



Cooperative Education Report

**Study on business Modality During pandemic at Parthwai Educational
Consultancy Pvt. Ltd.**

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**This Report Submitted in Partial Fulfilment of the Requirements for
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Siam University**

Title: Study on Business modality during pandemic at Parthwi Educational Cons. Pvt. Ltd

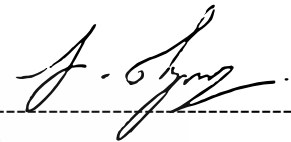
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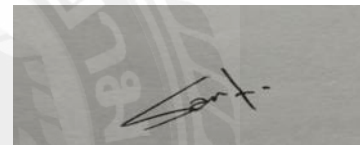
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Abstract

This cooperative report entitled “Study on Business modality during pandemic at Parthwi Educational Consultancy Pvt. Ltd” has the goal to provide the student an opportunity for a meaningful career-related experience in a real organizational setting before graduation. The main objectives of the study include: (1) to know the basic working technique, (2) to know basic working patterns and Working culture and working style, (3) to expand skills and gain some practical experience of knowledge accumulated in lectures. With the company, the student was assigned to work as an intern, in the different department like Follow up department, counselling department, and all, Main responsibilities assigned to the student are handling the queries of the customers, follow up, handling different phone call queries, organizing the online seminar and virtual counselling for an interested student who wanted to go abroad for studies. Upon the completion of the internship, it was found that the problem was resolved by the means of interaction and communication with the employees of the company. In this matter, the student can learn more about the real work experience with the professionals is very important for future career development and profession.

Keywords: virtual seminar, virtual counselling.

Acknowledgment

This is a matter of pleasure for me to acknowledge my deep sense of gratitude to **SIAM University** and **Kathmandu College of Management** affiliated with the University for allowing me to realize my abilities via this internship program. I would like to express my sincere gratitude to our Principal, **Mr. Bishnu Raj Adhikari**, and **Asst. Prof. Maruj Limpawattana**, Director of Co-operative Education program, for this opportunity. Further, I also wish to express my gratitude to my academic supervisors especially **Mr. Chanatip Suksai**, and **Sitaram Dhakal**, for their valuable time and all necessary guidance and advice required in completing this project.

I am also very much thankful to **Parthawi Education Consultancy Pvt. Ltd. Shantinagar, Kathmandu** for accepting me as an intern and allowing me to learn at the place about Education consulting Services. I am grateful to **Mr. Santosh Kumar, CEO** of Parthwai Educational Consultancy Pvt. Ltd. who always guided me and praised me for my work. He was very much motivating and always willing to share his knowledge with me. At the same time, I am also grateful to all those employees of the organization who guided me and helped me in getting an insight into the functioning of different departments and share their experience with me.

At last, but not least, I full-heartedly want to thank all people who have directly or indirectly guided me during my internship program and helped me in the completion of this project.

Thank You!

Mr. Sanjiv Yadav
Student Id: 6008040100

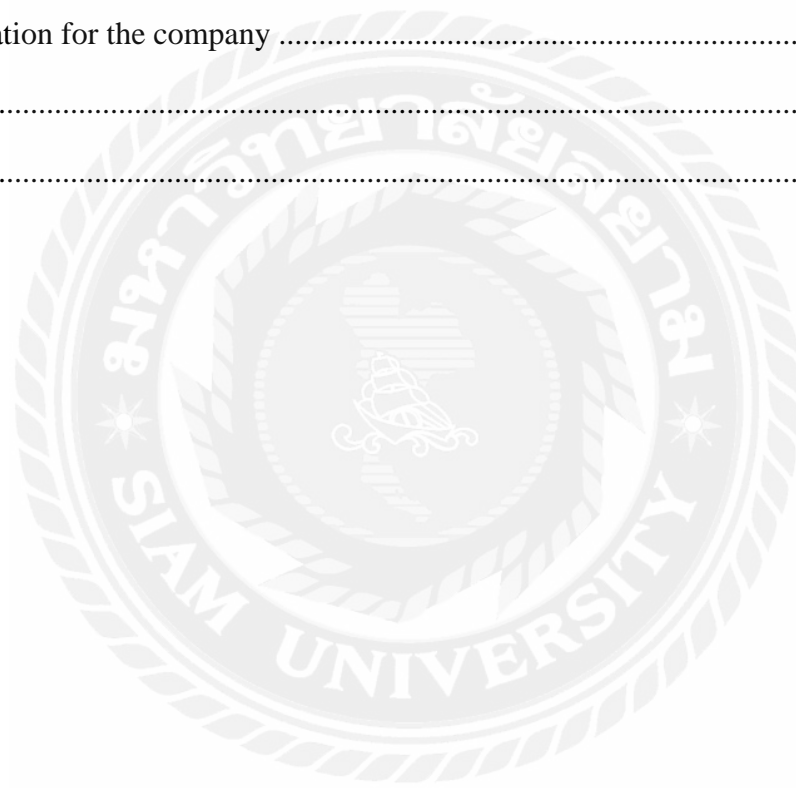
IMPACT OF COVID-19 ON INTERNSHIP

COVID-19 is an infectious disease that is caused by a newly discovered coronavirus, as we are all aware of the pandemic spread of this disease, it was a measure decision of the Nepal government to go lockdown before the virus rapidly spread in Nepal. Due to which everything has been lockdown & we are not able to go out of our house. In this situation our working organization has been closed, because of which instead of doing fourteen weeks of internship, I have completed my internship by working from home as well as by physically present at the office as Lockdown ease in between my internship, there are lots of problems from which we are going through, as I thought I will learn a lot of things during the internship but only a few things I got to know because an internship is an opportunity to learn a various thing. But I learned how to overcome the unforeseen circumstances and helps me to do my job on time and properly Get an opportunity to meet college representatives from a different college in INDIA physically as well as on a virtual platform. And many other country college representatives as well and because of the COVID-19 Situation, I miss the opportunity to meet them in real. During my internship, though it was not a paid Internship I get Incentives from the colleges as well as from organization which ease my financial burden during the Pandemic. With the help of digital platforms & Social media posts, we managed to get engaged with the customers and increase the number of customer inquiries through the virtual medium to cope up with the impact that occurred due to covid 19 before and keep the business going by following the government-imposed restrictions.

