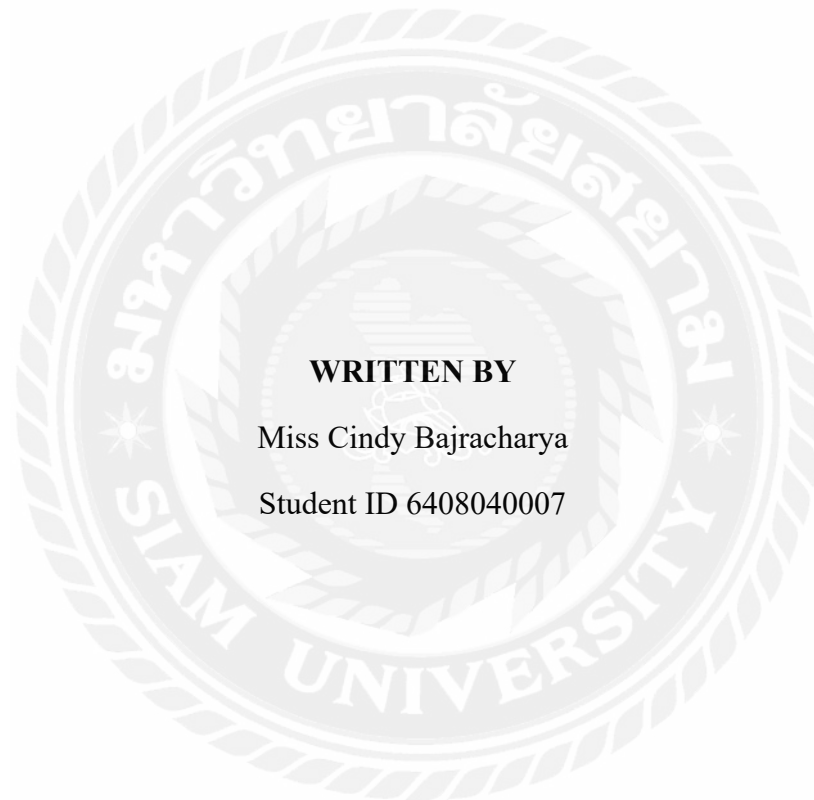




## **COOPERATIVE EDUCATION REPORT**

A Journey of Personal and Professional Development in AIESEC Nepal



### **WRITTEN BY**

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This report was submitted partially fulfilling the requirements for Cooperative Education,  
Faculty of Business Administration,  
Academic Semester 2/2022.

Siam University

**Title:** A Journey of Personal and Professional Development in AIESEC Nepal

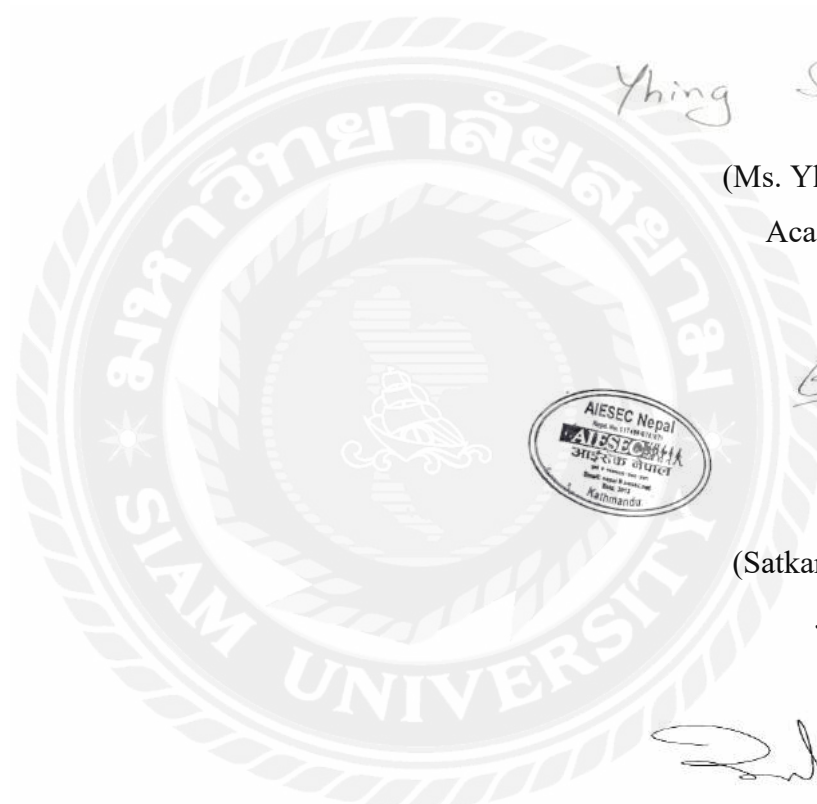
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### **Abstract**

The report entitled “A Journey of Personal and Professional Development in AIESEC Nepal” focuses on the various challenges I faced and the opportunities I received in an environment where a culture built over 76 years still exists and evolves to stay relevant to the youth today. This cooperative education report contains the working experience of different tasks as the national business development head. The study's objectives includes (1) to implement theoretical knowledge learned. (2) To have a better understanding of the INGO industry. (3) To better understand revenue management in an INGO sector. (4) To gain technical knowledge about the business development department. Working as a national head, the main duty performed was to oversee the national board of advisors, partnerships, and events done locally and nationally. All the duties and responsibilities assigned during cooperative education are explained in detail in this study. Problems faced were mostly communication barriers which I overcame with time. Other technical and work-related problems were solved with alternatives from the company's team members. Working rigorously for the organization has taught me to adapt to tough situations, working individually and overcoming cultural obstacles. This practical cooperative education program also helped me understand business development's technical aspects and create different marketing strategies. Since this is my area of interest, I rigorously researched different working mechanisms organizations adapt in different parts of the world.

**Keywords:** AIESEC, INGO, Business Development, Leadership, Partnerships

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I want to take this opportunity to give special thanks to Mr. Satkar Raj Shrestha, my job supervisor at AIESEC Nepal, for supervising and supporting me throughout my internship. Additionally, I am grateful to my coworkers, family, and the entire AIESEC Nepal Traders team for their assistance in completing my internship, whether directly or indirectly.

This experience has provided me with a solid foundation for my future endeavors, and I am thankful to everyone who has contributed to my learning and development. I hope to build on this knowledge and skills as I move forward in my career.

