



Co-operative Education Report

Using virtual platform for global business activities at Nepal

Realistic Solution

Written by

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Project Title: Using virtual platform for global business activities at Nepal Realistic Solution

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We have approved this cooperative report as a partial fulfillment of the Cooperative Education Program Semester I/2020

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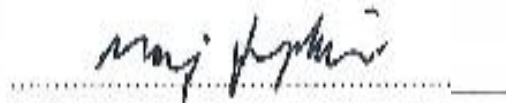
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ABSTRACT

This cooperative report titled ‘Using the virtual platform for global business activities at Nepal Realistic Solution’ has the goal to study the use of virtual platforms used by businesses in Nepal for international work. Using a virtual platform is crucial to tackle the pandemic situation and compete with the technological advancement in the market. The objectives of the study include 1) To study the adaptive measures taken by companies to adapt to the pandemic, 2) To learn the measures applied to analyze company structure, problems and derive solutions, 3) To gain the knowledge of management of consultancy and its importance in the context of Nepal. I worked as an Intern under the Training Department of Nepal Realistic Solution during the period of 05 August 2020 to 24 November 2020. Main responsibilities during the internship were conducting an IT IMS Internship in collaboration with an India-based company, Netlabs, Launching UK-based software in Nepal: SAMS Global, Personal Branding, and exploring international platforms for NRS’s growth. It can be acknowledged that the roles and responsibilities were not limited to the mentioned statements and the learning was implied through practical works, client’s involvement, putting theoretical knowledge into action, PDCA, and so on. The internship process was a learning and self-actualization platform. Developing a learning mindset, understanding the problem scenario, and reaching out to the concerned person were very important.

Keywords: management, leadership, communication, content, virtual platforms

Acknowledgement

With sincerest gratitude, I would like to extend my thanks to Nepal Realistic Solution Pvt. Ltd (NRS), Kathmandu College of Management (KCM), and Siam University. I am grateful for the opportunity provided by all these organizations to help my internship become a successful one. My special thanks go to Mr. Roshan Shrestha, CEO and Founder of Nepal Realistic Solution, and also my job supervisor. I am overwhelmed by the support and guidance he provided during my internship which exposed me to various work cultures and business activities even during the pandemic situation. Despite the hurdles laid by COVID-19 for the company as well as the working process, he made sure that our expectations from the internship get fulfilled and we get full exposure in our work.

I am very thankful to Kathmandu College of Management and Siam University for providing me this opportunity to intern and get exposed to various work experiences. Learning about work cultures, business activities and exploring where I fit the most has given me self-reflection and realization on what I want and where I fit the best.

Also, I would like to express my sincerest gratitude to the Principal of Kathmandu College of Management, Mr. Bishnu Raj Adhikari, and Assistant Coordinator of the Co-operative Education program, Dr. Chanatip Suksai for providing their assistance and support to make this internship successful. I would like to appreciate Dr. Udindu for providing me assistance and feedback in completing my report and my internship. Also, many thanks to my academic coordinator from KCM, Ms. Maria Shrestha for helping me make the right decisions and always guiding me whenever I needed to in my internship journey.

I would also like to take this opportunity to thank my friends, colleagues, family, and everyone who has contributed to complete my internship directly or indirectly. This internship has helped me shape myself into a more professional individual and I cannot thank everyone enough for helping me bring the best out of myself. I hope to utilize my learnings to the best in the future.

COVID – 19 Statement

Corona Virus also known as COVID-19, is an infectious and easily transmissible disease which created a pandemic in the entire world. No wonder this virus had tremendous impact in Nepal as well. The lockdown due to COVID-19 started from the mid of May which affected our studies and daily life. My internship started when the lockdown was slightly lifted by the government. However, many restrictions were prevalent such as no use of public vehicles, private vehicles with odd number plate were to be used on the odd days where as even number plate were to be used on even days, etc. Basically, our daily work life and everything were affected by the rules and restrictions imposed for the safety of the citizens.

I am very glad that I got the opportunity to intern at Nepal Realistic Solution even during the situation of pandemic. As the odd-even system to use the private vehicle were still ongoing, I used to go to the office on alternate days and work from home on the other days. We again had to face a second lockdown but we used to work full time from home. Our work continued in full fledge by using various platforms to conduct the necessary activities. Zoom calls, video conferences, online workshops, digital marketing, etc. were our main focus and tools used to continue our work in the pandemic. However, the second lockdown didn't last long and we were able to continue our work normally.

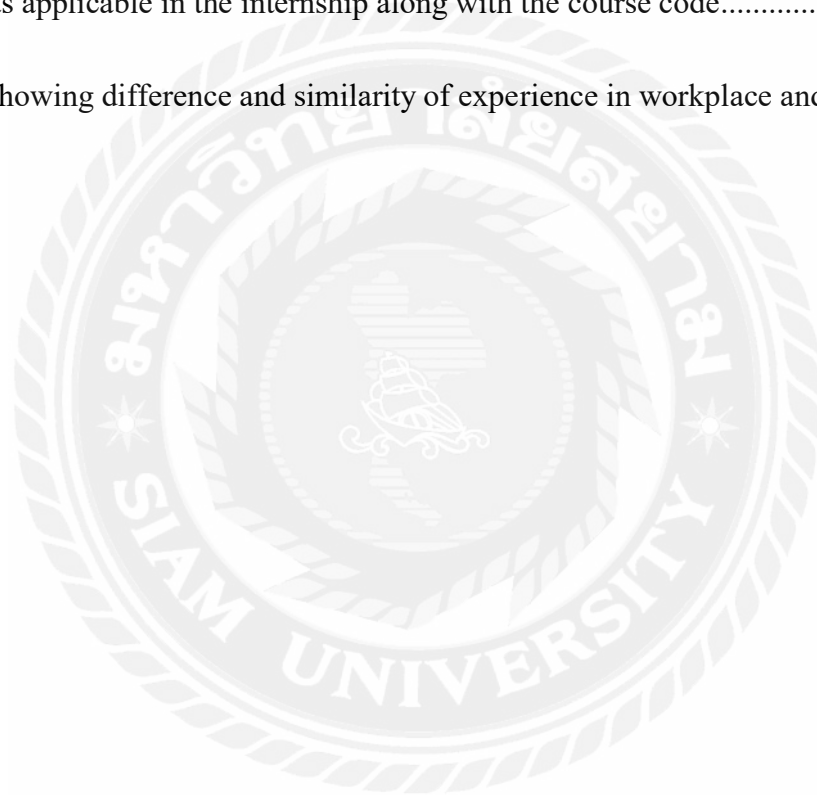
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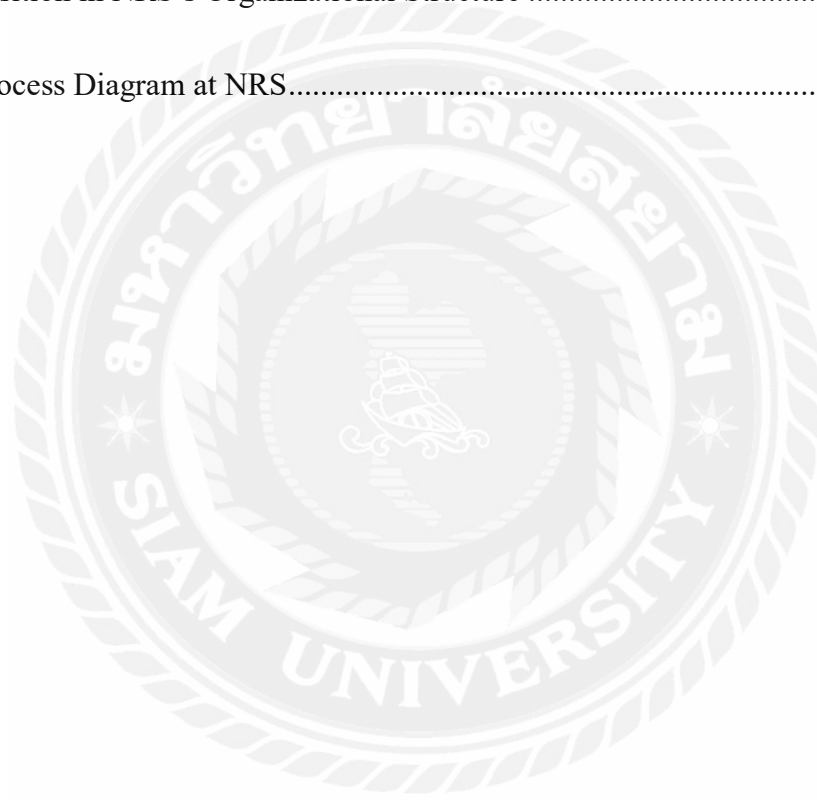
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Chapter 1: Introduction

