



Cooperative Education Report

Nepal CEO Summit & Awards - 2019

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019

Oral Presentation Committees



(.....)

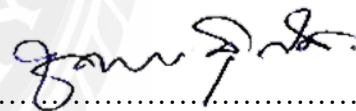
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Project Title: Nepal CEO Summit & Awards- 2019

Credits: 6

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Degree: Bachelors of Business and Administration

Major: Finance and Banking

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Abstract

This cooperative report entitled “Nepal CEO Summit & Awards” has the goals to study about how Padma Group provides the platform for undergraduate like us in Nepal and opens up various opportunities to tap on. Objectives of the study include: (1) To apply the theoretical knowledge in the practical world. (2) understand Nepal’s business people’s mind. With the company, the student was assigned to work as a Coordinator. Main responsibilities are to prepare the event proposal and approach various companies for the sponsorship and participation as well as preparation for awards.

Upon the completion of the internship, it found that the problem was resolved by means of conducting meetings and research. In this matter, student is able to learn more about event organizing and management which are very important for future career development and profession.

Keywords: Event, CEO, Summit.

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Acknowledgement

The primary word of gratitude goes to Siam University which provided me with an opportunity to work for an organization in order to learn practical skills rather than the theoretical skills. The motive of my internship program has been successfully fulfilled as I was able to gain an organizational aspect which could further enhance my learning abilities in the college. I would also like to thank Mr. Sunil Chandra Koirala for supervising me and helping me to know the organizational culture and behavior at Padma Group.

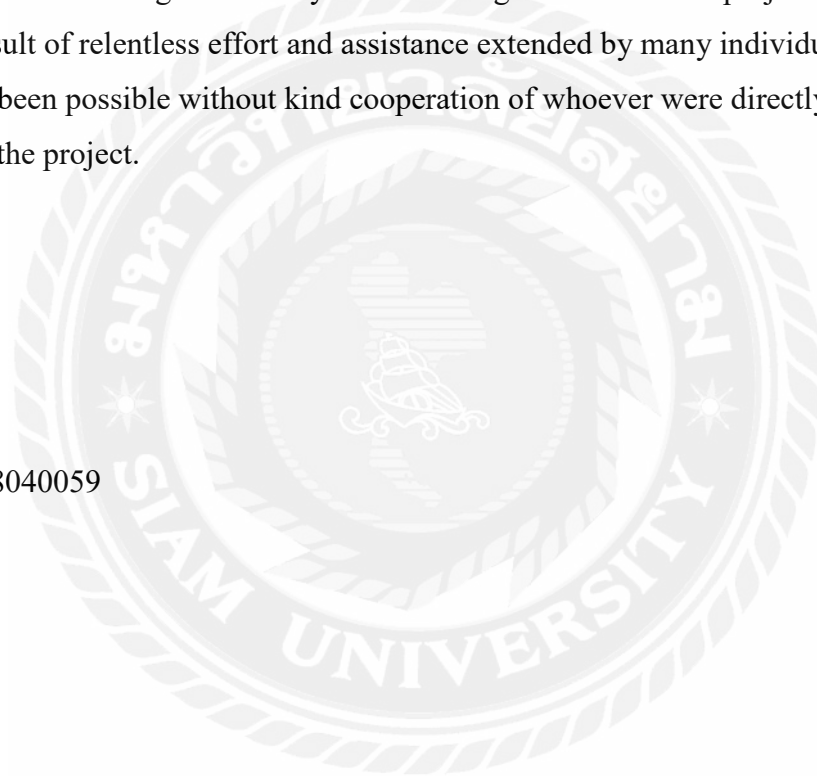
My secondary indebtedness goes to everyone who has guided me in this project. The internship project is the result of relentless effort and assistance extended by many individuals. This project would not have been possible without kind cooperation of whoever were directly or indirectly associated with the project.

Thank You.