## Table of Contents

<i>Abstract</i>	3
<i>Acknowledgement</i>	4
<i>Table of Contents</i>	5
<i>List of Figures</i>	7
<i>List of Tables</i>	8
<i>List of Abbreviations</i>	8
<b>CHAPTER 1: INTRODUCTION</b>	<b>9</b>
1. Organization profile	9
1.1 Mission	9
1.2. Vision	9
1.3 Strategies	9
1.4 Values	11
1.5 Programs/ Products	12
2. Organizational Structure	13
2.1 Diagram of Organizational Structure	13
2.2 Description of Organisational Structure	14
2.3 My Job Position	16
3. Intention and Motivation	16
4. Strategic Analysis of the Company	16
5. Objective of this Co-Operative Study	19
<b>CHAPTER 2: CO-OP STUDY ACTIVITIES</b>	<b>20</b>
1. Job Description and Responsibility	20
1.1 Activities in Coordination with Co-Workers	22
2. Job Process at AIESEC Nepal	22
3. Contribution as a Co-Op Student in the Organization	24
<b>CHAPTER 3: LEARNING PROCESS</b>	<b>26</b>
1. Problems of AIESEC Nepal	26
2. How to solve the problem	27
3. Recommendations to the Organization	28
4. What I Have Learned During Co-Op Studies	29
5. Application of coursework knowledge to Real working situations	31
6. Special Skills and New Knowledge Learn	32
<b>CHAPTER 4: CONCLUSION</b>	<b>34</b>

	6
<b>1. Summary of highlights of my Co-Op studies at AIESEC Nepal</b>	<b>34</b>
<b>2. My evaluation of my work experience</b>	<b>34</b>
<b>3. Future of my career at AIESEC</b>	<b>35</b>
<b>4. Limitations of my Co-Op study</b>	<b>36</b>
<b>5. Recommendations for AIESEC Nepal</b>	<b>37</b>
<i>References</i>	<b>38</b>
<i>Appendix</i>	<b>39</b>



## List of Figures

- Figure 0: Company Logo
- Figure 1: Direction of AIESEC 2025
- Figure 2: AIESEC Values
- Figure 3: External Products
- Figure 4: Internal Product
- Figure 5: Organizational structure
- Figure 6: Team Structure
- Figure 7: SWOT Analysis
- Figure 8: Job Processes
- Figure 9: Youth Speak Forum Event Execution
- Figure 10: List of Local Branches of AIESEC Nepal
- Figure 11: Board of Advisors
- Figure 12: External Representation at our BoA's Event
- Figure 13: Execution of Global Village 2023
- Figure 14: Youth Speak Forum Brand Materials
- Figure 15: Youth Speak Forum Team and participants
- Figure 16: Local Heads for BD and EwA
- Figure 17: AIESEC Nepal workforce
- Figure 18: BD Department Members
- Figure 19: National Youth leadership Conference 2023
- Figure 20: AIESEC Nepal Social media handles
- Figure 21: Training and Plan presentations

## List of Tables

Table 1: Course Application Specifics

## List of Abbreviations

INGO: International Non- Governmental Organization

NGO: Non- Governmental Organization

EwA: Engage with AIESEC

BoA: Board of Advisors

Co-Op: Co-Operative

BD: Business Development

PR: Public Relations

MOU: Memorandum of Understanding

HR: Human Relations

GV: Global Volunteer

GT: Global Talent

GTe: Global Teacher

MXP: Membership Experience Program

CTA: Call To Action

SDGs: Sustainable Development Goals



## CHAPTER 1: INTRODUCTION



*Figure 0: Company Logo*

### **1. Organization profile**

AIESEC is a global youth-led organization that aims to positively impact society by developing young people's leadership skills through cross-cultural exchange programs and leadership development experiences.

Founded in 1948, AIESEC operates in over 127 countries and territories and has over 40,000 members worldwide. The organization has a strong presence in universities and colleges, where it works closely with students to provide leadership development opportunities through international internships, volunteering, and leadership conferences.

#### **1.1 Mission**

AIESEC empowers young people to positively impact society by offering various leadership development programs and international exchange opportunities.

#### **1.2. Vision**

Peace and Fulfilment of Humankind's Potential

#### **1.3 Strategies**

The Present.

AIESEC's generic strategy is focused on differentiation. The organization aims to differentiate itself from other youth-led organizations by offering unique leadership development programs and international exchange opportunities that provide young people practical skills and cross-cultural experiences. AIESEC also differentiates itself through its strong partnerships with businesses and NGOs, which allow it to create meaningful and impactful projects and initiatives.

AIESEC aims to create a strong brand identity through its differentiation strategy and position itself as a leading youth leadership development and cross-cultural exchange organization. By providing high-quality programs and experiences, AIESEC seeks to attract and retain talented young people committed to positively impacting society. Additionally, AIESEC's differentiation strategy allows it to charge a premium for its services, which helps to fund its operations and invest in new initiatives that support its mission and vision.

## Our Direction

These three statements are the aspirational description of what we as an organization want to achieve in the Next 5 years. The statements were co-created during the Dreaming process at IC 2019 in India by delegates and inputs of thousands of online participants



Figure 1: Direction for AIESEC 2025

## The Future-

AIESEC Nepal has already aligned its strategy with AIESEC 2025, the global strategy of the organization. To provide transformative leadership experiences to one million young people by 2025, AIESEC Nepal has expanded its reach, leveraged technology to create virtual exchange programs, and created more opportunities for cross-cultural exchanges and international internships. The organization has also promoted the sustainable development goals (SDGs) by creating projects and internships that address social and environmental issues, working towards creating a diverse and inclusive environment, and developing a sustainable business model.

These efforts have enabled AIESEC Nepal to create a positive impact on society and provide transformative leadership experiences to more young people. By focusing on expanding its reach, promoting the SDGs, creating a diverse and inclusive environment, and developing a sustainable business model, AIESEC Nepal has successfully aligned its strategy with AIESEC 2025.

## 1.4 Values



**We create value-driven leaders**

AIESEC enables you to develop the values we believe leaders should live by.