1. Company Profile



Figure 1. Logo of Nepal Realistic Solution Pvt. Ltd

Nepal Realistic Solution (NRS) is a management consulting firm that provides authentic and practical solutions to help businesses improve their performance and grow by solving problems and finding new and better ways of doing things. The organization has worked with many clients both private and public sector to help develop their services and, where necessary, reduce costs and make savings. Till date, they have worked with more than 135 clients, provided business consultation for 60+ companies with 100% on-time delivery. The company works with has provided services for almost all industry verticals, from construction to medical, education to manufacturing, IT to cleaning services, etc.

NRS is founded by Mr. Roshan Shrestha, with a desire to bring a systematic change in the Nepalese industry. Today, the entrepreneurial spirit continues to drive the culture of creativity, diversity, and collaboration. NRS provides authentic and practical solutions to help businesses improve their performance and grow by solving problems and finding new and better ways of doing things. Their services include Human Resource, Services and training, Consultation services, Research & development, Accounting and Financial, Management Consulting, ISO Standard Certification, Strategy & Operations, Boutique Consulting, and Technical Consulting.

NRS now has further expanded into NRS Karmakar (online recruitment and training portals for employers and job seekers), Padnus (online portal designed for students to find colleges and hostel), Job Portals (providing job insights as well as consulting service across Kathmandu Valley, Pokhara, Butwal and Chitwan).

There are few remarkable milestones that NRS has achieved throughout the year. The company started in 2017 and became an ISO 9001:2015 certified company in 2018. In the same year, it became the first International Internship Opportunity providing company from Nepal. By 2020, it was ISO 27001:2013 certified company and launched four job portals for four different cities in Nepal. Also, they launched their first internship platform; 100 Internship Program where they enroll 100 interns every year and equip them with skills to perform in a real-life work scenario. The company currently has 20 permanent staff excluding the interns. Several other employees work with the company based on the project.

1.1. Organization's Vision

To be the go-to firm for innovative, customized, and sustainable solutions for all management and technology-related challenges.

1.2. Organization's Mission

Our mission is to leverage our extensive industry knowledge and strong collaborative values to address all aspects of our client's challenges in order to strategically achieve their goals.

1.3. NRS's Strategy

Nepal Realistic Solution works in a very dynamic environment as it provides various customized services to a dynamic range of clients. To stick with a specific strategy is very difficult, however, the company has a strategy for its work process. Client satisfaction, problem-solving, etc. are very crucial to the company, thus, how each individual performs in the company is a critical matter. They use the strategy of **PDCA**

(Plan, Do, Check, Act) to perform daily activities and maintain consistent performance in the long term. PDCA in detail refers to:

Plan: While planning, the company determines and assesses the current structure, existing resources, etc., and prepares a strategic plan to conduct the further work. It shall include time frame, task allocation, resource allocation, implementation of strategies, alternative plans, etc. The plan must be well communicated with the team and shall be approved/reviewed.

Do: After the formulation of the plan, the processes are implemented. It must be strictly reviewed and shall have a thorough understanding of whether the actions implemented are performing as per the standard or not. Implementing the plan involves dealing with various clients, training, and reviewing as well.

Check: When the plan is implemented, it is very important to monitor the performance. Whether the task meets the standards or not, any hindrances that might have been faced, checking of loopholes, etc. must be conducted in a specific time interval to ensure consistency in performance. This can be done via feedback sessions, auditing, reviews (monthly/ quarterly), etc.

Act: Checking of the actions provides a firm base to take actions against the necessary flaws or improvement requirements. As required, proper implementation of necessary actions must be made which must be reported as well. This ensures proper controlling and tracking mechanisms in the company.

1.4. Services provided by NRS

The list of services provided by NRS are:

- Management Consulting
- Financial Consulting (Accounting, Financing, Taxation)
- Boutique Consulting

- Technical Consulting
- ISO Standard Certification (ISO 9001, 14001, 22001, 45001, etc.)
- Consultation and Implementation
- Research and Development
- Education and Training
- Human Resource
- Strategy and Operation

1.5. NRS Businesses

Nepal Realistic Solution has a list of businesses under the organization. They are:

1. NRS Karmakar
2. Jobs in Kathmandu Valley
3. Jobs in Butwal
4. Jobs in Pokhara
5. Jobs in Chitwan
6. NRS Nursing
7. Padnus.com
8. BSA Chartered Accountants
9. SVS Management Consultants

These businesses run under NRS itself and compliments each other in daily work activities.

1.6. Organizational Structure

NRS has a very diverse team which leads and works in full efficiency. A youth empowered company which is very open to ideas, creativity, opinions and changes, the organizational structure of the company is represented in *Figure 2*. Although NRS has hierarchal structure, the office environment is open, has flat reporting environment, and easy access to information.

1.7. Diagram of the Organizational Structure

The diagram of NRS’s organizational structure is given below:

