan, so the company plan is to make contacts with more companies and recruit skilled workforce to Japan. As per the vision of the company their aim is to be the best global recruiting service providing company. The company aims in fulfilling the demands of the hiring companies and providing better employment opportunities to Nepalese Citizens.

Mainly focused in Japan- Trainee workers as well as skilled & professional workers. Targeted workers for Japan till 2019 – 500 workers at minimum.

Malaysia and Gulf countries business- to be continued for unskilled & semi skill workers- selecting good company demand only. Target for Malaysia and Gulf Countries till 2019 is 300 workers at minimum.

Exploring new countries- Canada & some European countries, skilled/semi-skilled workers. Target for Canada and other European countries till 2020 - 50 to 75 workers.

1.4 Objectives of the study

- 1) To analyse insights and make marketing plans for the company (both digital and physical marketing,
- 2) To create campaign ideas for promoting the product in order to increase awareness,
- 3) To study need and interest of digital marketing.
- 4) To implement knowledge in regards to marketing specialization studies.
- 5) To know the relationship between market numbers with media content.

1.5 Roles and responsibilities

Internship Role: Marketing Specialist

Internship Description:

Educar International Pvt. Ltd's Marketing Specialist will work directly as a Marketing Team supervisor to help develop and execute strategies for a number of clients. The intern will be exposed to advanced digital marketing initiatives such as SEO, Social media promotions, Display ad, Traditional Banner ad and more. There will be ample opportunities to contribute ideas to the management.

Below are the roles and responsibilities during the internship period:

1. Primary Responsibilities:

- Research and Marketing Planning
- Client consultation
- Operation Mapping
- Research and Development: Understanding the company and developing the content to create the differential factor.

2. Secondary Responsibilities:

- Creating a mockup for the ad using Facebook Business Manager
- Day-to-day operations proving aid to different departments

Chapter 2

Internship Activities

2.1 Internship at a glance

Working at Educare International and Himalayan Jobs Explorer was not like any of my past internships. The sector of education and foreign recruitment was completely new for me. The degree I had pursued and the sector that I was working on my internship matched completely which resulted in having an interesting journey. “The world is now run by marketing” as I would quote because marketing is the face of any business or brand and also my specialization in Marketing sector helped me to brainstorm ideas and catch trends in the market. I was able to develop my strategic and tactical skills also the creative skills. Realizing that the bookish knowledge was to be implemented in life, I discovered the person in me and also brought the bookish knowledge to the operations.

2.2 Assignments and responsibilities of the internship

As a Marketing specialist, I had to undergo tasks of dealing with clients, making marketing plans, content management for the company. I used digital marketing as a base for working which included using various digital platforms like Facebook, Instagram, LinkedIn, Mobile sms, etc. My work schedule included.

Day	Time	Task
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Sunday	10 A.M to 5 P.M.	Ad creation for Instagram and Facebook along with making a timeline for the week. Client consulting and follow-up
Monday	10 A.M. to 5 P.M.	Follow-up with clients and client consulting.
Tuesday	10 A.M. to 5 P.M.	Making posts ready for Friday and follow-up with client consulting.
Wednesday	10 A.M. to 5 P.M.	Wednesday motivational postings, follow-up with clients and consulting.
Thursday	10 A.M. to 5 P.M.	Branding posts and engagement posts for Friday along with consulting and follow-up.
Friday	10 A.M. to 5 P.M.	Friday branding, meeting with clients and making a plan for promotion.
Saturday	Day Off	Day off

Almost all of the working period has a schedule as per mentioned above with some changes including meetings, post creations and field visit.

Brain Storming:

As a Marketing Specialist at Educar International Pvt. Ltd, my most important task was to brainstorm and generate something out of the box ideas for the company promotions. For instance, I had to make a lead generation campaign which was when we launched Students day at Educar International.

Client handling:

As I was looking into marketing, one of my core responsibilities was to ensure the client's needs, interest and satisfaction through monitoring their applying procedures, test preparations and classes.

Breaking down the costs in Digital and Physical media:

I looked after the financials in some extent that was when I had to prepare the budget for marketing. The Cost per Click determined the future budget needed and the number of potential clients gained.

Research and Development:

Understanding the steps taken by the same industry as well as coming up with new idea to stand out from the crowd.

Friday brandings:

Scheduling visits to different education institutions (In order to build relation) and also different event proposals were taken into considerations. The company flyers were also distributed to the public.