- Demonstrating Integrity**  
 By doing what's right over what's easy, you develop leadership that demonstrates integrity.
- Striving for Excellence**  
 By taking up challenging opportunities with AIESEC, you get to continuously grow through creativity and innovation.
- Enjoying Participation**  
 At AIESEC, you get to celebrate and enjoy the way we are and put your youthful energy and enthusiasm in everything you do.
- Acting Sustainably**  
 In various leadership roles at AIESEC, you get to make long-term decisions that build your mindset to also think of your future generations and live sustainably.
- Activating Leadership**  
 At AIESEC, you get to lead by example and with empathy by taking responsibility of inspiring others to lead as well.
- Living Diversity**  
 You get to work in inclusive spaces that allow you to truly be yourself and embrace each others' differences as a strength.

*Figure 2: AIESEC Values*

## 1.5 Programs/ Products





### Our Programs

We aim to develop leadership qualities and capabilities in young people with these programs



*Figure 3: External Products*

The image shows the 'AIESEC Member' logo and a photograph of a man in a blue t-shirt with a white silhouette of a person walking. To the right, there are four external products listed with icons and descriptions.

-  **Develop yourself**  
Develop self-management and interpersonal skills through practical learning experiences to emerge as a well-rounded individual.
-  **Learn to lead**  
Get an empowering & challenging environment where you can develop into a value-driven leader.
-  **Build your network**  
Connect with people from all over the world and build your own local and international network of like-minded young people.
-  **Connect with aiesec impact**  
Contribute for a better world through the programs we offer and further leadership opportunities.

[▶ Watch to learn more about AIESEC](#)

*Figure 4: Internal Product*

AIESEC offers four products to young people seeking international experiences:

1. Global Volunteer: This product offers a cross-cultural volunteer experience that allows individuals to contribute to a community in another country while developing their personal and professional skills.

2. Global Teacher: This product provides a teaching experience abroad that allows individuals to develop their communication, leadership, and adaptability skills while teaching in a foreign language.

3. Global Talent: This product offers international internship experiences that allow individuals to gain professional work experience while developing cross-cultural competencies.

4. Membership Experience Program: This product offers individuals the opportunity to join AIESEC as a member and develop their leadership and project management skills while contributing to the organization's mission of developing young leaders.

## 2. Organizational Structure

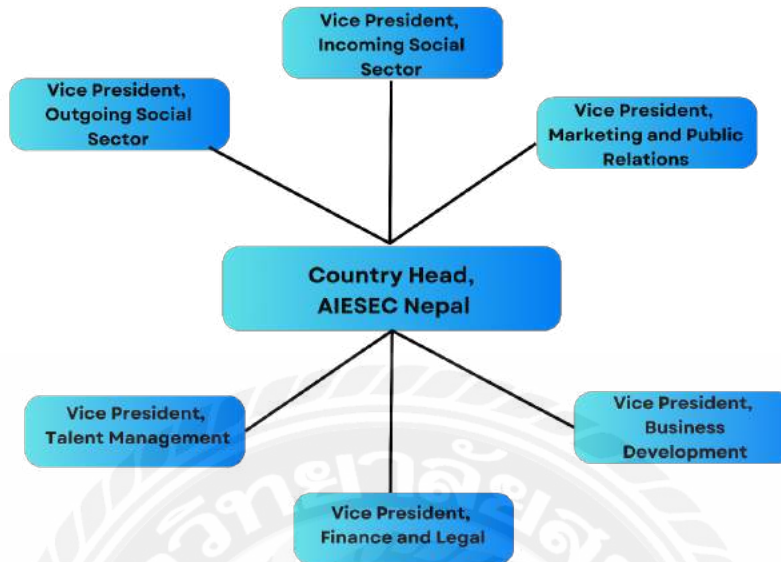
### 2.1 Diagram of Organizational Structure



*Figure 5: Organizational Structure*



## Diagram of Team Structure



*Figure 6: Team Structure*

## 2.2 Description of Organisational Structure

AIESEC's decentralized organizational structure follows a global-local model. At the global level, AIESEC is led by an International Board of Directors responsible for setting the strategic direction and overseeing the organization's operations. The International Board of Directors is supported by a team of professionals working at the AIESEC International office in Rotterdam, Netherlands.

At the local level, AIESEC operates through its member committees, typically located at universities and colleges in over 127 countries and territories. Each member committee is led by a team of student leaders responsible for overseeing the operations of AIESEC at the local level. These local leaders are supported by a network of volunteers who help to implement AIESEC's programs and initiatives.

As for the team I am working with,

- Country Head: The President is the national team's overall leader and oversees all other teams' work. They are responsible for setting the organization's strategic direction and ensuring that it is aligned with AIESEC's global vision and mission.
- Country Head, Vice President, Finance: The Vice President manages the member committee's budget and financial resources.
- Country Head, Vice President, Business Development: The Vice President of External Relations is responsible for building and maintaining relationships with external stakeholders, including businesses, NGOs, and other organizations.
- Country Head, Vice President, Talent Management: The Vice President of Talent Management is responsible for recruiting, training, and developing AIESEC members and ensuring they have the skills and knowledge needed to be influential leaders.
- Country Head, Vice President, Outgoing Social Sector: The outgoing social sector vice president is responsible for managing the exchanges and exchange participants who travel to projects abroad from Nepal.
- Country Head, Vice President, Incoming Social Sector: The vice president of the incoming social sector is responsible for managing the exchanges and exchange participants who travel to projects from other countries to Nepal.
- Country Head, Vice President, Marketing and PR: The Marketing and Communications Team is responsible for promoting AIESEC's programs and initiatives and building the organization's brand through various channels, such as social media, email marketing, and events.

## 2.3 My Job Position

During the Co-Op program, I was a Country Head, Vice President, and Business Development. My major roles were building and maintaining relationships with external stakeholders, including businesses, NGOs, and other organizations, and identifying and pursuing business opportunities, such as sponsorships and partnerships, to support the national team's operations.

## 3. Intention and Motivation

Multiple factors drove the decision to work in AIESEC. Firstly, the job aligned perfectly with the degree I am pursuing, allowing me to apply my theoretical knowledge to practical work experience. Secondly, I was drawn to the skills, experience, and networking opportunities offered by AIESEC, which I believed would help me grow personally and professionally. Additionally, the chance to enhance my leadership potential and contribute towards a meaningful mission was an essential motivator. I was also very intrigued by AIESEC's historical legacy and global reputation, which made me feel proud to be a part of such an esteemed organization. Finally, the fact that AIESEC was run by youths of my age around the world, who were passionate about making a positive impact on society, was a massive inspiration for me and made me eager to be a part of this global community.