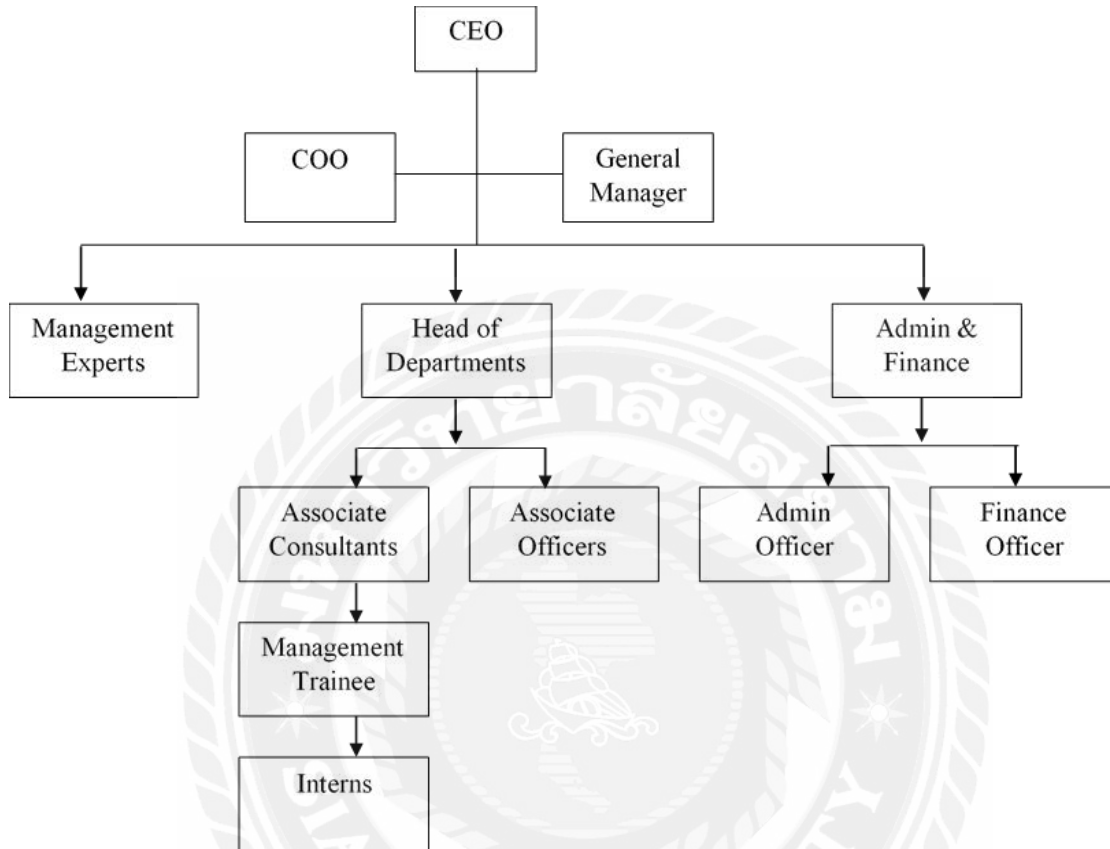


Figure 2. Organizational Structure of NRS

1.8. My Job Position

My Job Position details are:

Position: Intern at Training Department (Also, in other managerial work)

Duration: 5th August 2020 to 24th November 2020

Working Hour: 9:30 am – 5:30 pm [Sunday to Friday]

1.9. My Job Position in the Company’s Organizational Structure

My job position as an intern in the company can be seen in *Figure 3*. Although I started my journey at NRS as an intern, after the completion of the internship, I was

promoted to Management Trainee. Recently, I am now working as an Associate Management Consultant.

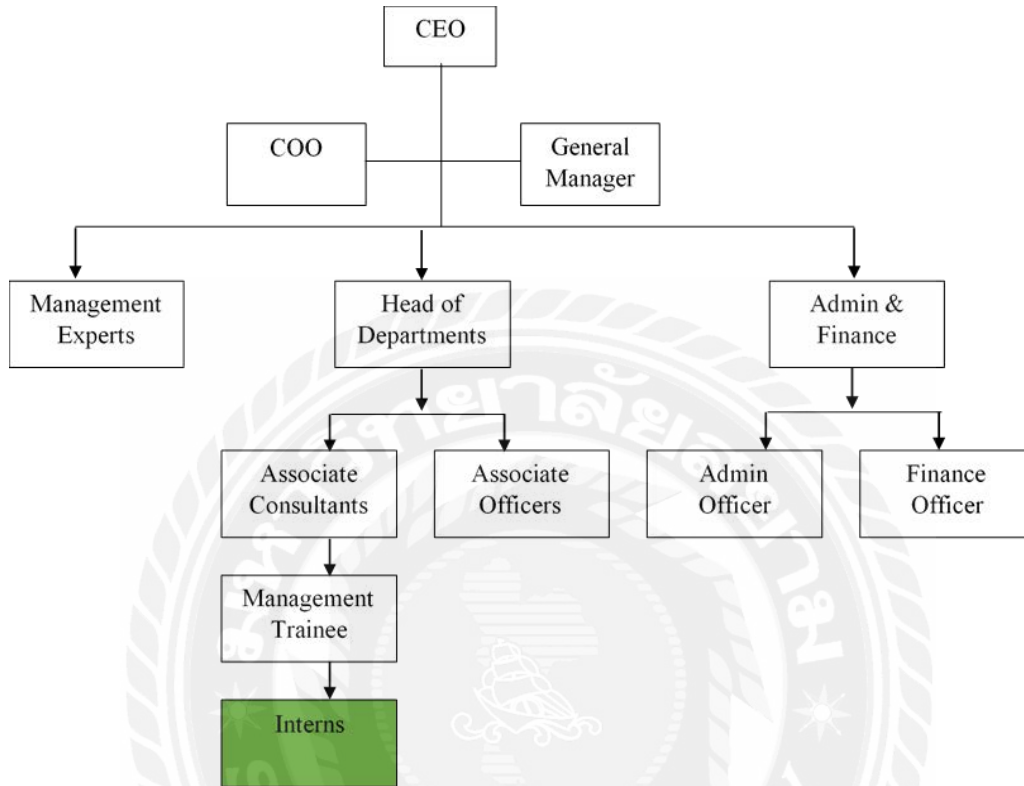


Figure 3. My position in NRS's Organizational Structure

1.10. Nepal Realistic Solution's Management Team

Chief Executive Officer (CEO)	Mr. Roshan Shrestha
Chief Operation Officer (COO)	Mr. Saurabh Pradhan
General Manager	Ms. Dixita Baidya
Management Consultants	Ms. Wrishika Giri
	Ms. Sushma Khatri
HR Consultants	Ms. Anu Wadhawan
	Ms. Ashriya Maharjan
Admin and Finance Officer	Ms. Yojana Shrestha
Finance Officers	Ms. Anjali Karki
	Mr. Wangel Tamang
Documentation Officer	Mr. Bishal Shakya

Graphic Designer	Mr. Sujan Adhikari
IT Officers	Mr. Sahaj Man Shrestha
	Mr. Yojan Shrestha
Front Desk Officer	Ms. Chadani Shrestha

Table 1. Table showing the job roles of NRS's Management Team

1.11. Intention and Motivation to choose NRS as your CO-OP studies workplace

Being a very active student at KCM since the beginning, I love to take opportunities, get out of my box and push myself to learn something new. This internship opportunity was a big ray of hope for me amidst the coronavirus pandemic when the most unproductive days had hit me hard.

This internship was a big opportunity to learn the professional culture, know my forte, explore the business industry and build my profile. I knew that I wanted to work for corporate houses but I wasn't much aware of the know-how and didn't have previous experience on the same. At the same time, I wanted to work smoothly without any obstacles and delays caused by the pandemic. There were very few companies in Kathmandu which were able to work without any disruptions caused by the lockdown, and one of them was Nepal Realistic Solution.

Working at Nepal Realistic Solution excited me because the company works for various other companies in different sectors. It deals with various problems that other company faces, provides consultation, training and many other services; it also deals with ISO certifications which include analyzing the company and providing management auditing services. I understood that if I work for NRS, I will be very critical and analytical about managerial activities, know about different work cultures and problems that organizations will face, and give me an overall perspective of the business industry in Nepal.

As a soon-to-be BBA Graduate, I wanted to gain exposure from various verticals of industries. Previously, I had worked in a marketing agency where I gained marketing

exposure and I had also worked on an e-commerce platform. I wanted to broaden my horizon and improve my managerial skills. When I went through NRS's profile, it was the best-suited platform for me to choose as my CO-OP study workplace.

I understood that working at NRS will expose me to various industries, which will help me get a clearer picture of the real world. Also, as NRS is a core management consulting firm, the company will teach me to deal with managerial problems, strategic problem solving, crisis management, etc. It is very rare for an intern to receive a tremendous amount of opportunities like NRS can, and this had been my intention and motivation to choose NRS for my CO-OP studies.