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List of Acronyms

CSD: Customer Service Department

Dept.: Department

CEO: Chief Executive officer

PR: Personal Relation

AAN: Approved Admission Number

ACE: Advisory Centre for Education

NAAC: National Assessment and Accreditation Council

EDU: Education

CONS.: Consultancy



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Chapter 1: Introduction



1. Company profile

Parthawi Educational Consultancy Pvt. Ltd. is a government registered organization established under the Company Act of Nepal Government, located in the heart of KATHMANDU CITY Shanti Nagar Kathmandu

1.1 Mission of the company

- To help students realize their ambitions and realize their full potential in whatever they choose to accomplish.
- To give the academic quality that is unrivalled.
- To encourage ethical behaviours as well as the growth of social consciousness and responsibility in all of our pupils.
- Encourage all pupils to aspire high in all they do, and to place no restrictions on their goals.

1.2 Vision of the company

“Vision of providing seamless education information to Nepalese students and assist them for their future in Abroad studies”

Make students get exposure to new technologies and learning methodologies, we hope to recognize, develop, and cultivate leadership, confidence, responsibility, teamwork, a global perspective, and other beneficial attributes in students and young learners.

1.3 Strategies of the company

The current strategy of Parthwi education consultancy is to provide Free counselling sessions one by one on both digital platforms as well as Face to face with the help of the best counsellor, conduct seminars so that students can directly get information from college Representatives, and Direct Admission process from Nepal. And give scholarship preparation classes.

Parthawi Educational Consultancy Pvt. Ltd is established with the Vision of providing seamless educational information to Nepalese students to explore themselves to become

competitive for the contemporary world Parthawi Educational Consultancy Pvt. Ltd provides educational consultancy and carrier guidance services to Nepalese students for their placement in premier educational institutions worldwide.

Parthawi Educational Consultancy Pvt. Ltd provides an extremely informative and viable opportunity for Nepalese students willing to study in India. It has always believed in Introducing innovative concepts to cater the needs of Nepalese students for their higher education. Over the years, Parthawi Educational Consultancy Pvt. Ltd has proved to be the best option for Nepalese students to stimulate themselves to study in India, for their higher studies.

Services currently offered by Parthawi Educational Consultancy Pvt. Ltd is:

- Complete Abroad Study Solutions
- Providing expert service for more than 18 years.
- Represent more than 500 universities in USA, UK, Canada, Australia, New Zealand, Ireland, Germany, France, Singapore, Sweden, Switzerland, Netherlands, Spain, Italy, Hungary, Dubai, Cyprus, Malaysia, Lithuania, and South Africa.
- Focus on matching the profiles of the students with the right institution and destination

Directors and advisors with substantial experience and background in the field of education

- A competent team of experienced counsellors assisting students in the process.
- Assistance in getting hassle-free admissions to Universities/Colleges with successful processing of scholarships & bursary applications.
- Spot Interviews & Admissions in India by International Officers (Admission Division) of universities.
- Personalized attention to students and consciously seeking to avoid an assembly line approach while counselling students.
- Exhaustive information library, CD's, brochures, videotapes, application forms, etc.
- Providing Expert Coaching by experienced faculty for GRE, GMAT, SAT, IELTS, and TOEFL iBT.

Source: <http://www.parthawi.edu.np/>
<https://www.facebook.com/ParthwiEducationConsultancy>

2. Organizational structures

The Parthwi Education Consultancy main office of the bank is located at Shantigar, Kathmandu. The board of directors is responsible for policy making & guidance to the management.

Parthwi Education Consultancy has Two branch offices out outside the Kathmandu valley (Birgunj and Janakpur).

The management committee of Parthwi Education Consultancy is categorized as:

CEO	Santosh Kumar
Legal Department	Hari Poudel
Operation department/Administrative dept	Deepika kumara kalwar
IT department/Marketing department	Sachin Jha
HR department	Santosh Kumar
Front Desk	Alina Thakuri
Account department	Kausalya yojana
Sanjiv Yadav	Intern