## 4. Strategic Analysis of the Company

### 4.1 SWOT ANALYSIS



Figure 7: SWOT Analysis



**Strengths:**

1. Global presence: AIESEC operates in over 120 countries, giving it a global reach and the ability to impact young people and communities worldwide.
2. Strong brand and reputation: AIESEC is a leading youth organization focused on personal and leadership development, social impact, and cultural exchange.
3. Experienced and dedicated members: AIESEC members are passionate and dedicated to the organization's mission and values and bring many skills and experiences to their roles
4. A strong network of partner organizations: AIESEC has established partnerships with various businesses, non-profits, and governments worldwide, providing opportunities for its members to create social impact and develop their skills.

**Weaknesses:**

1. Limited funding and resources: AIESEC relies on limited funding and resources to carry out its operations, which can limit its ability to expand its impact and reach.
2. Limited diversity and inclusivity: AIESEC's membership and leadership can be limited in diversity and inclusivity, especially due to the difficulty of joining the organization for people living outside of the three major areas AIESEC is focusing on, which can impact its ability to effectively engage with and create an impact in marginalized communities.
3. Dependence on volunteerism: AIESEC relies heavily on volunteerism, which can lead to high turnover rates and inconsistency in operations and management.

4. Limited impact measurement and evaluation: AIESEC can face challenges in measuring and evaluating the impact of its programs and services, making it difficult to demonstrate its value to potential partners and stakeholders.

**Opportunities:**

1. Growing interest in youth development and social impact: There is a growing interest and demand for worldwide youth development and social impact initiatives, creating opportunities for AIESEC to expand its reach and impact.

2. Growing partnerships and collaborations: AIESEC has the opportunity to form new partnerships and collaborations with various organizations and businesses, providing new opportunities for its members to create impact and develop their skills.

3. Emerging technologies and digital tools: AIESEC can leverage them to enhance its operations, expand its reach, and improve its impact measurement and evaluation mechanisms.

4. Growing focus on sustainability: AIESEC can align its operations and programs with the growing focus on sustainability and environmental responsibility, creating opportunities for its members to contribute to a more sustainable future.

**Threats:**

1. Competition from other youth organizations: AIESEC faces competition from other youth organizations that offer similar programs and services, which can impact its ability to attract and retain members and partners. These organizations include the Lions Club, Daayitwa Club, Sochai, and Rotaract Club.

2. Economic and political instability: Economic and political instability in some regions can impact AIESEC's operations and ability to form partnerships and collaborations.

3. Changing attitudes towards international exchange: Changing attitudes towards international exchange and travel can impact AIESEC's ability to attract and retain members and partners.

4. Legal and regulatory challenges: AIESEC may face legal and regulatory challenges in some countries, which can impact its ability to operate and expand its impact.

### **5. Objective of this Co-Operative Study**

The main objective of cooperative education was to engage people like me with organizations that offer opportunities for youth leadership development through their unique culture and working model.

The main objective of personal growth was:

- 1) Developing Cross-cultural communication skills.
- 2) Technical knowledge of Business Development
- 3) Market understanding of INGO such as AIESEC.

The study's main objectives were:

- 1) To understand the customer perspective on AIESEC.
- 2) To develop effective internal marketing plans and campaigns for AIESEC Nepal.
- 3) To understand how we can build a strong brand relationship with the Board of Advisors of AIESEC Nepal

## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 1. Job Description and Responsibility

As the National Business Development Head at AIESEC, I was responsible for various job roles and responsibilities.

#### 1.1 Stakeholder Management:

- Build and maintain positive relationships with stakeholders to ensure successful project outcomes
- Understand the needs and expectations of stakeholders and provide timely communication and updates
- Identify and address potential conflicts or issues in a proactive and professional manner

#### 1.2 Alumni Management:

- Develop and execute strategies to engage and support alumni network
- Plan and coordinate alumni events and activities
- Maintain alumni database and track progress and impact of alumni engagement efforts

#### 1.3 Partnership Management:

- Identify and cultivate relationships with potential partners
- Negotiate and manage partnership agreements and deliverables
- Collaborate with partners to achieve mutually beneficial outcomes

#### 1.4 Partnership Delivery:

- Ensure timely delivery of partnership commitments and milestones
- Monitor and report on partnership progress and impact
- Address any issues or challenges during partnership implementation

#### 1.5 External Networking Events:

- Plan and execute external networking events to build brand awareness and generate leads

- Coordinate logistics for events, including venue selection, catering, and materials
- Ensure a proper and strong representation of the AIESEC team during the events

#### 1.6 PR Management:

- Develop and implement PR strategies to build brand awareness and reputation
- Draft and distribute press releases and other PR materials
- Monitor and report on media coverage and social media engagement

#### 1.7 Revenue Generation:

- Develop and implement strategies to generate revenue
- Identify new revenue streams and business opportunities
- Analyze sales data to identify trends and opportunities for growth

#### 1.8 Commission Management:

- Develop and manage commission plans for Business development team
- Ensure timely and accurate target vs. achieved goals for the commission
- Set a monthly meeting to understand the business development commission's performance

#### 1.9 Events EwA Execution:

- Plan and execute events to support and Engage with AIESEC activities
- Ensure the events' objective and message match that of AIESEC mission and current core operations
- Analyze event feedback to continuously improve event quality and impact

#### 1.10 Training:

- Develop and deliver training programs for members to enhance their skills and knowledge
- Provide ongoing coaching and support to help members achieve their goals
- Continuously evaluate and improve training programs based on member feedback and industry best practices

## 1.1 Activities in Coordination with Co-Workers

As a member of the AIESEC team, I worked closely and collaboratively with my co-workers to achieve our shared goals and objectives. I coordinated my work with the Country Head, who provided overall direction and leadership for the organization, ensuring that our activities and operations were aligned with AIESEC's mission and vision. I also worked closely with the Vice Presidents for Marketing, Outgoing Social Sector, Incoming Social Sector, Finance and Legal, and Talent Management, who played important roles in ensuring the success of AIESEC's programs and initiatives. Through regular meetings, open communication channels, and clear delegation of responsibilities, we coordinated our work effectively and efficiently, leveraging each other's strengths and expertise to achieve our shared goals. I was particularly focused on ensuring that our efforts in Business Development aligned with the organization's broader strategic goals while supporting other departments' work to ensure a cohesive and integrated approach to our work. Working collaboratively with my co-workers was critical to achieving success at AIESEC. Our strong teamwork and coordination were key factors in our ability to deliver impact and create positive change in our community.