1.12. Strategic Analysis of the Company

To strategically analyze NRS, I'll be conducting its SWOT (Strengths, Weakness, Opportunities and Threat) analysis, which is displayed below:

Strengths	Weaknesses
<ul style="list-style-type: none"> - Wide pool of experts from different fields - Ability to provide more than 10 services - ISO 9001 & 27001 Certified company - One of the first mover in consulting field - More than 8 other businesses that can complement in NRS's work process 	<ul style="list-style-type: none"> - Solely dependent on Human Resources - Ever-changing work process due to dynamism in client - Complex Organizational Structure - Takes longer time for skill development in staff - Low employee motivation, work pressure
Opportunities	Threats
<ul style="list-style-type: none"> - Large untouched market still available - Ability to introduce new concept in modernizing industries - Domestic as well as global expansion - Diversification of services 	<ul style="list-style-type: none"> - Market's inability to understand company's message - Increase in competition - Increase in human capital cost as well as other operational costs

Table 2. SWOT Analysis of NRS

1.13. Objectives of the study

The objectives of the study are:

- To study the adaptive measures taken by companies to adapt with the pandemic
- To learn the measures applied to analyze company structure, problems and derive to solutions
- To gain the knowledge of management of consultancy and its importance in the context of Nepal



Chapter 2: CO-OP Study Activities

2. Job Description

My role at Nepal Realistic Solution was Intern at Training Department. But my responsibilities included assisting in the overall business activity of the organization. Although I was given the position of an intern, I was not limited to follow the tasks given, I was also given the chance to lead many projects and report my supervision to my supervisor. I was working under the direct supervision of the CEO of the company, which allowed me to work for many confidential works as well. Many of the work that I took was based on projects as well.

Overviewing my internship journey, it was a mixture of work from home and going to offices regularly. Even while working from home, I used to work Sunday to Friday from 9:30 AM – 5:30 PM. Our working schedules were not disrupted by any problems. Different projects were given to me which I had to plan, research and implement on.

There would be various projects for which I would be given the responsibility to handle. I had to report directly to the CEO whereas I could also ask for the assistance of other team members if I needed any help. Besides the project that I worked on, I would be given other miscellaneous work simultaneously making the best use of my time and increasing my productivity.

3. Job Responsibilities and Work Duties

To list down my responsibilities and work duties as an intern, they were:

3.1. IT IMS Workshop and Internship in collaboration with Netlabs, India

Nepal Realistic Solution in collaboration with Netlabs, India brought IT Infrastructure and Management Service internship for the IT students of Nepal. The students had to pay for the virtual internship and enroll in the course where they would be trained. To make students aware about the internship, it was decided to firstly conduct a free workshop session. My major roles and responsibilities were:

- Research about the Internship topic and create database for the resources required
- Prepare social media and operational plan for the workshop
- Approach various colleges and students through call, mail, and social media
- Coordinate with Netlabs for smooth communication
- Run social media plans (digital marketing) and implement the operational activity
- Run email marketing campaigns
- Prepare all the resources (people, presentation, contents) ready for the workshop
- Prepare alternate plans for any consequences for the event
- Prepare feedback forms and prepare report on the overall performance of the workshop
- Brainstorm about promotional work and strategies for the internship
- Determine pricing, timing and date for the internship

3.2. SAMS Global CRM in Nepal

SAMS Global is a UK-based company and a CRM developer for education agents. It partnered with NRS (as a marketing partner) to launch and sell its CRM software in the Nepalese market. To pitch the CRM's idea to the target market in Nepal (i.e. Educational Consultancies), we invited consultancies from all over Nepal to attend the virtual launch of SAMS Global CRM in Nepal. I was completely responsible for launching SAMS Global in Nepal. The panelists for the launch were managers from UK, Cambodia, Bangladesh, and Nepal, I was also one of the panelists from Nepal as I am handling the entire operations of Nepal. We had invited over 300 consultancies from all over Nepal, 90 consultancies registered and 60+ were present in the launch. My major responsibilities were:

- Create a database of all the consultancies from all over Nepal
- Research about the software
- Prepare marketing, social media, and operational plan for the launch as well for the entire project plan
- Email marketing and social media marketing for the launch
- Preparing content and also, risk assessment for the launch day

- Plan for post-launch activities to promote and sell the software
- Coordinating with the team from different parts of the world through virtual platforms
- Evaluating contracts, commission lists, university courses, etc.
- Scheduling training programs for different consultancies to learn more about the CRM
- Digital marketing plans for the promotion of the CRM software
- Handing over the project and supervising the new employee for running this project
- Critically analyze SAMS Global software and give feedback on how it can be made more user friendly
- Develop strategies to enroll consultancies on free CRM training and make them subscribe to the CRM

3.3. Personal Branding

I was responsible to run personal branding campaigns for our CEO, Mr. Roshan Shrestha.

My responsibilities were:

- Research and learn about personal branding and how it works
- Prepare content plan and find various mediums through which personal branding can be done
- Active accounts in all major social media platforms
- Prepare contents, graphic designs and social media plan for different social media platforms
- Write blogs for related content
- Analyze the insights gained from the branding content

3.4. Exploring international platforms and recognitions

- Researching about various platforms that awards and recognizes companies like us in international platform
- Develop documents required to apply and write contents for the same

Despite the above-mentioned tasks, there were many other confidential and general works carried alongside.

3.5. Business Analysis and Reporting

I analyzed the business structure and prepared planning reports for various big organizations of Nepal such as Business 360 and Himalayan Airlines. My responsibilities were:

- To research and analyze the current position of Business 360 magazine in the market
- Prepare how the magazine can do better by using various strategic tools such as SWOT and PESTEL and prepare the overall report
- Sit on one to one discussion with the Marketing Manager of Business 360 and present the report
- Prepare a presentation and present it to the NRS team for further discussions
- Understand the structure of Himalayan Airlines and prepare a report on how NRS can assist them as per their requirement

3.6. Miscellaneous

Besides some major work, I was frequently involved in other miscellaneous works such as social media assistance, content writing, planning, documentation, etc.

4. Activities in coordinating with workers

For every task assigned, we were required to make a detailed master plan including time work and the team required for the task completion. The team were chosen as per the availability and were pre-informed about the tasks. I would be primarily responsible for all the team members when I am the sole person leading the project. I had to flow the requirements to the responsible person and follow up on the work. If the work wouldn't be completed, I would have to find alternative measures. I had to coordinate especially with IT Officers and Designers for social media contents, admin for resource management and data requirement, and many other personnel as per the nature of the work. Everyone would be well aware of the plan and for any changes, there would be pre-information flow.