2.1 Diagram of the organizational structure

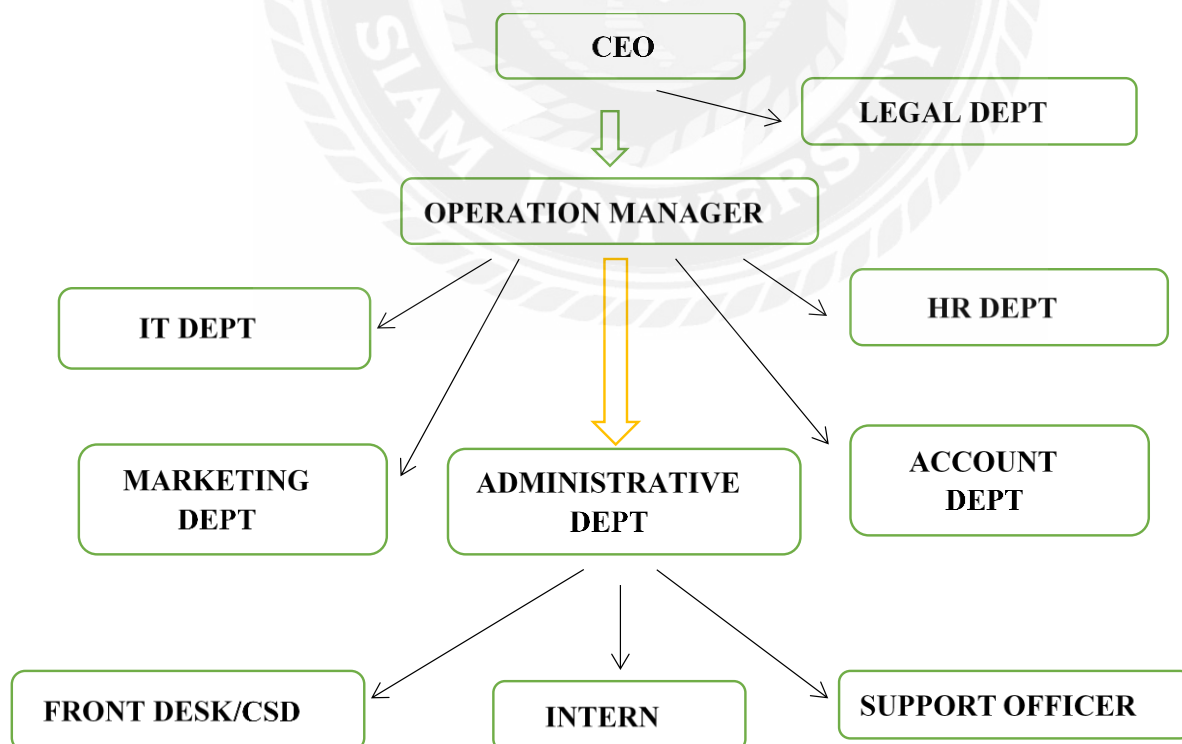


Figure 1: Organizational Chart of Parthwai Edu. Cons.

This is the organizational structure of Parthwai Educational Consultancy Pvt. Ltd. Being situated in an under-developed state of Nepal, the branch doesn't hold a well-versed organizational structure and has a limited number of employees working in the team. Chief executive officer, Santosh Kumar is the head of the organization. He supervises the employees and makes major decisions. The legal department Head deals with the All the documentation process customers. The ready file is signed by the CEO and also approved by him as well. Operation department/ administrative department look after by Mrs. Deepika Kumari Kalwar and she looks into the proper functioning of both department and in the administrative department which also includes CSD and support staffs. It and marketing Department looked after by Mr. Sachin Jha and Account Department Was look after by Mrs. Kausalya Yojana

2.2 My Job position

At my job position is internee and I have to do normal official work and learned the business for one month. And after that, I started working as an event organizer, counsellor, and also as strategic planning officer.

2.3 My job position in the organizational structure

As an Intern my job position fit in an overall organizational structure under the administrative department in our organization so, I have to coordinate with all the department head to do my job and help all the department and learn and gain experiences in educational consultancy sector and learn the functioning of the organization. Since it is a small office, all the staff work with cooperation helping each other. Outside valley offices are regulated with the help of different staff.

3. Intention and Motivation to Join the company

With great pleasure, I, Sanjiv Yadav, hereby declare that the presented internship report titled "Study on Business modality during pandemic at Parthwi Educational Consultancy Pvt. Ltd" concerning my working at Shantinagar Branch of Parthwi Educational consultancy as the internet is prepared solely and uniquely by me without any duplication after the completion of my four months of successful work at the firm.

My primary motivation for joining this organization is to strengthen my professional long-term goals, which include **"Developing and improving effective professional relationships as well as expanding my professional network"**. As our BBA program is primarily focused on developing Professional long-term relationships with industry professionals, and others.

So, I chose this company because it perfectly fits my career goals. After all, the educational consultancy field is all about networking and building good relationships with so many universities all over the world, as well as focusing on how to build good relationships with our past and current students, which will help us grow our business in the future.

So, as soon as I started working for this organization, I started meeting with a lot of people and representatives from all over the world, which helped me to build a good network and grow my professional relationships, which justified my career goals and helped me to present myself confidently and gain a better understanding of doing business in this sector. My communication abilities increase dramatically as a result of this, and I gain confidence.

Working as an intern at Parthwi Educational Consultancy allows me to expand my professional network, which will be beneficial to me in my future studies. So, I grow my network with so many universities representative on LinkedIn and different social media platforms, and having their mail and contacts makes me build a good network, and I plan to start an educational consultancy on my own. So, it also helps me do my business as well in future

It was certainly a great opportunity for me to work on this real-life project to actualize my theoretical knowledge of this course in the practical arena and some more that is out of this course. However, required guidance has been taken when required from a designated supervisor. I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of the opposite party of the corporation. I hope that this project paper has been to your expectation, if you come across any queries regarding these cases, it will be my pleasure to clarify your questions.

4. Strategic Analysis of the company

In this section, I will use a SWOT analysis to present Parthwi Education consultancy's strategic analysis.