## 2. Job Process at AIESEC Nepal

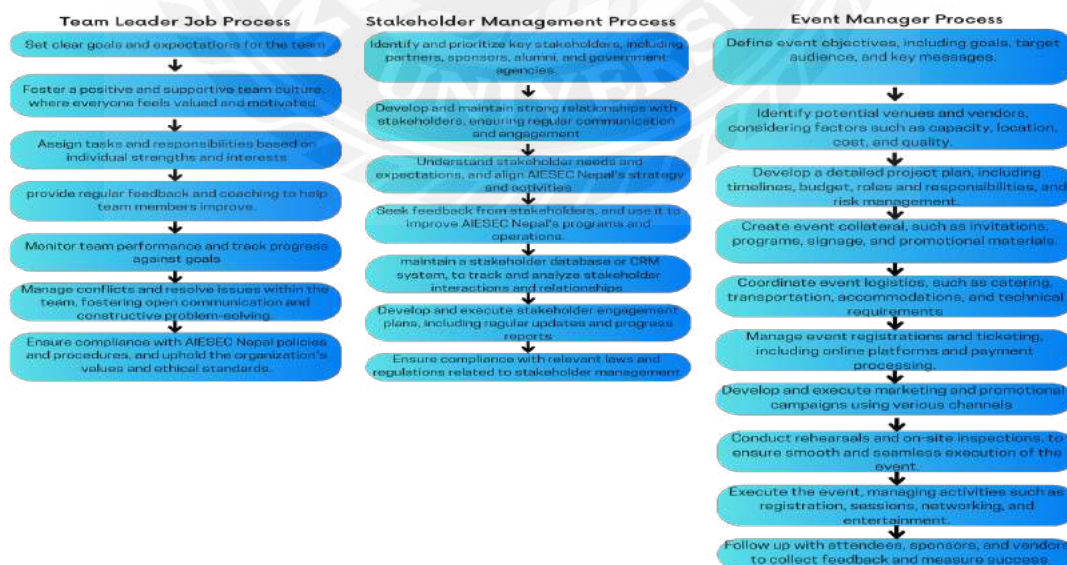


Figure 8: Job Processes

At AIESEC, job processes are clearly defined and followed for maximum efficiency and effectiveness. For partnerships, the business development team has a specific sales funnel designed to be followed, which includes creating event master sheets, conducting market research, and budgeting. Weekly team meetings ensure a smooth planning flow and potential partners are approached via email marketing and other methods. After follow-ups and meetings, leads are converted, and an MOU is signed to agree on deliverables. The event is then conducted, and expectations are compared to ensure successful completion.



Figure 9: Youth Speak Forum Event Execution

As an Event Manager, a formal application process forms a committee, and objectives and customer personas are established. Partner personas for companies are also created, and an event agenda is made. Logistics are then figured out, and pre-event dry runs are done before the event execution.

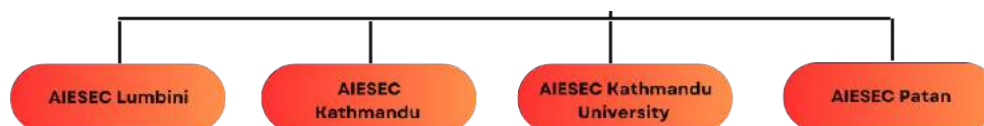


Figure 10: List of Local Branches of AIESEC Nepal



As a Team Leader, bimonthly meetings are held with each local committee's business development heads, and O2O is taken to check on their motivation, expectations, and grievances. The national plans and strategies for the next six months are shared, and quarter reviews are taken every three months to reflect on achievements and gap analysis.



*Figure 11: Board of Advisors*

For stakeholder management, communication with existing and potential BoAs is conducted, newsletters are issued to BoAs and national partners, and contract renewals with BoAs are carried out. Overall, each job process at AIESEC is structured and focused on delivering high-quality results in a timely and efficient manner.

### **3. Contribution as a Co-Op Student in the Organization**

During my Co-op term with AIESEC Nepal, I made significant contributions to the organization, including:

- Onboarding a new Board of Advisor called People First, which brought in fresh perspectives and helped to improve decision-making processes.
- Curating and executing the Youth Speak Forum, a highly successful event powered by AIESEC and sponsored by Coca Cola. This event provided a platform for young people to express their ideas and opinions on important issues.



- Improving and maintaining clear and constant communication with existing board of advisors, such as Coca-Cola, Ncell, and Edusanjal. This helped to build and maintain strong relationships with these stakeholders.
- Training and creating a new culture in the commission, which consisted of three advisors committees, BD heads, and one official expansion BD head. By doing so, I was able to ensure that everyone was aligned with the organization's vision and mission.
- Led and executed the National Annual Election Meeting and National Youth Leadership Conference. These events allowed members to network and learn from each other.
- Planned a big focus event for the semester, the Global Village, to be executed in May 2023 in one of the city's most happening venues. This event aimed to showcase the world's diverse cultures and promote cross-cultural exchange.
- Coached two generations of one of the branches of AIESEC Nepal in Kathmandu University, which helped to build their capacity and develop their leadership skills.
- Increased and ensured higher external representation for brand visibility and PR helped enhance the organization's reputation and attract more partners.

Overall, my contributions to AIESEC Nepal helped to strengthen the organization and achieve its goals. I gained valuable experience in leadership, event management, stakeholder management, and team building, which will be valuable in my future career.

## CHAPTER 3: LEARNING PROCESS

### 1. Problems of AIESEC Nepal

As a global non-profit organization, AIESEC Nepal believes that leadership is the fundamental solution to global challenges. The organization's programs aim to empower young people to develop their leadership skills through international internships, volunteer experiences, and leadership development programs. However, despite its mission, AIESEC Nepal faces internal and external bottlenecks that hinder its ability to achieve its objectives.

One of the significant challenges faced by AIESEC Nepal is the need for more financial accountability. The organization struggled to maintain its financial resources over time, especially since it received little funding. Furthermore, the COVID-19 pandemic further impacted AIESEC Nepal's financial sustainability, as its core operations were shut down.

Another significant challenge AIESEC Nepal faces is communication with its BoAs (Board of Advisors). The organization needed help communicating clearly and consistently with its BoAs, such as Coca-Cola, Ncell, and Edusanjal. This lack of communication made securing funding and partnerships difficult for AIESEC Nepal.