Chapter 3:

Identification of Problems Encountering during the Internship

3.1 Problems Faced during the internship

When I started with my internship, I was very new to this field of organization. Foreign employment and abroad education field was completely out of my comfort sector. There is a number of problems that I faced during my internship:

1. Knowledge about documentation, processing and service charge:

For this sector, there was in need of a completely different knowledge from what I have seen or heard. To solve this problem, I had to look after the company files, prospectus and also talk to my seniors.

2. Associated countries:

When I first started with my internship, I thought that the company looked only after 1 country but turns out it had been looking after a lot of different countries. For this, I had to go through the mails and also ended up in getting on contact with different people from different countries.

3. Adapting to new form of working:

The work structure here was unlike places I had worked earlier. Being formal to work, a lot of clients and the organizational hierarchy of communication were totally different. However, this benefited me in being professional (both by looks and talks)

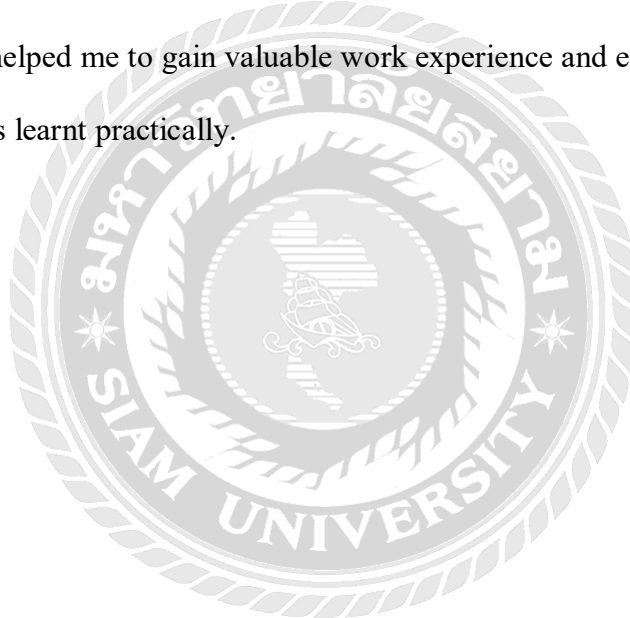
4. Meeting the requirements:

The field I was in required no messing up. One miss would result in a huge loss because the business depended in a mass of clients.

Also personally the major challenge was that the internship gave me a new lifestyle. It made me wake up at 6 A.M. prepare all my meals for the day (because I was living a lifestyle where Gym and fitness was not an exception) and by latest 9:30 A.M. I was ready to head to work. The work however was nearby so I got to work by Latest 9:50 A.M. I spent a good time of 7 hours every day making plans, designing marketing structure or having a meeting with clients. This challenge later on started being a part of my lifestyle and a normal day routine.

I also encountered some financial difficulties of transportation and extra entertainment but there are always problems in people's lives. Realizing that there are important tasks to be completed kept me going with determination and dedication.

All these challenges helped me to gain valuable work experience and exposure. It allowed me to include my theories learnt practically.



3.2 Solving the problems

The above enlisted problems during the internship were solved with different solutions:

- Since the major problem was adapting to the working environment which is abroad education sector. In order to solve this problem, I started from ground zero that is asking with the people who have been associated to the organization for a long time. For this, I tried meeting and socializing with every individual during breaks or even while meeting in the alley. Luckily, everyone working in the organization were open to any type of question.
- Meeting the expectations of the C.E.O. went on being another major challenge. For instance, I had to brainstorm couple of days to come up with content and a post idea along with the budget for the ad that would please my boss (Not expensive but productive).
- Communication was another way of solving every problem. For instance, I was having a problem with knowing about service charge and different country and their procedures. I instantly asked my supervisor about the processes and got an immediate response which I further studied and did some research on my own.

4.2 Details of the related learning process and new knowledge received

The Internship provided me the opportunity to understand how theories were practically implied in the business world. The following are some of the application of the theories to real life scenarios at Educar International and Himalayan Job Explorer Pvt. Ltd:

Communication:

A simple way of doing things is through communication where we exchange information by speaking, writing or other medium. The internship gave me a brief about how important a good communication is. By good communication I mean when we understand what the speaker is saying or wanting to explain as well as explaining our message to the listener clearly.