So, Starting with SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

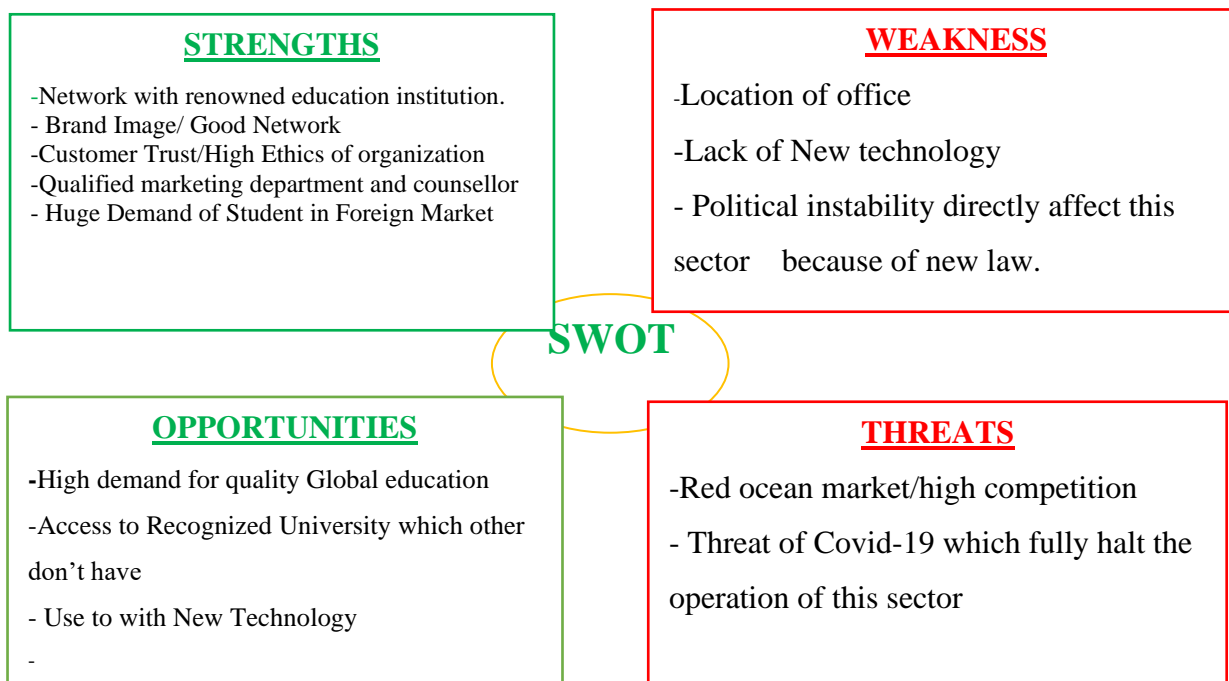


Figure 2: SWOT analysis

SWOT analysis is a business analysis tool that is used for strategic planning. It can be used at any time to gain insight into the current state of business. Consulting firms need to maintain a read on the market and other factors that may impact business.

Strengths: Because our business is in the educational sector, we need a strong brand image and a strong network to expand. Our institution is linked to prestigious universities all over the world. Because customer trust is so crucial in our industry, our firm focuses primarily on ethics and how to earn our clients' confidence, as well as the strong demand for students on the international market, which creates positive strengths.

Weakness: Our organization's biggest weakness is the location of our office, which is not in the target region and has an impact on our daily visits. We are not used to modern technology because Covid-19 has halted all types of business operations, making it difficult for his organization to adapt, and political instability in Nepal in terms of tax policy and restrictions on students traveling to foreign countries makes this sector difficult to operate.

Opportunities: Some of the opportunities for Educational Consultancy include high demand for quality global education in Nepal, as well as a growing trend of obtaining a global education and a global degree. Our main advantages include access to a recognized university that few others have, putting us ahead of our competitors, and as a result of this, we have become more comfortable with modern technology.

Threats: Our main treats high competition in this sector and Lockdown which halt our operation time and again so, most of the business in this sector bearing huge losses and trying to cope with those losses by bringing in new technology and new modality of doing business.

5. Objectives of the study

While joining Parthwi Educational consultancy, I wanted to learn as much as possible. I knew that an internship is an opportunity to learn which helps us put the theories we learned in the books into practice. It will help us build our careers. It is the period when we will be able to groom ourselves and become ready to join the real world. During the internship period, I had planned to achieve the following goals:

- Communication skills
- To learn the Working culture and working style
- Various information regarding colleges/universities of different countries.
- Helps me to understand organizational structure and how to maintain and follow organizational guidelines
- Learned to be Punctual and teach me to report Daily before leaving for home.
- Know about work from home culture properly.
- Know how to conduct virtual Counselling sessions for the student and helps me to learn proper ways of interacting with different kinds of students.
- Help me to be confident in communication with different peoples from different backgrounds.
- Helps me to build personal connections from different part of India, Nepal and also from other foreign countries.

Chapter 2: Co-operatives Study Activities

In this section, I'll go through the specific work tasks I have each day and the contributions I've contributed to the organization's growth. So, in this section, I will mostly explore these subjects in depth.

1. Job description

As an intern, I was assigned with so many official works like handling customers in CSD, Some outside financial job. And later I started working as an Event/seminar coordinator, and slowly started working as a counsellor after the first months of my internship.

My job started at a very entry-level and I learned a lot and end my internship as a corporate-ready employee.