Additionally, AIESEC Nepal has faced frequent transitions in leadership positions. This has led to a lack of consistency and continuity in the organization's operations and impacted its ability to achieve its objectives effectively.

Moreover, AIESEC Nepal has been highly dependent on Business Development (BD), which has created a significant workload for the organization. The pandemic has further worsened this challenge, as AIESEC Nepal's core operations were fading due to the shutdown of exchanges. This led to a generation of leaders who believed less in the products, which affected the organization's ability to attract volunteers, partners, and funding.

Finally, AIESEC Nepal's provision of limited resources has been a significant obstacle to its growth and impact. Although the organization had HR data on participants and international data, it utilized it only for some beneficial initiatives and strategies. This limited the organization's ability to improve its programs, measure its impact, and make informed strategic decisions.

## **2. How to solve the problem**

I tried to understand and analyzed the problems above and implemented the following solutions:

- To address the lack of financial accountability, AIESEC Nepal needs to establish better financial management practices. The organization needed to track and monitor its expenditures and investments effectively. One way to do this was to conduct regular Power Corner discussions, which is a discussions between the Country Manager, Country Finance head, and Country BD head to ensure transparency and accountability in financial operations. Additionally, we developed and followed strict budgeting practices to ensure our resources are utilized effectively.
- To improve communication with BoAs, AIESEC Nepal needed to establish regular quarterly meetings to keep them updated on the organization's progress and seek feedback. These meetings discussed important organizational matters, developed partnerships, and built stronger relationships with BoAs. This helped build trust and create a stronger understanding of the organization's goals and objectives.
- To address frequent transitions in leadership positions, AIESEC Nepal needed to establish strong team coordination and ensure that knowledge transfer occurs effectively between incoming and outgoing leaders. This enabled new leaders to understand their roles and responsibilities quickly and helped ensure the organization's operations continuity. Additionally, AIESEC Nepal established strong mentorship programs to support and guide new leaders, ensuring they are well-equipped to lead effectively.

- To address the high dependence on BD and work overload, AIESEC Nepal needed to increase exchange-centric events. We focused on increasing the number of events centered around exchanges, such as International Youth Day or Global Village. This helped promote the organization's programs and offerings and build greater awareness and understanding of its impact.
- To address the provision of limited resources, AIESEC Nepal needed to improve its resource collection and documentation practices. We collected data on participants and international data, and utilized it to inform its initiatives and strategies. This helped AIESEC Nepal improve its programs, measure its impact, and make informed decisions to ensure its long-term sustainability. Additionally, I focused on developing partnerships and collaborations to leverage the resources of other organizations, thus expanding its reach and impact.

### **3. Recommendations to the Organization**

Based on the analysis of the current situation of AIESEC Nepal, the following Recommendations can be made:

- **Boosting Core Operations via BD - More Exchanges Based on the Products Offered - GV, GT, GI, MXP:** AIESEC Nepal should focus on improving its core operations by increasing the number of exchanges it offers. The organization can achieve this by focusing on the products it offers, including Global Volunteer (GV), Global Teacher (GTe), Global Talent (GT), and Member Exchange Program (MXP). By highlighting the benefits of these programs, AIESEC Nepal can attract more volunteers and partners, improving its financial sustainability.
- **Leadership Dedication - Passionate Personas:** AIESEC Nepal should focus on recruiting passionate and dedicated leaders who can drive the organization's mission forward. These leaders should be committed to creating a positive impact in their communities and

should possess the skills necessary to lead and manage teams effectively. By having a strong and dedicated leadership team, AIESEC Nepal can build a strong organizational culture that can attract more volunteers and partners.

- **Visibility in the Market - Not as Visible as Organizations as Rotary Leo Clubs:** AIESEC Nepal needs to improve its visibility in the market by raising awareness about its programs and impact. The organization can achieve this by creating marketing campaigns highlighting its programs' benefits and their impact. Additionally, AIESEC Nepal can collaborate with other organizations, such as Rotary and Leo Clubs, to increase its visibility in the market.
- **Expansion of Market - Opening Branches in Other Cities Such as Pokhara:** AIESEC Nepal should focus on expanding its market by opening branches in other cities such as Pokhara. By expanding its reach, AIESEC Nepal can attract more volunteers and partners, which will improve its financial sustainability. Additionally, AIESEC Nepal can create a stronger impact and reach a wider audience by having a presence in different cities.
- **Target Audience is Narrow - Although 18-29 is AIESEC Audience, in Nepal we are only able to tap into the 18-23 Age Group:** AIESEC Nepal should focus on expanding its target audience beyond the 18-23 age group. The organization can achieve this by creating programs catering to a wider age group and partnering with organizations catering to different age groups. Additionally, by creating programs that are tailored to different demographics, AIESEC Nepal can create a stronger impact and attract more volunteers and exchange participants as well.

#### **4. What I Have Learned During Co-Op Studies**

- **Time Management:**

I have learned to manage my time effectively during my Co-op studies. As a Co-op student at AIESEC Nepal, I juggled multiple responsibilities, including onboarding a new board of

advisors, organizing events, maintaining communication with existing BoAs, and coaching AIESEC members. I had to prioritize my work and allocate my time effectively to complete all these tasks within the given timeline. I also learned to multitask and handle multiple tasks simultaneously without compromising on the quality of work.

- Professionalism:

Working as a Co-op student at AIESEC Nepal has also helped me develop a sense of professionalism. As a representative of the organization, I had to conduct myself professionally at all times, whether in communication with external partners or in interactions with AIESEC members. I learned to be punctual, responsible, and accountable for my work. I also gained experience in handling confidential information and dealing with sensitive issues with discretion.

- Team Management:

AIESEC Nepal has a culture of working in teams, and as a Co-op student, I learned to manage teams effectively. I had to coordinate with members of different teams to ensure the smooth functioning of events and other activities. I learned to delegate tasks, provide clear instructions, and motivate team members to achieve common goals. I also gained experience in conflict resolution and communication within a team.

- Being Solution Oriented:

Working in a non-profit organization like AIESEC Nepal, I learned to be solution-oriented. I encountered many challenges while executing events and activities, and I had to think creatively to find solutions to overcome these challenges. I learned to approach problems with a positive attitude and focus on finding practical solutions that could be implemented within the given resources and timeline.