Sincerely,

Lata Kadel

Student Id: 5808040059



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List of Acronyms

CEO: Chief Executive Officer

FNCCI: Federation of Nepalese Chambers of Commerce and Industry

CNI: Confederation of Nepalese Industries

NCC: Nepalese Chamber of Commerce

PR: Public Relation

TVC: Television Commercials



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Figure 2:



Chapter 1: Introduction

1.1 Company Profile.

PADMA GROUP with a diverse portfolio of companies under its wings was established in 2011 by Mr. Raju Prasad Kadel a youthful and vivacious business personality of Nepal. Out of numerous organizations under Padma Group, PADMA MEDIA GROUP is involved in the field of media & communication, has established itself as one of the leading media corporations of Nepal. The objective and target of this organization are to serve the business group, general population, and the entire country by giving out the concrete information and to safeguard the enthusiasm of the general public. Three television channels are running under the umbrella of Padma Media Group Pvt Ltd i.e. Mountain Television, Bhakti Darshan International Television, and Business Plus Television diversified towards all the sectors in order to serve the nation.

MOUNTAIN TELEVISION is one of the popular and leading analytical news channels of Nepal and additionally in different countries of the world. This channel has continued to grow in its reach and popularity the cross segment of the general public due to its credible coverage and Critical news broadcasting. It focuses on finding facts, studying them intensively, analyze to the best possible extent and present multidimensional views of the fact to its audiences. Mountain Television reaches the mass audience targeting various group of viewers. It caters to the general population who are keen on all types of news programs with the objective to create general awareness. Mountain Television telecasts programs in Nepali and adds to the objective of fulfilling the profound needs of the limitless group of Nepalese individuals. Some of the few programs that Mountain Television produces are RAAJNEETI, KHARO PRASHNA, SATTA SASHAN, MISSION NEWS, MOUNTAIN HEALTH DESK, MOUNTAIN SAMBAD and many more. Mountain Television also has an online presence through its news portal www.emountaintv.com.

BHAKTI DARSHAN INTERNATIONAL TELEVISION spreads "Spiritual Philosophy" not just culture, but it holds a deep and pure reason to create a good human being, family, society, nation and thus a world to live in". It is Nepal's ONE & ONLY Socio-Spiritual-Cultural Network, reaching out to a vast Asian viewer and worldwide. It is dedicated towards all Philosophy, Religion and Spiritual solidarity, Culture, and dissemination of the vast and timeless knowledge of our great "Sanatana Dharma" to the people of the world and vividly portrays this

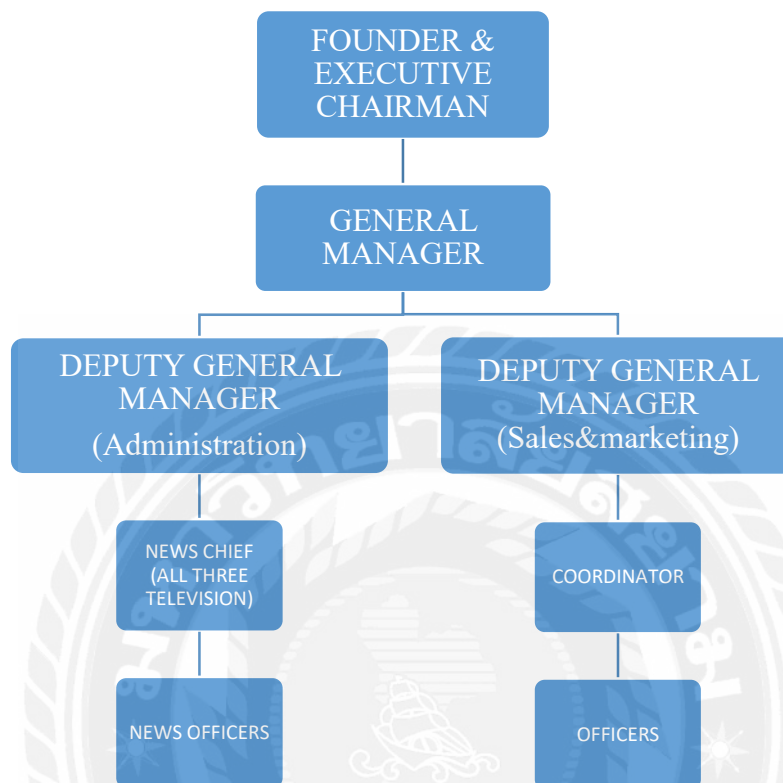
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strong heritage of Nepal, for the upliftment of Human life in all its spheres. Bhakti Darshan International Television aims at exposing and reminding people all over the world and more particularly the new generation of our strong roots to further reinforce our mettle. It broadcasts programs in Nepali, Hindi, and English that contribute to the goal of satisfying the deep spiritual needs from the vast community of people worldwide. Apart from a spiritual discourse from renowned Swami Shree Kripalu Ji Maharaj & Swami Mukundananda, it also telecasts News & lives coverage of Religious & Spiritual Events.