5. Job Process Diagram

For the major projects that I was involved in such as:

- IT IMS Workshop and Internship in collaboration with Netlabs, India
- SAMS Global CRM in Nepal
- Personal Branding
- Exploring international platforms and recognitions

My job process diagram was as follows:

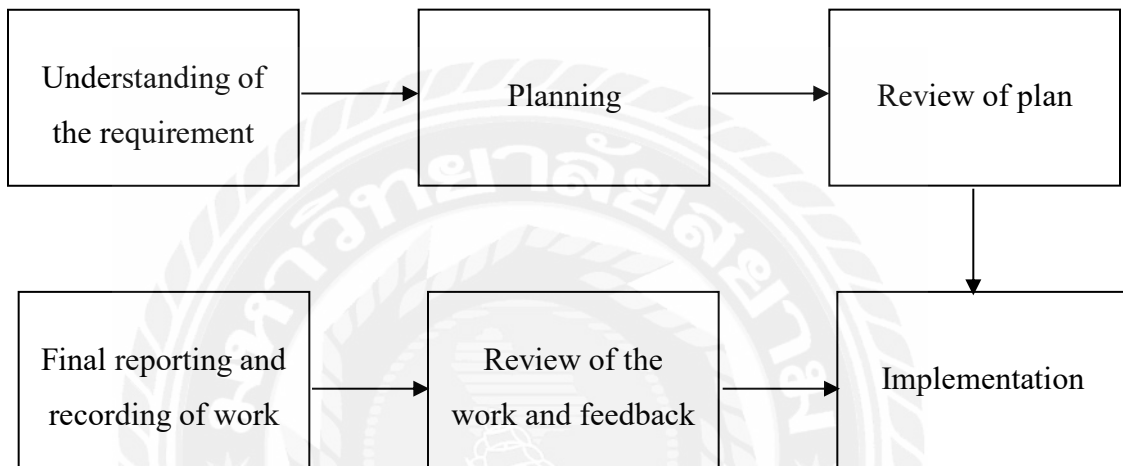


Figure 4. Job Process Diagram at NRS

For any projects I was involved in, the first task I had to do was understand the entire context and the requirement. For some, I had to research as well. Then, I would make a master plan covering different phases of the project which includes time frame, master details, the person responsible, etc. The plan would be reviewed by my supervisor and if required, certain changes would be made. Then, the plan would be implemented and the work would start. After the conduction of work, the performance and the outputs would be reviewed and necessary changes would be made from the critical feedback by the supervisor. Then, the completion of the work would be marked by the preparation of the report including the entire work process and necessary information of the project. Any new resources acquired along with the report would be handed over to the NRS team.

Whereas, for other works besides the above-mentioned, the work process would be quite simple as the need would be urgent. We would understand the requirement, clear our confusions, prepare requirements, review and apply require changes and submit.

6. Contribution as an CO-OP student in the company

During my 16 weeks' internship program, I have worked in various activities, making some significant contributions. I was able to add my creativity and opinion to any work I was involved in. **Observing my work, the company also offered me work opportunities to continue after my internship and now I am working as an Associate Management Consultant at NRS.** Below listed are some of the contributions I have made during my internship:

- Conducted an online IT IMS workshop successfully on September 04, 2020, where it recorded 80+ participants even though the total registered participants were around 150.
- Launched SAMS Global CRM Software in Nepal virtually where 300 consultancies from all over Nepal were invited, 90 consultancies registered and 60+ were present in the launch.
- Successfully scheduled and conducted CRM training for 25 consultancies
- Prepared content for business development plan and model for NRS Events which is already in execution
- Worked on the various confidential report prepared for the company. The report was regarding airport management and HR services.
- Prepared content template and documents for the company to be used while applying for international awards or any programs
- Conducted personal branding for the CEO solely
- Wrote more than 10 blogs on different management related topics and reviewed blogs written by others
- Managed mentorship program from our CEO (Personal Branding) at two cities of Nepal, Pokhara, and Chitwan

Chapter 3: Learning Process

7. Identification of the problems encountered during the internship

I am a learner and with every mistake, I learn something new. During, my internship at NRS, I came across many problems which helped me learn more.

There were some challenges that I encountered which in **general (applicable to all the work)** are:

7.1. Managing the resources

For any work, I had to collect various resources like data, content, etc. Initially, I faced challenges in collecting data and identifying which do I require the most. Similarly, I had difficulty using the right resources for the right work, which I later got acquainted with.

7.2. Office environment

Due to the pandemic situation, our office was relocated and the environment was not so satisfactory. Similarly, during the early days (as it was the first few days of the lockdown being over), the office policies became overwhelming putting a lot of pressure on us. There were many times we had to work on weekends as well as after office hour ends.

7.3. Self-management

It was challenging for me to adjust with the office hour timing, sit at a place in the same place for hours, and work or working from home itself. There were many works where I had to push myself, clear my mindset, and become available physically as well as emotionally.

7.4. Time management

Maintaining all the office work, personal life, and having classes on the weekend became really difficult for me to manage the time. With strict deadlines and clients works for a learning intern, sometimes the entire schedule would become too exhausting for me.

Few times, I had to look after the work of the workshop as well as the CRM launch. And the meeting for SAMS Global CRM would be around 8 PM - 9 PM at night due to different time zone, it was difficult for me to find balance.

7.5. Need for appreciation

I felt unappreciated for the work I had done. Lack of appreciative inquiry demotivated me. The habit of highlighting the mistakes without appreciating the good work was very difficult for me to swallow

Problems encountered in **SAMS Global Project:**

7.6. Negotiation skills

My work required me to talk with various individuals from different professions. Sometimes, I had to negotiate with very professional people which I struggled with due to my lack of experience. But my supervisor assisted me and made me confident for the same role.

Problems encountered in **IT IMS Workshop:**

7.7. Maintaining focus

To develop a professional habit for myself, I had to retain focus on my work. I realized I could be easily distracted with other works or surrounding itself. Realizing the importance of work and time helped me gain my focus back.

7.8. Difference in expectations

Doing the same work at the college level and professional level has a different level of expectations. We had to present our work to our clients, for which the standards were very high and different. Although I had the ability to do the work, I had to perform the same work again and again due to different expectations which were hard for me to understand at first.

7.9. Monotonous work

Although I had the opportunity to work on various projects. Sometimes the work used to be very monotonous, which made me lose my focus. For example: Someday I would have to mail all day, or would have to call.

Problems encountered in **Personal Branding:**

7.10. Lack of skill and knowledge

The concept of personal branding was quite new and I wasn't familiar with the work involved in it. I had a hard time understanding the concept, work procedure, and how to bring out results.

8. Solving the problem:

- Initially, I was very new to the company's culture and it got more difficult for me as we switched to working virtually for some time. Slowly, I understood the nature of the company's workflow as well as how each individual works. It helped me figure out how I should be approaching each individual for any work.
- With many rejections of my work, I understood what is the minimum expectation required from me for my work to be approved. The things that we often ignore like making the document justified, putting borders, arranging alignment, etc. also was the reason for the rejection of my work. I became more detail-oriented and precise about my work to improve efficiency.
- For the problems regarding lack of appreciation, we sat on a meeting with the team where we confessed about this problem. The office is very open to hearing out such problems, talking and communicating solved major portion of the problem. Later, appreciative inquiry, critical feedback, and respectful conversations were implemented in our work life.

- Our office permanently shifted to the new location, which had the proper infrastructure and working environment.
- With the time and intensity of the work, I understood the reality and urged to learn more to maintain focus, manage time and resources. I sat with my supervisor to understand the nature of the work, expectations, and how I can perform better. The practice made me manage myself, my work, and the level of efficiency.
- My negotiations and intercommunication skills improved as I talked with more people. My supervisor helped me to improve my skills by making me present on analysis of various companies. He gave the task to present on company analysis of Business 360 magazine. After my presentation and giving me suggestions, he invited the marketing manager of Business 360 magazine and allowed me to lead the presentation and conversation. Understanding the mindset of the other person and being confident in pitching my own ideas helped me develop skills for my own good.
- I put equal effort into all the work I did. It helped the company grow in some way which motivated me to work further. I realized I put many small works in pending which increases my volume of work later, giving me a difficult time to meet the deadline. I kept my own record of work and didn't wait for my supervisor's reminder for the completion of any task.
- There were events when our work couldn't bring monetary value. For instance, the IT IMS workshop which we conducted should have brought enrollment in the internship. But the structure of the IT IMS internship was not suitable for Nepali students and became very costly. To solve this problem, we introduced another internship/ training program that was cost-friendly and more desirable for Nepalese students.