- Documentation:

As a Co-op student, I learned the importance of documentation in an organization. I had to maintain records of events, meetings, and other activities, including budgets, proposals, and contracts. I learned to maintain these records accurately and professionally, ensuring they

were easily accessible for future reference. I also gained experience in using different tools and software for documentation, including Microsoft Excel, Google Docs, Slack, and Asara.

## 5. Application of coursework knowledge to Real working situations

<b>Human Relation and Personality Development</b>	<b>101 - 109</b>
<b>Design Thinking Studio</b>	<b>130 - 403</b>
<b>Brand Management</b>	<b>133 - 413</b>
<b>International Business</b>	<b>130 - 215</b>

*Table 1: Course application specifics*

- **Human Relation and Personality Development:**

The course on Human Relations and Personality Development played a vital role in my real-life situation working in AIESEC Nepal. This course equipped me with the skills to understand different people's personalities and effectively communicate with them. In AIESEC, I interacted with various stakeholders such as the Board of Advisors, partners, volunteers, and members of the local committees. This course taught me how to build relationships with them and professionally manage conflicts. The knowledge and skills gained from this course allowed me to build a network, communicate effectively, and foster positive relationships in my professional life.

- **Design Thinking Studio:**

The Design Thinking Studio course was immensely helpful while working with AIESEC Nepal. This course taught me how to approach problems from a human-centered perspective, and design solutions that meet users' needs. In AIESEC Nepal, we faced many challenges such as limited funding, limited visibility, and high dependence on BD. The Design Thinking approach helped me identify the root causes of these challenges, ideate

potential solutions, and prototype them. Using the Design Thinking approach, I developed effective solutions that addressed the challenges faced by AIESEC Nepal.

- **Brand Management:**

The course on Brand Management played a crucial role in my real-life situation working in AIESEC Nepal. AIESEC has a strong brand image as a global organization, and maintaining it is critical to its success. This course taught me how to build a brand strategy, manage the brand identity, and measure the brand's performance. Using the knowledge and skills gained from this course, I improved AIESEC Nepal's brand visibility, increased external representation, and enhance brand performance. I developed and executed effective brand strategies, which helped improve AIESEC Nepal's brand image and reputation.

- **International Business:**

The course on International Business helped me in my real-life situation working in AIESEC Nepal by providing me with a global perspective on business. AIESEC is a global organization, and working in it required understanding the global business environment. This course equipped me with the knowledge and skills to analyze the global market, understand cultural differences, and develop strategies to enter new markets. I was able to use this knowledge and apply it to AIESEC Nepal's operations, which helped me improve the organization's market expansion strategies. The course helped me understand the importance of global business and its impact on the organization's success.

## **6. Special Skills and New Knowledge Learn**

During my time at AIESEC Nepal, I gained valuable skills and knowledge in various management areas.

- **Performance Management**

AIESEC Nepal regularly checked each member's personal development plan (PDP), which helped me identify my strengths and weaknesses and create a plan to improve them. We also had regular meeting minutes and CTA/task delegation system which helped us stay on track and complete our tasks on time. We utilized Slack for timeline planning, which made



communication and task delegation much easier. Evaluation of each leadership position was done via national evaluation surveys, which helped us receive feedback on our performance and areas of improvement. This helped me become more organized, self-aware, and accountable for my work.

- Trainer Skills

I regularly led sessions in department meetings and national conferences, which helped me improve my presentation skills, public speaking skills, and ability to communicate effectively with large groups. It was a great opportunity to share my knowledge and skills with others and learn from their experiences.

- People Management

I had the opportunity to manage various teams, and I learned how to deal with new perspectives and make it a safe space for any team member to speak up and ideate their opinions. This helped me become a better listener, communicator, and team player. I developed empathy and understanding towards different perspectives and opinions, and I learned how to work collaboratively with a diverse group of people.

- Sales Funnel implementation

This skill helped me understand how to approach potential customers, engage with them, and convert them into actual customers. I learned how to use different marketing strategies and tactics to reach potential customers and close a deal effectively. This skill was crucial in helping me understand the sales process and how to create a successful sales strategy.

- Risk Management

I learned about various scenarios that needed to be considered and the different risks for AIESEC. I also learned how to create a contingency plan for each scenario, which helped me become better prepared to handle unexpected situations. This skill helped me become more proactive, analytical, and able to think critically about potential risks and their impact on the organization. Overall, my experience at AIESEC Nepal has been incredibly valuable in helping me develop various management skills and knowledge that will benefit my future career.

## **CHAPTER 4: CONCLUSION**

### **1. Summary of highlights of my Co-Op studies at AIESEC Nepal**

During my Co-Op studies at AIESEC, I worked with a team of volunteers and staff members to plan and execute various projects and events. As a result, I developed my leadership skills through hands-on experience and training. AIESEC's presence in over 120 countries allowed me to connect with young people worldwide, giving me valuable networking opportunities and helping me develop a global perspective.

Through AIESEC's Co-Op program, I gained practical work experience in various areas, including marketing, event planning, human resources, and project management. This experience helped me develop transferable skills to various industries and roles.

One of the most rewarding aspects of my Co-Op studies at AIESEC was the opportunity to positively impact the world. AIESEC's mission is to create responsible and entrepreneurial leaders who can contribute to making the world a better place. I felt proud to contribute to this mission by working on projects and initiatives that promote leadership development, cultural understanding, and social responsibility.

Overall, my Co-Op studies at AIESEC gave me a unique and valuable experience that helped me develop the skills, knowledge, and perspective needed to succeed in my future career.

### **2. My evaluation of my work experience**

During my co-op experience at AIESEC, I worked as a Project Manager for their Global Volunteer program. This role involved managing the volunteer recruitment process, facilitating training sessions, and coordinating logistics for volunteers placed in various projects worldwide. This experience gave me valuable skills and insights that will serve me well in my future career.

One of the things that I appreciated most about my time at AIESEC was the organization's emphasis on mentorship. AIESEC provides several opportunities for members to receive guidance and support from more experienced members. As a Project Manager, I had access to mentorship from senior members of the organization, which helped me develop my skills and gain valuable insights into the organization's operations and culture. I found this to be extremely helpful in my role, as it provided me with the support and guidance I needed to succeed.