BUSINESS PLUS TELEVISION is a fresh start to cater to the growing demand of viewers in specific segments. It aims to be the leading Business Television channel of Nepal through quality programming, innovation, and technology. Business Plus covers live business headline news and recorded programs on the national and international business industry, markets, employment, commerce, agriculture, etc. for the strategic penetration of unique markets segments providing total market coverage. It has the most diverse programming portfolio, positioning it as a channel of choice among viewers and entrepreneurs. This channel is not limited to share market or commodity market but it is also the most diverse programming portfolio which will position it as a channel of choice amongst viewers and entrepreneurs. Business Plus telecasts programs in Nepali 24/7 and adds to the objective of fulfilling the profound needs from a limitless group of Nepalese individuals. Some of the programs that Business Television broadcasts are INSIGHT ECONOMY, THE INVESTIGATOR, MARKET TODAY, BIZ WOMEN and many more.

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1.2 Organizational Structure



1.3 Statement of the Report

The type of program like Summit and Panel Discussion have become very popular and practical internationally. Event like this have been growing in a bigger scale in a developing country like Nepal. Also, having an educational background in Business and Administration, I have received numerous opportunities in this field.

This report has been prepared with the course requirement of Co-operative Education, where I got an opportunity to apply my knowledge in work and also know my capability regarding the same.

In the report one understands my experience of my Internship as a Coordinator in Business Plus Television's event "NEPAL CEO SUMMIT & AWARDS- 2019" under Padma Media Group.

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1.4 Objective of the Study

- To enhance proficiency under event management sector.
- To understand the Nepal's Business people's mind.
- Expand PR and build contacts.
- To organize event where we had almost all the big business people on one floor.

1.5 Roles and responsibilities of a student

I was assigned with the role of a coordinator during the internship period of 4 months in Padma Media Group. My major roles and responsibilities as a coordinator were:

- Do a lots of readings and research regarding the event.
- Prepare the event proposal.
- Wrote the entire content for the website <https://nepalceosummit.com/>
- Approach the CEOs and MDs of various company for participation.
- Approach the companies for the sponsorship along with other team members.
- Generate unique ideas for promotions like press media and Facebook boosting.
- Since, the event had awards parts also, forming Jury members and having meeting with them every fort weekly.
- Main day event coordination planning along with technical team and taking responsibly to give commands.

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Chapter 2: Internship Activities

When I joined the organization on 23rd December, 2018, I was assigned the duty of program production and new program research for Business Plus Television. Later, the main coordinator left the project after a week of his appointment. Then, I was given this responsibility to completely look after the event along with other helping hands like my (supervisor) General Manager and Deputy General Manager. My job included all the major responsibilities in order to plan and execute an event. Throughout my internship period we came with executing one major event which was on 26th of April, 2019. The event organized was on a large scale which included 300+ participants for summit and 700+ for the awards sessions where the participants were business professionals.

2.1 Assignment and Responsibilities of a student

2.1.1 Do a lots of readings and research regarding the event.

The event was given to me with huge trust from the company executives therefore, in order to not let them down I went through lots of reading to understand the event in detail. Lots of other summits in context of Nepal's reports were taken for reference. For any event to be executed it is necessary to ensure that the proposal through which the company collects fund is well formatted and includes all the major highlighted contents in it. During my internship period being a project leader me along with my job supervisor and other team members prepared the event proposal. The proposal included all the program details in brief along with the budget details.