Espirit De Corps:

It is the feeling of solidarity that exists among the group of an organization. In this short period of internship, I was able to create a good image in the organization which led people to make me a part of the unity. This resulted in me creating a link with everyone.

Cognitive Resource:

This explains intelligence and experience that relates to stress. Intelligence is the main factor to cut down stress but when it comes to situation where there was high stress, experience did the job. This theory should be included in most of the part of business life.

Chapter 4

Contribution and Learning Process

4.1 Contribution made during the Internship

I (The intern) designed a checklist to track and monitor internal controls in the company and areas that needed management's attention. The task assisted management in hidden risk and the possibilities in the future.

Also my way of understanding responsibilities of a specific task as well as willingness to get things done with performing different ways were well respected.

Planning for ad creation and brainstorming towards it caught the attention of the people working there and was well appreciated.

Planning budget for shifting the organization as well as marketing campaigns was applauded by the CEO. This gave me a detailed analysis of how we breakdown the cost as well as work under the way of saving money but getting most out of it.

Social Media posts during the Internship



Figure 4.1: Social media posts for Facebook and Instagram Ads.

4.2 Details of the related learning process and new knowledge received

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Chapter 5

Conclusion

5.1 Self-assessment as a professional

The placement was a great achievement to me. The program aided to have depth knowledge about the practical working scenario. I have been enlightened with the application of theories in corporate world. The internship has prepared me to be ready to serve the needs of the industry much more effectively. This included gaining first hand exposure and an opportunity to learn more about myself and my abilities. Getting connected and creating a link was a lot easier and I gained a lot of experience. The internship was an introduction of the actual world of work for me. I now have learned to work in a business organization and apply my actual knowledge. My deepest gratitude to the management of Educar International Pvt. Ltd and Himalayan Job Explorer Pvt. Ltd Pvt. Ltd. Specially to my supervisor Mr. Ashish Mahat (CEO of Educar International Pvt. Ltd and Head of Executive at Himalayan Job Explorer Pvt. Ltd) who was always by my side in every step.

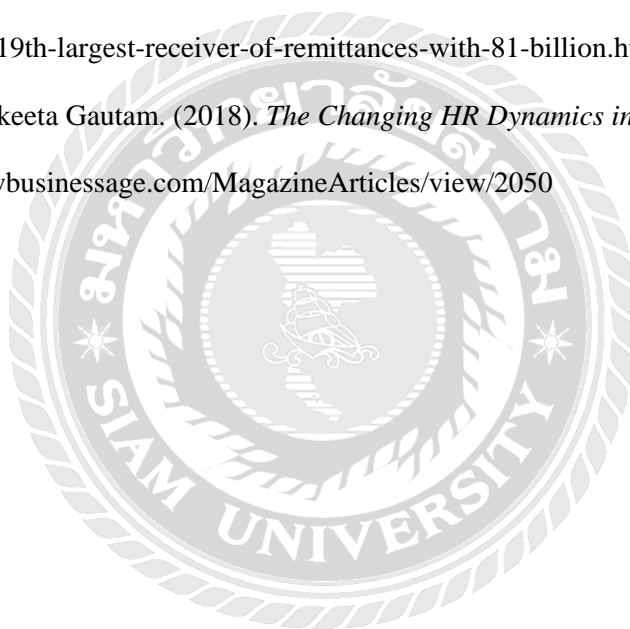
5.2 Recommendations

The internship period was a fruitful learning. Working in both the companies was a bit out of scheduled but the supervisors helped me not to lose my focus. However, there are some recommendations to be made to the company:

- Both the companies should try and develop some measures to understand the need of clients more. Like for instance, be transparent to the clients about the work structure or the company structure.
- Also the malfunctioning of some computers was a major concern.
- The companies (since both are associated with foreign assessment), should look up and have a constant update for the change in policies.
- There were a lot of unused inventory which for some certain amount have made the operating cost go higher.
- Finally, the companies should develop a customer retain campaign. The front desk and the marketing however couldn't engage to retain the clients. The company should not wait for customers to have an enquiry but follow-up most of the times. This can be done by forming a customer support committee.

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Annex



Figure 5: Working space



Figure 6: Visiting Card



Figure 7: Ritual during the shift to new location



Figure 8: Brainstorming for upcoming marketing campaign



Figure 9: Picture taken with the C.E.O Mr. Ashish Mahat (on the left) and the Managing Director Ms. Trisha Manandhar (on the right) of Educar International Pvt. Ltd