- Unlike other internships, I was not to perform only the given task. I was responsible for projects and generating outcomes. Sometimes, I felt underqualified for the work I did as I couldn't bring the expected results. But I later learned the slow impact my work is creating. I might not have brought direct impact but indirectly the results were showing.
- To understand more about personal branding, I was connected with the experts from India and they guided me to understand more about the concept, work processes and helped me perform better.
- All the problems that I faced at NRS were easily solved if we communicated properly and showed its effect on our work.

8.1. Literature Review

The term 'digital twin' should act as a reminder that the more consultants engage with clients and markets through the web, social media platforms and e commerce activities, the more they are building a virtual personification of themselves. Consultants are advised to consider the degree to which they present well to the virtual world and there is the scope for stronger practice in this area. (Haslam, 2020) In the journal by Haslam, it has been clearly pointed out the importance of involvement of management consultants in digital world to provide extensive services. Similarly, in my internship, with the help of digital platforms, our company conducted trainings, internal audits, ISO assessments and auditing, etc. The work didn't stop and continued in the right pace. Management consultants add value to organizations (including governments and public sector undertakings) by providing them with unique expertise not easily available within the organizations and/or in cases where the organizations were slow to respond to the environment. (Momani, 2013) The value addition the company provides shall be retained through any platform that they use, whether online or offline.

9. Recommendations to the company

My recommendation to NRS as an intern are:

- Invest further in Human Resource skill development
- The company must focus on few things at a time, rather than diverging in many projects simultaneously. This creates confusion and pressure on the employees as well.
- There should be proper delegation and distribution of work. As the work nature of the company is very dynamic, many employees cannot stick to their job description due to involvement in other works
- The company should focus on employee motivation through various measures (e.g.: financial, emotional, motivation, etc.) and understand their grievances
- The system should be decentralized and for any work, the company must not be dependent on a specific employee. The high dependency on Human Resources might bring various threats to the company.

10. My learnings and knowledge received

This internship has been full of learning activities and an experiential journey for me. Working at Nepal Realistic Solution helped me understand the deeper meaning of business management and what it takes to provide management services to clients. This internship honed my management and communication skills under proper supervision and guidance by the team.

Our works were properly tracked. Our daily tasks used to be recorded, all our records were documented, and our work documents were properly accessed and managed via different platforms. This helped me understand how important little processes are to keep a company on track and communicate all the details with the team. Some of the important learnings I received from my internship are:

10.1. Working from PDCA (Plan, Do, Check, Act) Format

Nepal Realistic Solution operates in PDCA procedure and all our works are planned and performed in PDCA format. We first plan our work, perform our tasks, check what needs to be changed or improvised, and again perform an action for the same. PDCA stimulates continuous improvement of people and processes. It lets the team test possible solutions on a small scale and in a controlled environment. It prevents work processes from recurring mistakes.

10.2. Handling clients

Most of the works that I performed before my internship were not directly for clients. At NRS, I had to directly coordinate with the clients, understand their requirements, and also complete the task according to their timing (which was not flexible every time). I had to change my priority tasks, work extra hours and explain to the team about the needs to satisfy the clients. Handling the client's pressure was extreme but also very knowledgeable.

10.3. Documentation

I understood the value of documentation while working at NRS. Understanding how each statement from the stakeholders of the company should be documented for future references and also to manage the company was very new and crucial to me. It helped me understand that proper management skill includes key features like documentation to make the work stronger and truthful. I prepared various documents which I thought were unnecessary and tedious at first but valued their importance later.

10.4. ISO Consultation

NRS certifies companies for various ISO certifications like ISO 9001, 14001, 27001, etc. They provide consultation for the companies and assist them in each step to get the certificate. I was trained about basic consultation for ISO certification and also prepared training courses for ISO 45001 (which means Health and Safety Management System in Organization). I researched various contents and prepared manuals for the certification.

10.5. Personal Branding

Personal Branding was a very new topic for me. I researched and learned about it and conducted personal branding activities for our CEO, Mr. Roshan Shrestha. I understood the target market, the objective behind conducting the campaigns, and prepared content for the same. I wrote blogs, prepared video content, post concepts, etc. to handle the branding of our CEO. I also used to receive SEO data from the digital marketing team and use the information for the branding.

Besides these, I have gained knowledge and skill on overall management strategies and skills. As NRS itself is a boutique management consultancy, I can say that I have turned into a more professional individual by the end of the internship, from handling internship to international CRM software client, personal branding to ISO certification, I have been exposed to a very wide range of opportunity which has made me qualified for various job roles in future.

11. Application of Coursework Knowledge to Real Working Situation

There is many coursework knowledge that has helped me while working at NRS and has also helped to perform my task better. Few notable subjects that were most applicable were:

Subject Name	Course Code
Organization and Management	IBM 201
English Usage for Profession	114-303
Entrepreneurship and SME Management	130-214
Project Analysis and Evaluation	132-410
Principles of Marketing	133-201

Table 3. Subjects applicable in the internship along with the course code

I was mostly involved in planning and executing the planned work. The lessons I learned from Organization and Management which explained the working nature in different organization types helped me adjust to the NRS environment. Similarly, English Usage for Profession helped me create professional documents, communicate and network

properly with various people. We were responsible for social media marketing for many projects we handled and for personal branding as well, and it was important to analyze what kind of message are we portraying. The knowledge from the Principle of Marketing was very useful in this matter. All our works were mostly on a project basis, for the planning, tracking, controlling, and recording, the lessons that we learned from Project Analysis and Evaluation were very contributive. For the operations, financials, marketing, and general management, the subject assisted me. Lastly, to brand our CEO as an entrepreneur, Entrepreneurship and SME Management helped me gain a clearer picture.

12. Special Skills and New Knowledge Learned

This internship has taught me various things, made me ready and more experienced for better things, Moreover, it has provided me better opportunities too. Few skills and knowledge that I have learned are:

12.1. Communication Skills

I had to communicate with various people inside and outside the country, virtually as well as physically. I have understood the weightage of my words and have gained the ability to mold the conversations as per the need.

12.2. Leadership Skills

Even though I was an intern, NRS allowed me to lead and make decisions with the assistance of my supervisor. This has empowered me and made me more confident in my further works as well.

12.3. Strategic Planning

I have understood how to plan, give attention to details, set priorities and strategize the process. My supervisor sat one to one with me many times to give me feedback and help me improvise my strategic planning skills.

12.4. Presentation Skills

I had to make the presentation for many internal and client-related work. It was very nerve-wracking at first, but I would present my demo to the NRS team. They would give me feedback and those sessions boosted my confidence as well. Before giving final presentations, the NRS team would sit for demo presentations

12.5. Graphic Designing and Concept Development

As I was involved in social media marketing, I learned basic graphic designing skills from our Graphic Designing experts. Similarly, I had to prepare content (images, videos, etc.) for which I had to research creative ideas and developed my concept development skills as well.

12.6. Social Media Optimization

For Personal Branding, I had to use various social media tools. I got acquainted with various platforms such as Hoot suite, Facebook Studio, etc. to integrate various social media platforms for easier work. Similarly, I had a thorough understanding of analyzing the best nature of posts for different social media.

Chapter 4: Conclusion

13. Summary of my CO-OP studies at NRS

Working at Nepal Realistic Solution was a very experiential journey. Even though my position was an intern, I was equally treated and my works were no less than other employees. The team was very supportive and cooperative with what I brought to the table and understood my strengths and weaknesses. Although I was an intern under the training department, my works were not limited to the department rather it was focused on my growth.