2. Job responsibilities

- Assigned with different college Students Data and gave Target to reach at least 200-300 students on daily basis through Phone calls.
- Provided detailed information (college background, Ranking, fees structure's location, and many more) of different colleges/universities, so it becomes easier to communicate and provide information to students.
- After lockdown, we have to be present at the office daily to do our assigned jobs and to reach the target.
- I have also been assigned different outside works related to documentation and many more.
- Get an opportunity to meet college representatives from different colleges of INDIA physically as well as on a virtual platform.
- Involved in 2 Study in India seminar, and getting opportunity to meet and talk with them on different issues regarding, admission and process of involving this year in different universities in India.
- Get a chance to visit many related educational consultancies for a future tie-up to expand business in a different place. (i.e., Birgunj, Janakpur and Gaur)
- Assist in different Online Virtual counselling on Zoom and Google Meet.
- Get to know Many people personally during my Visit and also helps me to explore this business and Market Scenario during the Pandemic.
- After all the hard work, I am getting paid on a commission basis for every student who got admitted on my behalf.

3. Activities in coordinating with co-workers

Effective communication with our co-workers reduces misconceptions and increases productivity. Effective communication also fosters positive professional connections and helps me and my co-workers to work together to address problems. As a result, the workplace will be more enjoyable and less stressful.

In Parthawi Education Consultancy, I used to work directly under the company's Founder and CEO, and my responsibilities included coordinating with the receptionist for leads, and then moving ahead with those leads with the founder. I used to make phone calls and we asked our customer for visit. So, I started in this way in the beginning but later on started doing some counselling work, helping my co-worker with how we can progress and make strategies.

4. Job Process Diagram

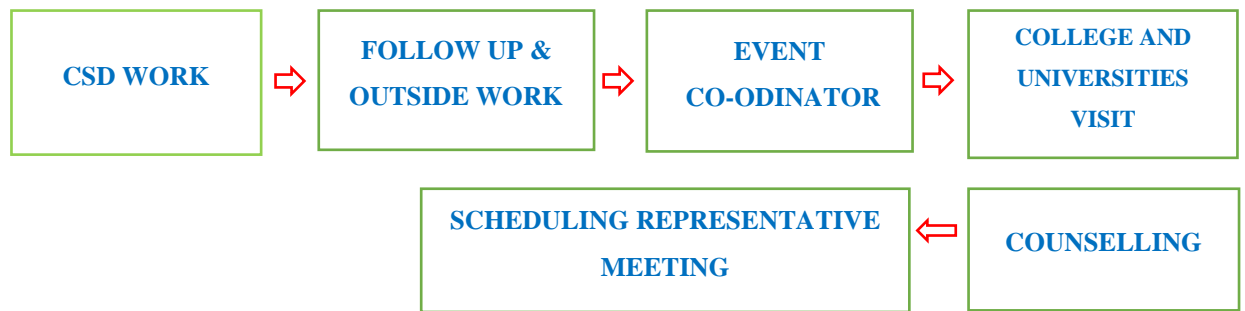


Figure 3: Job process Diagram

During my internship periods, I got lots of tasks to do work which help me to increase self-confidence and make a good connection with some reputed institutions around the world and also a personal connection with a representative. Some of the tasks I performed during my internship period at parthwi Edu. Cons areas: -

- CSD Related work
- Student Follow-up and some official outside work
- Works as a seminar coordinator and different another event.
- Visited some universities and colleges during my internship with I help to build collaboration.
- Started counselling after some week and also handle student visits at the organization regarding admission and other related information.
- Helps in scheduling virtual as well as face to face Representative meeting with our CEO and also work as host during the meeting.

5. Contribution During Internship

- Helps in increasing the number of students coming to visit us at our office as well as on virtual platform which helps organization to increase their revenue by providing more services.
- Helps in Different official documentation on behalf of the student and for an organization.
- During Meeting provided some logical ideas about how to change the modality of providing services during a pandemic to run organization smoothly
- Contributed to the different seminars and in different university representatives meeting on zoom.
- Helps In advertisement design and concept for marketing purposes.

- Helps organization in signing MOU with the various university of INDIA.
- Helps in Scheduling Meeting with university Representatives with our directors and works as Moderator
- Helps in building a professional relationship with new universities and other consultancies from different parts of Nepal as well as an outside country.

Chapter 3: Learning Process

In this section, I will discuss the challenges I encountered during my internship and how I dealt with them, with specific examples of each in details

1. Problems identified & how it was solved

During my period of internship, I faced So many problems in the beginning but started adapting to them. So, some problems I faced during my internship period are as described: -

- **In the Beginning, hesitate to make 200-300 calls a day:**

While making phone calls to students, I didn't know how to contact 200-300 students per day at first, and it became stressful for me. Because for the first time I assigned with this job. Following the organization's principles and norms daily allows me to effectively perform my given tasks, and the friendly environment allows me to do my job.

- **Facing Problem to Communicate with other staffs and Customer Fluently**

As an intern at the very beginning, I can't able to communicate with other staffs and our Visitor properly because I don't even know how such organization work and I don't have many pieces of knowledge about universities and about our collaboration and partnerships with the different institution in India mainly and in another country as well. And because I am new there all staffs feel uncomfortable at first with me.

- **Scared To Ask question and doubts**

At first, I felt pressed to complete a large number of tasks, so if I made a mistake or didn't understand something, I felt compelled to seek help from other employees and my supervisor but I didn't at the beginning. However, over time, I grew accustomed to learning from the internet and began asking my supervisor questions about my concerns.

➤ **Doesn't Know How to Counsel a student**

Counselling is one of the most difficult jobs in our industry; as an intern, I had no idea how to counsel students. And how to deal with them for study abroad takes time for me to begin counselling.