Another aspect of my experience at AIESEC that stood out to me was the organization's focus on providing clear resources and information to help members manage transitions effectively. AIESEC places a high priority on ensuring its members are well-equipped to navigate transitions within the organization, whether transitioning to a new role or a new location. As a result, I felt supported throughout my co-op term and confident in my ability to manage transitions effectively.

One of the most unique things about working at AIESEC was the organization's culture. Because of its emphasis on diversity, inclusion, and global perspectives, AIESEC is an amazing place to work, grow, and build your network globally. I worked with volunteers and staff members worldwide, which provided me with valuable cross-cultural communication skills, such as cultural sensitivity, adaptability, and flexibility. This experience was extremely rewarding, as it allowed me to expand my perspective and gain a deeper appreciation for different cultures and ways of life.

Overall, my co-op experience at AIESEC was extremely valuable, and I would recommend the organization to anyone looking for a unique and rewarding work experience. I gained valuable skills in project management, lead worldwide communication, and event planning and coordination. Additionally, the mentorship and support I received from more experienced members of the organization helped me develop my skills and gain valuable insights into the organization's operations and culture.

### **3. Future of my career at AIESEC**

My term ends on June 30th, 2023. However, If I want to stay in AIESEC, I can take on more national roles in other countries' AIESEC entities. This would allow me to work with a different team and learn about a different culture. I would also have the opportunity to make a difference in the lives of young people in that country.

Another option would be for me to work internationally, I can take up roles of regional/global office support teams. This would allow me to work with people from all over the world and learn about different cultures. I would also have the opportunity to travel and see new places.

The most exciting option would be for me to become an exchange participant myself, I could go for global talent, which is an international internship opportunity with international partners of AIESEC. This would allow me to work with a company or organization in another country and gain valuable work experience. I would also be able to live and learn in a new culture.

No matter what I choose to do, my future career at AIESEC will be exciting and rewarding. I will be able to make a difference in the world, learn new things, and meet new people.

#### **4. Limitations of my Co-Op study**

While my experience at AIESEC was mostly positive, there are a few limitations I would like to note down:

1. Sample size: My study is based on my experience at AIESEC, which is a limited sample size. My experience may not be representative of others who have worked at AIESEC or my experience may be unique to my circumstances.
2. Self-selection bias: As I chose to work at AIESEC as part of my co-op program, my study may have some self-selection bias. I may have been more likely to have a positive experience at AIESEC because I was already interested in the organization and its mission.
3. Time constraints: My co-op term was relatively short, and I may not have had enough time to fully explore and understand all aspects of the organization. This may have limited my ability to provide a comprehensive evaluation of AIESEC.
4. Lack of external validation: My study is based solely on my observations and experiences, and I did not have access to external data or validation to support my findings. While I tried to collect feedback from others at AIESEC, my study is still limited because it is based primarily on my own perceptions and experiences.

## 5. Recommendations for AIESEC Nepal

Based on my experience working with AIESEC Nepal, I have the following recommendations:

1. Strengthen mentorship programs: Mentorship is an important part of the AIESEC experience, and I believe that AIESEC Nepal could benefit from strengthening its mentorship programs. This could involve providing more structured training for mentors, offering more opportunities for mentees to provide feedback on their experiences, and exploring ways to facilitate more meaningful mentor-mentee relationships.
2. Create a strong transitional resource for new employees: AIESEC Nepal could also improve communication and resources during transitions, such as when a new executive person takes over. Providing clear, concise information and resources can help ensure everyone is on the same page and that transitions go smoothly.
3. Emphasize AIESEC culture: AIESEC Nepal's unique culture celebrates diversity and fosters personal and professional growth. I believe that emphasizing this culture - both to members of AIESEC and to external partners and stakeholders - could help to attract and retain talent and could help to position AIESEC Nepal as a leader in youth leadership and development in Nepal.
4. Provide timely financial incentives for its employees.

While passion and dedication are important for driving the organization's mission forward, providing financial support to the people working for AIESEC Nepal is also essential. AIESEC Nepal should provide timely financial incentives for its employees to boost their motivation and productivity. The organization can achieve this by setting up a transparent and fair employee compensation and benefits system. This way, the organization can retain its talented employees, improve their job satisfaction, and create a positive work culture.

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## Appendix



*Figure 12: External Representation at our BoA's Event*



*Figure 13: Execution of Global Village 2023*





*Figure 14: Youth Speak Forum Brand Materials*



*Figure 15: Youth Speak Forum team and participants*





*Figure 16: Local Heads for BD and EwA*



*Figure 17: AIESEC Nepal workforce*





Figure 18: BD department members



Figure 19: National Youth Leadership Conference 2023

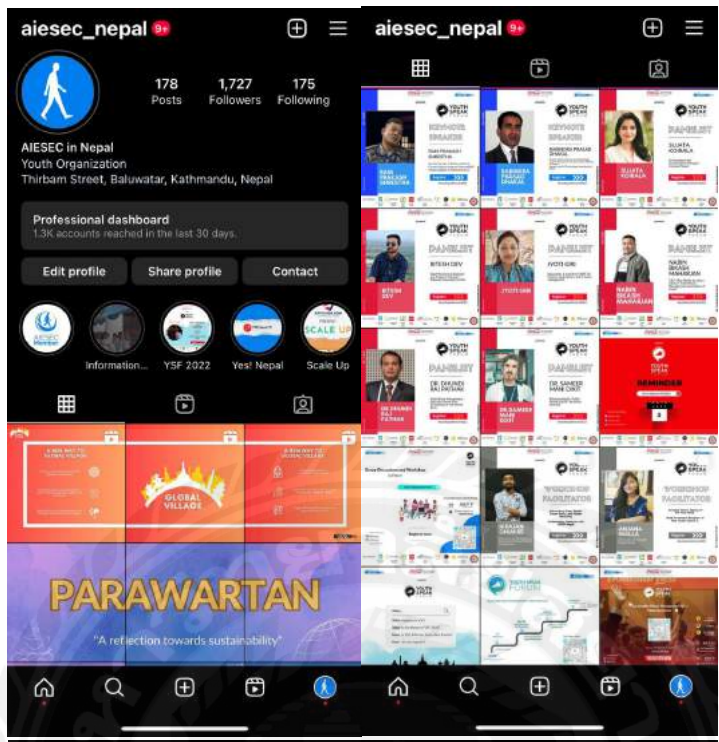


Figure 20: AIESEC Nepal Social Media Handle



Figure 21: Training and plan presentations