I worked on various projects which I thought a fresher like me could never do. NRS understood my potential and trusted me with my work. Projects like SAMS Global CRM Launch and training, IT IMS Internship, WOW Magazine business analysis, Personal Branding, etc. were completely under my leadership (supervised by the CEO). The trust and delegation from Nepal Realistic Solution helped me to uncover my potential and understand my area of interest as well.

An internship helps you turn into professionals by exposing you to your area of interest. An internship can be a self-actualization process for many interns as it was for me. My internship at Nepal Realistic Solution was very real and knowledgeable that directly contributed to my skill and leadership development. Also, I have been offered to work at NRS even after the completion of my internship. I enjoy working at NRS as it fills my passion. I have continued to work at NRS as Associate Management Consultant. Their supportive and uplifting culture helps me bring the most out of me

Similarity	Difference
Application of various management theories	Communicating and learning in college and workplace
The value of team work and work management in college activities and workplace	Maintenance of Professionalism
The reporting hierarchy and work delegation we had in college events and workplace	Research, planning and implementation of work

Table 4. Table showing difference and similarity of experience in workplace and college

14. Evaluation of my Work Experience

Since I started working at NRS, I have observed tremendous growth within myself. NRS has taught me the power of doing efficient work (completion of right work in the right amount of time). It has unlocked my potential to work under pressure, complete quality work in a very short duration, and also lead the team towards efficient performance as well. Working here was very dynamic and hectic, but being able to handle my responsibilities has taken me to another level of skill development.

Today I have exposure in various fields such as manufacturing, FMCG, medical, ISO consultation, documentation, etc. and this experience has helped me to open career paths in many managerial fields. I think the dynamism and broad horizon of industry expertise that NRS offers will be the greatest advantage for me. I am very satisfied with my CO-OP studies as well as my CO-OP workplace as I am able to gain managerial expertise in various industries in my undergraduate study itself. I have been able to tackle my weaknesses and utilize my strengths to grab the opportunities ahead of me. This journey has been a major boost to my professional career.

15. Limitations of my CO-OP Studies

It would be unfair to state that my internship had plenty of limitations. It was exactly otherwise and I wasn't restricted to any kind of work or information, just because of my

status as an intern. However, there were few limitations set from the CO-OP studies as well as in the workplace such as:

- Due to COVID-19, we had to work from home many times which limited us to get full fledge exposure of working in an office space.
- The report presentation could have been done instantly after the completion of the internship with standard protocols. The Thai supervisors were also assigned to us by the end of internship completion.
- Due to the pandemic, our workstation was not very specific as the company was relocating. It was difficult to adjust to the existing condition.

16. Recommendations for the Company and CO-OP studies

My **recommendations to my CO-OP workplace**, i.e. NRS have already been mentioned above in bits and pieces. The company focus on employee motivation, skill development, and retention. As employees are its major assets and the work requires extensive skill as well as pressure management, the company must highly focus on that. Also, careful analysis must be made on the delegation of the work and work process within the company.

My **recommendations for CO-OP studies** are:

- The CO-OP classes could have been well managed before our internship started rather than on Saturdays. It was exhausting to work on weekdays and attend classes on Saturdays (as we don't have a holiday on Sunday in Nepal)
- The Siam Supervisors for the Internship were assigned almost by the completion of the internship. The assignment, if made earlier would have been more fruitful.
- There were frequent changes with the key dates and format for the report which brought a lot of confusion and re-work. Specific dates with standard formats would make the work easier.

- Our internship started in the middle of a pandemic, it was difficult to find the right workplace. Careful considerations and assistance from both Siam and KCM Management Team would have been appreciated.



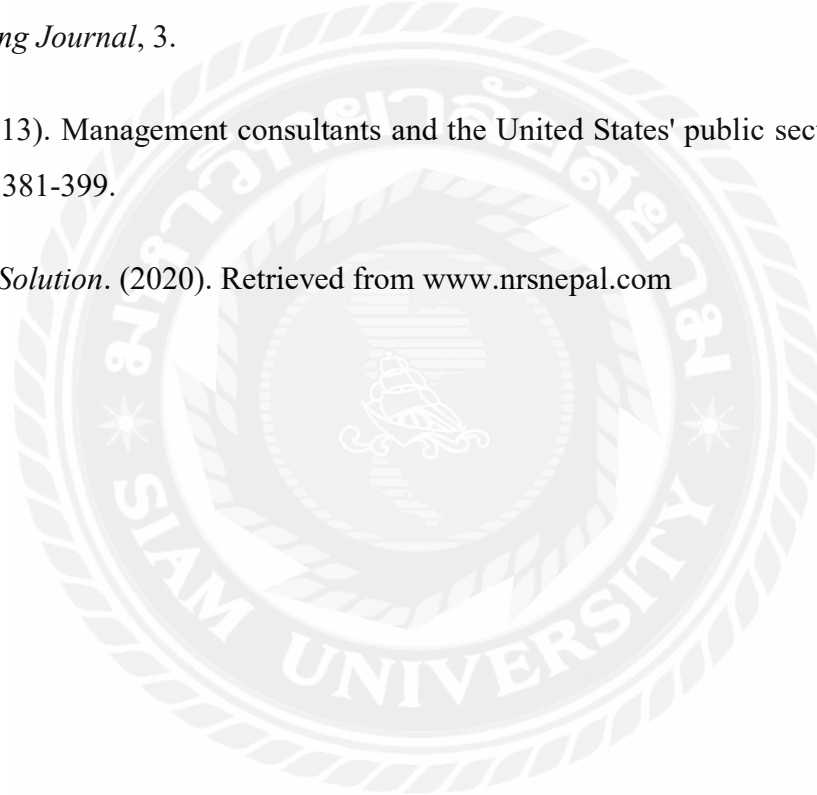
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Haslam, S. (2020). MANAGEMENT CONSULTING: THE ROAD AHEAD. *Management Consulting Journal*, 3.

Momani, B. (2013). Management consultants and the United States' public sector. *Business and Politics*, 381-399.

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Annexure

1. Important Links:

1.1. Few Links to the Blogs I have written:

- Blog Topic: Importance of Internship for Freshers
Blog Link: <https://www.nrsnepal.com/importance-of-internship-for-freshers>
- Blog Topic: Why CLAP IT (Career Launch Program in IT) Internship?
Blog Link: <https://www.nrsnepal.com/why-clap-it-career-launch-program-in-it-internship>
- Blog Topic: Entrepreneurship: A DEFINITION OF ITS OWN [created for Personal Branding]
Blog Link: <https://www.roshannrs.com/entrepreneurship-a-definition-of-its-own/>
- Blog Topic: Founding Nepal Realistic Solution
Blog Link: <https://www.roshannrs.com/how-nepal-realistic-solution-has-formed/>