2.1.2 Prepare the event proposal.

Event proposal is one of the main thing in order to conduct the events. The event details, sponsorship details along with their mileages and Participation details were included in the proposal. I was given the authority to prepare the event proposal.

2.1.3 Wrote the entire content for the website

These days due to the growth in an IT sector, it was very important for us to have a website and the details were supposed to be up to date. The content for the website was written by me. To write the content we had to do a lots of fresh work due to plagiarism. The website is <https://nepalceosummit.com/>.

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2.1.4 Approach the CEOs and MDs of various company for participation.

The event which we organized was for the CEOs and All kind of top level Managers, for the success of the event it is necessary that we have enough participants for our event. As it is a paid event, i.e. the participants need to pay an amount for the final registration, we need to ensure that the participants pay for confirmation. As the seats were limited to 300, so collecting daily sales report was necessary to confirm that the participants are interested and booking their seats.

2.1.5 Approach the companies for the sponsorship along with other team members.

The event would not be successful without the sponsors. Since, it is a high profiled event, it was very necessary to get the same level of sponsors. The sponsorship packages were divided into various packages and mileage was given as per their type of sponsored package.

2.1.6 Generate unique ideas for promotions like press media and Facebook boosting

In the generation of social medias, the event popularity would not be enough without Facebook boosting. The event was boosted twice and lots of participation and popularity was gained due to that. Also, we had target audience of middle aged professionals it was necessary to publish event related advertisements regularly.

2.1.7 Forming Jury members and having meeting with them every fort weekly.

The main and exciting part of event was awards. The jury members were formed from different sectors and in order to continue the award process we had to have a jury meeting every alternate week.

2.1.7 Main day event coordination planning along with technical team and taking responsibly to give commands.

It was a full day event where the event was divided into two parts. First part was summit and second was awards. The event was going live on both the channels so it was a very challenging part i.e. Coordination. The meetings were organized constantly and the core team was formed in order to not make any errors.

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Other than these I also performed other tasks such as: building Public Relations with the President and Past President of FNCCI, CNI and NCC.

Chapter 3: Identification of Problems Encountered during the Internship

In any work place, in a professional life we come across various problems. There were lots of challenges faced during the conduct of this event.

3.1 Identification of the problems incurred

3.1.1 Postponing of the Event

This problem was faced once as there was National Holiday on the previously decided date i.e. 5th April, 2019 so the event was postponed to 26th April, 2019. The main problem after postponing was the unavailability of the times of one of the biggest business houses and government. Since there was a visit of the President to China so lot of people from government and business house were asked to go with her, due to which we had less number of participants.

3.1.2 Slow response form the clients

The clients weren't responding on time due to which it was difficult to approach other clients too.

3.1.3 Audience Engagement/Convincing the participants

The most difficult task was convincing the participants to pay the participation amount.

3.2 Resolving the problems encountered

3.2.1 Postponing of the Event

I approached all the important people personally and invited them to participate in the event and panel discussion.

3.2.2 Slow response form the clients

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This is one of the major problem in context of Nepal where the clients don't show professionalism. Therefore, in order to come up with faster decision we gave them the time frame to give us their decision. We even visited their office frequently for the same cause.

3.2.4 Audience Engagement/Convincing the participants

We Offered participants with different attractions such as: cash back options, early bird discounts and these kinds of services was used to come up with good number of participants.

Chapter 4: Contribution and Learning Process

4.1 Contribution of the student made during the internship

4.1.1 Built up a PR

The work that was assigned to me had a lot to do with other business professional such as CEO, Chairman, etc. of the big organizations which helped the organization to gain their own PR. I went to various meeting promoting the company too.

4.1.3 Marketing and promotion of the event.

The event was promoted through TVCs in different channels and print medias such as magazines and newspapers.

4.1.4 Assistance in day-to-day activities

During my internship I assisted my supervisor in different types of work and worked for minimum 12 hours a day.

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

- Gained 4 months of working experience in event mgmt. field.
- Professional working experience and collection of fund in an unstable market.
- Taking work responsibilities and facing risks.
- Event mgmt. has always been my field of interest and a place to build my career on.