➤ **Facing problem to travel during the pandemic**

As I have to travel from city to city for seminars and partnerships with another consultancy, I have to travel from one city to another. However, due to the Covid-19 and travel restrictions, it became easier to travel after the lockdown was eased, and I began traveling while adhering to all safety guidelines.

➤ **Not getting a chance to visit physically into seminar and Institution because of pandemic**

Because of Covid-19, we did not have the opportunity to physically visit seminars and other colleges in INDIA and other countries where we collaborated, so we changed our business model to operate from home and electronically, which worked for us.

➤ **Because of lockdown and delay in the higher secondary exam. It is quite difficult to achieve our target on time**

Because of the delay in higher secondary examinations in Nepal as a result of Covid-19, it is becoming increasingly difficult for us to obtain new admissions on time. As a result, we began providing student pre-admission based on Class-11 results and school leaving certificates with the assistance of various universities on mutual understanding.

2. A specific example for each problem from Sub-Topic 3.1.

Starting with the most first issue, "**hesitate to make a phone call or follow up Student,**" from the list presented. So, I was assigned to student follow-up on the first day of my internship, and I was completely oblivious to how to talk and what to say on phone conversations when performing follow-up, so I became anxious about it. It makes me uneasy to speak with students without any prior experience in the educational consulting field. So, after the first day, I began discussing the situation with my co-workers and supervisor. And they treated it as if it were nothing out of the ordinary, sharing their experience in the field and starting to educate me how to communicate during follow-up by making demo calls and forcing me to do practice for a week. so, I began to treat these things as routine, calculating how much time I should devote to each phone contact to

complete my 200-300 calls each day and get the best results possible, and performing the same things daily conditioned me to handle such tasks. And thus, is how I solved the problem and gained a lot of knowledge from it.

The second issue I encountered was the inability to **“fluently communicate with other employees and customers.”** I was initially shy to speak with other employees, and I was unable to adjust since no one seemed to be nice at first, save for my supervisor, but I gradually began to converse with them and became excellent friends. They also assisted me much during my internship, inviting me to lunch and making me feel more comfortable. Their behaviours began to change, allowing me to learn lots from them, such as how to converse effectively with visitors, students at seminars, and college representatives, as well as providing me with a great deal of exposure in this field by requiring me to attend all events and seminars. and meeting which helps me how these things are done in real life by looking at them talking on any topic, planning, etc.

The third issue I've encountered in my internship is being **“too afraid to ask questions.”** I felt so pressured to ask for help and ask any questions regarding the problem during the first few days of my internship because different tasks were assigned to me that I had no idea how to complete, and I felt so pressured to ask for help and ask any questions regarding this problem, but my supervisor took a report every day before we left for home. So, when my supervisor and other co-workers found out about my difficulty, they gave me the freedom to ask whatever questions I wanted and made sure that everyone would help if a problem arose, so they reacted graciously. This gives me confidence in it and allows me to express whatever questions I have about my job, and they always respond positively. Which helps me build my confidence and do my job properly.

The fourth issue I've encountered during my internship is **“Doesn't Know How to Counsel a student”** Counselling is one of the most difficult jobs in our industry; as an intern, I had no idea how to counsel students. And how to deal with them for study abroad and takes time for me to begin counselling. During my first encounter with a student for counselling, I became blank and can't able to answer the question of the student because of very less knowledge of student problem and how to give them a better suggestion. So, to deal with these issues my supervisor let me sit with him in his cabin during counselling and let me learn how to take counselling sessions with the student and how to deal with

each question asked during counselling. So, in this way, I overcome this problem and this problem helps me to gain a good knowledge of professional communication.

The fifth issue I've encountered during my internship is **“Facing Problem to travel during Pandemic”** as in educational consulting business is all about making collaboration with a different institution and other consultancies inside and outside the country. So, after one time of my internship started. My supervisor wants me to travel to a different part of the country for a meeting, seminar in a different place but as soon as I started, I visit very few places, and suddenly the COVID case started making a huge spike and the government declare Nationwide lockdown. Which makes it so difficult for me to travel, to deal with this problem my supervisor and me as a team come up with the idea of doing this on a virtual platform and successfully deal with the problem. And this solution also helps us to know about digitalization and how to get benefits using it.

The sixth issue I've encounter doing my internship is **“Not getting a chance to visit and represent in various seminar and institutions because of Pandemic”** Though I participated in so many seminars and meetings at the beginning as soon as the government declares Nationwide lockdown, we have to cancel all our pre-scheduled seminar meeting and universities visit. So, this problem was solved successfully by using technology but it does not seem successful but after the first lockdown is over result started coming in our favour.

The last problem I faced during my internship is **“Because of lockdown and delayed in the higher secondary exam. It is quite difficult to achieve our target on time”** Because of the delay in higher secondary examinations in Nepal as a result of Covid-19, it is becoming increasingly difficult for us to obtain new admissions on time. So, we planned to motivate the student to take admission on basis of their last academic taken and as a result, we began providing student pre-admission based on Class-11 results and school leaving certificates with the assistance of various universities on mutual understanding.

And this is how we reach close to our target and gain good results which also helps our organization to survive during the pandemic. And it teaches me a lot about how to survive your business during such kinds of unforeseen circumstances.

3. Recommendation to the company

- ✓ Should focus more on other countries like Australia, Thailand, New Zealand, USA, UK, and some European countries. Parthawi mostly focuses on Study in India Program.
- ✓ Start Class for European studies like the German language apart from only focusing on ILETS, GMAT, AND TOFEL.
- ✓ Use the space of the office and hire some good employees, counsellors.
- ✓ Focus more on a new trend of Marketing strategy as I realized Marketing strategy is so traditional at Parthwi Edu. Cons. And also there is a lack of Marketing strategy maker.
- ✓ Should have to focus more on how to adapt to new technology and new ways of doing business.
- ✓ The location of the office is good. But the place is not good for education consultancy in my opinion as there is less competition and less student visit.
- ✓ Should have to focus more on Ethical behaviour and also on employee retention.