1.2. Social Media Links:

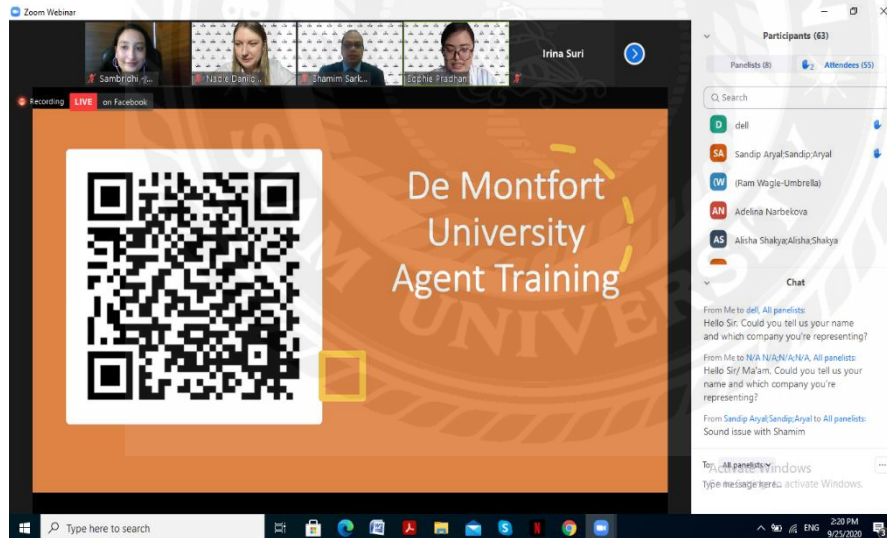
The reference links for the work I have done in Personal Branding:

- Facebook Page: <https://www.facebook.com/roshanshresthanrs2020>
- Website: <https://www.roshannrs.com/>
- Instagram Page: https://www.instagram.com/roshan_shrestha89/
- LinkedIn: <https://www.linkedin.com/in/roshan-shrestha-68b633100/>

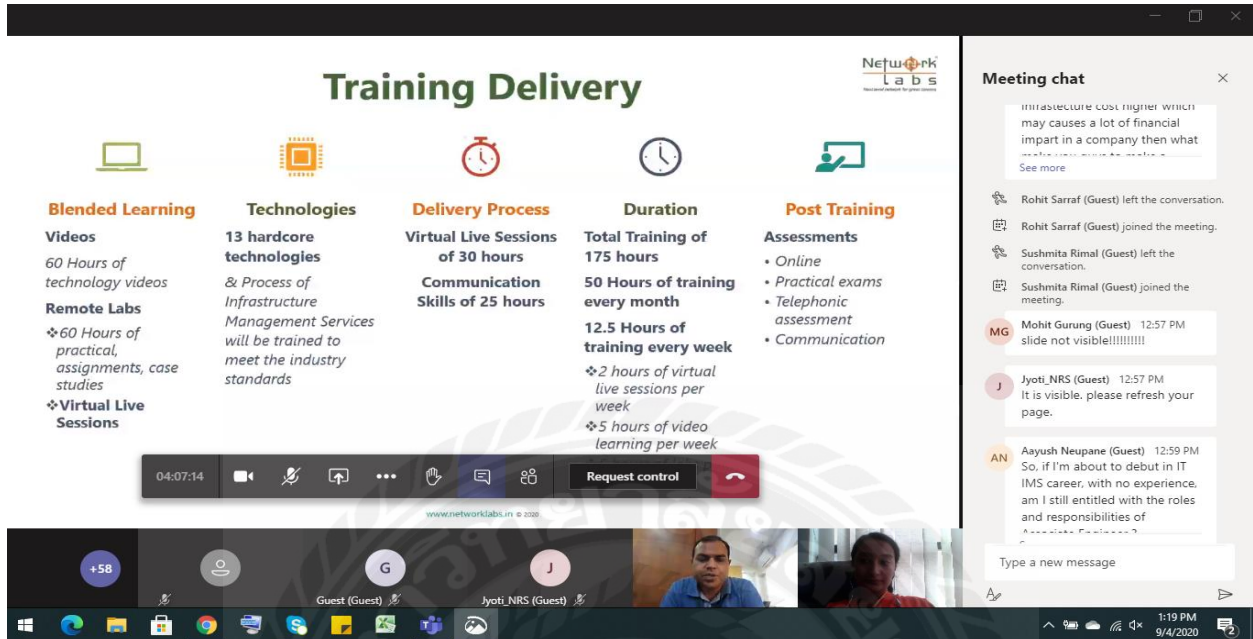
2. Pictures



Picture 1: A picture of me, working with my colleague, Ms. Anu Wadhawan at NRS Office Premises



Picture 2: A screenshot of SAMS Global CRM Launch with the panelists. From the top left: me, Ms. Nadie Danilova (Head of Sales & Marketing), Mr. Shamim Sarkar (CEO of SAMS Global Solution) and Ms. Sophie Pradhan (Country Manager of Nepal)



Picture 3: Screenshot of IT IMS Workshop where Netlabs representatives are presenting whereas me and my colleague (bottom right) are handling participants query



Picture 4: A picture of me presenting about Business 360 Magazine Analysis with NRS team



Picture 5: A picture of me working at my workstation in NRS Premises



Picture 6: A screenshot of online meeting with SAMS Global Team from different locations. From top left: me (Nepal), Ms. Nadi Danilova (Cambodia), Ms. Sophie Pradhan (Nepal) and Mr. Shamim Sarkar (UK)



Picture 7: A group selfie with few NRS Team, from left corner: me, my colleague from KCM – Ms. Jyoti Sigdel, Mr. Bishal Shakya (Documentation Officer), Mr. Sujan Adhikari (Sr. Graphic Designer)



Picture 8: A group picture with few NRS team, when the team went for hiking to Champadevi.

Social Media Creatives:



Picture 9: Social Media Content conceptualized by me and my colleague for IT IMS Workshop



Picture 10: : Social Media content created and conceptualized by me for SAMS Global promotion



Picture 11: IGTV Thumbnail conceptualized by me for Mr. Roshan Shrestha's Personal Branding



Picture 12: Glimpse of Mr. Roshan Shrestha's personal website where all the contents are written and designed by me



Picture 13: A motivational quote content post for Mr. Roshan Shrestha's personal branding conceptualized by me



Picture 14&15: A promotional content of the mentorship program managed by me for Mr. Roshan Shrestha in two cities, Pokhara and Chitwan. It includes logos of all the companies which had partnered with us for mentoring.

In Collaboration with :



ABOUT US

Nepal Realistic Solutions (NRS) is a management consulting firm which provides authentic and practical solutions to help businesses improve their performance and grow by solving problems and finding new and better ways of doing things. NRS with its dedicated consultants and close collaboration with industrial clients, have been providing unique techniques of services to offer the best IT solutions. NRS works with various local and international organizations to organize training programs, providing the required level of knowledge or skill. NRS is now collaborating with Network Labs India, a trustworthy name for IT infrastructures in India, to bring IT IMS (IT Infrastructure Management Service) in Nepal.

Learn How To Administer and Manage Technology, Information & Data.



FREE Online Workshop of IT IMS

WHAT IS IT IMS INTERNSHIP??

IT IMS Internship provides one of the best learning procedure a student needs which helps to develop premium IT-infrastructure skill designed by the experts from the industry for any graduate to make them "job ready" in the shortest possible time. It accelerates organizational productivity and saves time costs by as much as 80%. Over the last 8 years, we have been able to place more than 10,000 qualified IT IMS trained professionals at various enterprise and mid-size clients. IT IMS Workshop will highlight the major topics and help the students understand more about NRS.

What will you learn?

- Server Management
- Network Management
- End-User Workshop Management

WORKSHOP DETAILS

Session 1 Introduction To NRS & Network Labs.

Session 2 Awareness About IT IMS.

Session 3 Understanding IT IMS Through Case study.

- Networking & Security
- Opportunities in IT IMS Industry

Session 4 Queries & Conclusion

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15+
Years EXPERIENCE

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Picture 16: A brochure created for IT IMS Workshop conceptualized and content created by me and colleague, Ms. Jyoti Sigdel