These internship days has helped me to gain a lot of knowledge and know how things are done in a corporate world.

- Enhance my skills and knowledge required in this field.

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- Build a good professional network.
- Attending meetings with different companies, helped me to know professional culture in more detail.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

During the internship session at Padma Media Group, it has been very enlightening, practicing and insightful. Working rigorously towards research, panning, forecasting and financing it helped me to build professionally. As this is a media based company, it also is a platform to implement my theoretical knowledge into real practical world. It also helped me to build a path for developing my professional network, becoming a better professional, improving my communication skills and becoming a better professional as a whole. This internship duration has taught me the value of time and also given me the confidence of being able to handle multiple tasks in relatively less time.

1. To enhance proficiency under event management sector
Event Management has always been a field of my interest. Further, by planning, organizing and handling two major events during my internship, I am able to know the ethics, culture, management, etc. in the sector of event management. From planning to executing event I was able to enhance my skills under every sector and implement practices in my practical life.
2. To understand the Nepal's Business people's mind.
It was quite difficult to understand their mind and their way of work and thoughts. But, with the passage of time and kind of the work we got it was easier to understand that. S
3. Expand PR and build contacts.

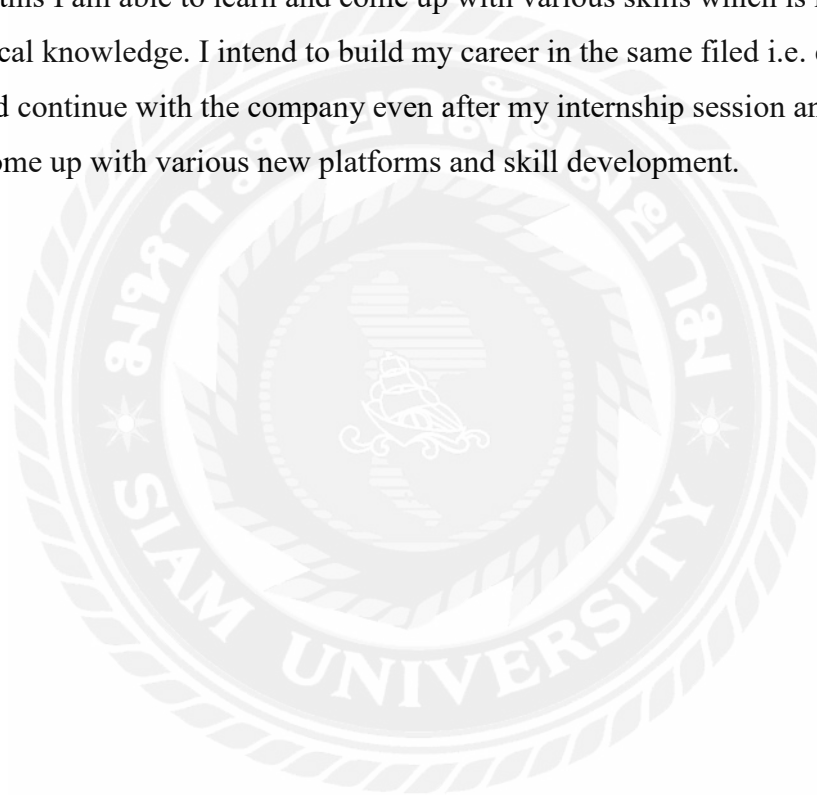
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Attending meetings, approaching various companies of Nepal for sponsorship during the event period has developed my PR and build contacts in the professional world. Not only developing new PR but also enhanced my existing contacts and professional relations.

4. To organize event where we had all the big business people on one floor.

This type of event is a very professional and high profiled where the participants were some of the Politian's from financial sector and also all very big business houses. To organize such type of event as a coordinator was a big achievement for me.

Therefore, with this I am able to learn and come up with various skills which is not only possible through theoretical knowledge. I intend to build my career in the same filed i.e. event management and continue with the company even after my internship session and apply this knowledge to come up with various new platforms and skill development.



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