4. Things learned during the Internship

An internship is a unique learning opportunity. Given what it has to offer back, the importance it has gained over the years in growing one's career cannot be overstated. It's neither spoon-fed classroom learning nor a stressful burden. In the meantime, you'll master not only the fundamentals of working life but also the soft skills necessary for a successful professional career.

➤ Professional Communications skills

Professional communication is one of the most important parts of the business student as we learned about professional communication in Professional English of our course which taught us all about communication styles and ways of communication in different forms of speaking, listening, writing, and responding carried out both in and beyond the workplace, whether in person or electronically. From meetings and presentations to memos and emails to marketing materials and annual reports, in business communication, it's essential to take a professional, formal, civil tone to make the best impression on your audience, whether its members be your colleagues, supervisors, or customers. (simon, 2003). so, working with this organization I understand the use of professional communication in the real world. As it is very important to excel in our future. Working with a diverse set of colleagues can help

everyone understand others' perspectives. Tap into your colleagues to learn their points of view and prevent gaffes in your communications before they happen. (Nordquist, Aug.26,2020).

➤ **Learn about Organizational structure**

Learning things practically is a completely different experience. I first understand the organizational model as a whole which defines the hierarchy, team development, and consumer's role in how a business operates (small business.chron, 2018) Working at parthwai educational consultancy learn about services and its internal environment. I gained a wide knowledge of the educational consultancy potential market in Nepal., I got a chance to watch all levels of staff working in an organized organizational structure. All the employees I learned how such a model works from step to step which was very great as such model helps in employment. Through observations, I learned how inclusive business models work which expand access to provide services and livelihood opportunities to different background peoples. These businesses provide opportunities for people living at the base of the pyramid to step into new roles: Service Provider, Partners, or customers. Having an organizational structure in place allows companies to remain efficient and focused. (Investopedia.com, 2021)

➤ **Social media management**

Through handling social media, generating different kinds of content I learned various ways to build customer relationships and engage through digital platforms from social media to websites. Besides consistent posts, the major key factor I learned was the correct brand message and how you position yourself in the market and also by engaging with the customer by picking your best testimonials and reviews, design them into readable bites, and craft catchy captions to go with them (Search Engine Journal, 2020)

➤ **Making connections**

During my internship period, I started making a connection with my co-worker, Partner of our organization Universities representatives From Different parts of the world, and our partners as much as possible and I used to talk to them on social media, Emails, and phone. And sometimes I prefer to meet as well and doing so makes me build my good connection with them and it will help in my career and further study plans. And I also acquire so much information about different universities and colleges around the world and such connections might help when we start our organization. As an intern I know I have to be more focused on these things,

so I started talking and grab any opportunity coming on my way. “We often hear that success is ‘all about the people you know’ as if it’s just a matter of equal-opportunity relationship building. (Henderson, J. Maureen, 2017).

➤ **Work Ethics and Organizational Culture**

As an intern, I didn't realize how important work ethics are until I was in a real-world setting. We are accustomed to making excuses for late submissions, poor attendance, and so on in college, but it is only when we are exposed to the real world that we develop work ethics. And organizational culture is also so important to attract talent, drive engagement, impact on happiness and satisfaction of customers and employees as well. Good culture and work ethics determine the objectives of the organization. So, as an intern learning organization culture and work ethic helps us throughout our life.

Some famous quote on work ethics and Organizational culture *"In looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And, if they don't have the first, the other two will kill you."* – Warren Buffett

"Being a great place to work is the difference between being a good company and a great company." - Brian Kristofek, President and CEO, Upshot. (HR Insights Blog, 2019)

➤ **Team Work Problem solving skills**

As an intern, being able to adapt and learn how to work in a team is crucial. Unlike our undergraduate project, when one individual performed all of the work and the marks were split among the group, the internship experience is unique. We must be more professional here, and each member of the team must work together to complete the objective. I learn to work as part of a team rather than focusing just on myself during an internship. As a result, I've learned to be patient in cases where I disagree with other team members on a task. In this case, we revised the work and concluded that we needed to accomplish our work properly. Working in a team and using my theoretical knowledge of problem-solving skills and all about teamwork during our course helps me to utilize it in practical knowledge. As internship taught you and introduces you to real-life work problems and hence develops your problem-solving skills. (S. McShane, 2016)

➤ **Time Management**

Last but not least is time management, which is just as crucial as the others. I might have missed a lesson in the past due to personal obligations. nonetheless, as an intern, I really can't record your absence regularly throughout an internship, which is virtually the start of our working lives. because it demonstrates how responsible, timely, and dedicated you are to the job and task at hand. As an intern, I learned a variety of techniques for performing my tasks correctly and on time. It teaches me how to better manage my time by striking a balance between my job and personal life without harming either.

5. How I applied the knowledge from course work to real working situation

This internship program was created to help students grow and gain real-world job experience. Its purpose was to provide students with practical information as well as to assess how they function in real life. Only academic knowledge will not complete any student, thus practical consequences are critical, and internships enable the exploration of practical information.

Practical insights linked with the gaining knowledge we had had a very essential part in our ability to function in the actual world. Everything we learned in our lectures at KCM, from the basics to the complicated, came in handy during my internship. It has given me a better understanding of the significance of minor details that we often overlook.

The significance of brand value in developing a distinct image in the market to generate a competitive advantage for the brand, which aids in positioning. The adoption of a systematic brand creation and management approach to promote and market on social media. everything I learned in my coursebook assisted me throughout my internship in creating strategic analyses, identifying brand value propositions, and promoting through various marketing methods such as internet promotion and product strategy at various market placements.

During my time at my organization, I've become a much more confident person in dealing with individuals in the market in the future. This curriculum has not only provided a practical understanding of how things are done in the actual corporate world but also how we apply our academic knowledge in connection with our experiences and gut feelings to operate and sustain a firm while producing and providing value to customers.

The major knowledge I gained regarding Customer service department, Counselling, and Teamwork as I worked as an intern at CSD and Counselling. I learned how to deal with

customers to establish and sustain a relationship between the client and the firm. I learned how to operate under pressure and on schedule. I was even aware of the significance of fragmentation in the works. And how to persuade students and learn some basic counselling tactics from an expert. Knew about different services provided by educational consultancy and different universities and Detail's process of how services were provided by the educational consultancy.

Similarly, I learned the value of good communication and teamwork in an organization with diverse perspectives on marketing activities, sales, promotion, operations, and other marketing activities that I learned in class and obtained real-world experience. Finally, as a business student, I learned about accounting, business strategies, work cultures, and diverse abilities such as communication, socializing, interacting, work ethics, discipline, collaboration, and so on.

6. Special skills and new knowledge I had learned from this Co-Op Studies

- Self-reliance skills
- Problem-solving skills
- Time management skills
- Overall organization's skill and working styles, work ethics of co-operate world.
- Maturity
- Learned to be responsible
- Build my communication and connection-making skills
- Adaptability skills

Chapter 4: Conclusion

1. Summary of highlights of co-operatives studies at Parthwi Edu. Cons.

During this internship, I was able to let go of all the dilemmas that I have related to my career decisions like whether to enter into a job as my goal persists or to start up or continue my family business or to go for a Master's degree right after the completion of my BBA course. Taking this decision has been a lot easier after the completion of the internship period as I can decide what is right and what is not for my future ahead. In our day-to-day life, we have to prioritize many issues over others to give ample attention and time to the important ones. This requirement of my punctuality in my work has made me able to prioritize my career and studies over other issues like friends, parties, etc. Now, I suddenly am realizing that we are bound by the limit of time whereas previously I thought

I have ample time for everything. This limit of time has made me realize the value of time and how to organize every activity to give my time to other issues as well.

This realization of the importance of time will no doubt help me in anything I do in the future as for every professional, time is one of the rarest and important assets he has.

I am efficient at keeping lines of communication open with my supervisor, teammates, and clients. I make a point to keep my supervisor and teammates in the loop about important information. This was illustrated by the emails I sent. In the upcoming year, I aim to improve my active listening and business writing skills.

Also, I have learned many things as an intern, how to help the customers, to understand the importance of different individuals because each person is different from each other and to dress like a professional because people judge you by your dress up.

2. Self-Assessment as a future professional and Self Evaluation

My 14 weeks of the internship program was a completely different experience. I had exposure to the real work scenario. This internship period helped me understand how organizational cultures can be different from one another. I also understood how human resources are inimitable to gain a competitive advantage. I am very much thankful for the wonderful accommodation facility from Parthawi Educational Consultancy. I gained a lot of insights regarding several aspects during my internships like leadership skills, time management skills, teamwork, communication skills, and problem-solving.

I believe an internship at Parthawi Educational Consultancy has helped me gain ample knowledge about work ethics. I can say that I have been able to learn many valuable things for my future in this short period. This internship program provided me with a platform to look closely into the consulting sector and to work in it. This internship period was very fruitful and productive for me. Communication skills are very important in the current world. The ability to communicate information accurately, clearly and as intended is a vital life skill and something that should be overlooked. I have become more confident because of the interactions I had with co-workers, clients, and other stakeholders. I developed an attitude of readiness to work. I have also developed an ability to work under pressure which is a very important skill while working in any organization.

I now have a deeper understanding of organizational culture and relation layers. I pursue further to gain the maximum knowledge from the experience and enrich my life and career ahead.

3. Limitation of Co-Op Studies

- ✓ There is a limited amount of time to examine and learn everything there is more knowledge about the firm and how such kinds of firms work and make an impact on society and generate revenue.
- ✓ Access to the data is restricted and forced to do the same work time and again which is frustrating.
- ✓ Lack of motivation do some work
- ✓ It is not possible to evaluate a new business at this time due to competition and because COVID doesn't know more about how this organization works in detail.

4. Recommendation for the company

- ✓ Should focus more on other countries like Australia, Thailand, New Zealand, USA, UK, and some European countries. Parthawi mostly focuses on Study in India Program.
- ✓ Start Class for European studies like the German language apart from only focusing on ILETS, GMAT, AND TOFEL.
- ✓ Use the space of the office and hire some good employees, counsellors.
- ✓ Focus more on a new trend of Marketing strategy as I realized Marketing strategy is so traditional at Parthwi Edu. Cons. And also there is a lack of Marketing strategy maker.
- ✓ Should have to focus more on how to adapt to new technology and new ways of doing business.
- ✓ The location of the office is good. But the place is not good for education consultancy in my opinion as there is less competition and less student visit.
- ✓ Should have to focus more on Ethical behaviour and also on employee retention.

Annex



Figure 4: Company Logo



Figure 5: Office Picture

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