



Cooperative Education Report

Content Developer at Himalayan Times Media, Entertainment and Tech Ltd

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This Report is submitted in Partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic semester 2/2023

Siam University

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Abstract

The internship was completed to partially fulfill the requirements of Siam University's BBA degree in collaboration with Kathmandu College of Management. The main objective of this report is to give comprehensive details regarding the job experience carried out during the internship period. I was recruited as a content creator for The Himalayan Times starting February 11, 2024.

My responsibilities include creating ideas for reels to increase consumer interaction and consulting with my job supervisor on them. I also research and post news from various news portals, as well as post daily news articles from the company website on social media sites like Facebook and Instagram. My main responsibility is to plan contents and oversee daily news coverage on social media channels.

The report summarizes the organization's values, culture, and operations, as well as my experience, job responsibilities, and role in the project.

Keywords: *Customer Interaction, Content Creator, Social Media*

Acknowledgement

I would like to express my gratitude towards Siam University and Kathmandu College of Management for providing the framework that allows us to apply our knowledge in a real-world setting through cooperative education. During my internship, I found enormous satisfaction and excitement in working as an organization's employee. This experience helped me expand my skills and has played a vital role in my personal development.

First and foremost, I would like to thank the entire family of “The Himalayan Times” for accepting me into their workspace and offering a platform to develop my skills while learning from my shortcomings. I am grateful to my supervisor, Ms. Bharati Sahani, and my colleagues for their guidance throughout my co-op experience.

Through this platform, I would also like to thank my co-op adviser, Dr. Chutimavadee Thongjeen for her time and efforts, without which this report would not have been completed. It is through her unwavering guidance, motivation, and advices that this report has taken its shape.

This internship has been completed with numerous memorable and educational experiences. This experience not only helped me acquire professional skills, but also develop social, technical, and interpersonal skills.

Thank you

Sincerely,

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TABLE OF CONTENTS

	Page
Abstract.....	3
Acknowledgement	4
CHAPTER 1	9
INTRODUCTION	9
1. Company Profile	9
1.1 Mission of the Company.....	9
1.2 Vision of the Company.....	9
1.3 Strategies of the Company.....	9
2. Organization Structure	11
2.1 Diagram of the Organization Structure	11
2.2 Job Position and Placement	11
2.3 Job Position in the Organizational Structure	11
3. Intention and Motivation to Choose The Himalayan Times as a CO-OP Studies Workplace	12
4. Strategic Analysis of the Company.....	13
a) SWOT Analysis.....	13
5. Objectives of the Co-operative Study	15
CHAPTER 2	16
CO-OP STUDY ACTIVITIES	16
1. Job Descriptions.....	16
2. Job Responsibilities and Duties	17
3. Activities in Co-ordination with Co-workers	17
4. Job Process Diagram.....	18
5. Contribution as a Co-Op Student in the Company	19
CHAPTER 3	20
LEARNING PROCESS.....	20
3.1 Problems/Issues of the Company	20
3.2 Literature Review.....	21
3.3 Solutions for the Problem.....	22
3.4 Recommendations to the Company.....	22
3.5 Learning during Co-op Study.....	23

3.6 Applying Knowledge from Coursework.....	23
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TABLE OF CONTENTS (Cont.)

	Page
3.7 Special Skills and Knowledge from the Co-op Program	24
CHAPTER 4	26
CONCLUSION.....	26
4.1 Summary of Highlights of Co-op Studies.....	26
4.2 My Evaluation of the Work Experience.....	26
4.3 Limitations of My Co-op Studies.....	27
4.4 Recommendations for the Company.....	27
REFERENCES	29



LIST OF FIGURES

	Page
Figure 1: Organization Structure of the Himalayan Times.....	11
Figure 2: SWOT analysis of the company	13
Figure 3: Creating and Posting Content.....	18
Figure 4: Drafting Agreements/ Memorandum of Understanding (MOUs).....	19



LIST OF TABLE

	Page
Table 1: Job Position and Placement	11



CHAPTER 1

INTRODUCTION

1. Company Profile

The Himalayan Times, the main daily of Himalayan Times Media, Entertainment and Tech Ltd, was launched in 2001. The Himalayan Times has become Nepal's top-selling English national daily being printed from Kathmandu and having a market share of around 70% of English Readership. The Himalayan Times is a renowned publication that is highly recognized by both readers and advertisers for its quality, innovation, and integrity. It is produced by an editorial team under the direction of acting editor Rajan Pokharel.

The web version of The Himalayan Times aims to reach new heights of cyber excellence by fully utilizing the enormous resources and high goals that have gone into making it the premier English daily in Nepal.

1.1 Mission of the Company

The mission of The Himalayan Times is to present accurate, balanced, and perceptive news reporting that takes into account the various viewpoints and realities that exist in Nepal and around the globe. The Himalayan Times is committed to maintaining the greatest levels of professionalism, ethics, and integrity in journalism while working to encourage open communication, increase transparency, and hold those in positions of authority accountable. They aim to improve readers' lives and advance Nepal's social, economic, and cultural development via their dedication to quality reporting and innovation.

1.2 Vision of the Company

The vision of "The Himalayan Times" is to be the leading English-language news source in Nepal, acknowledged for its unwavering commitment to excellence, integrity, and innovation in journalism. They hope to enlighten, engage, and empower their readers, in order to contribute to a better educated, democratic, and affluent society.

1.3 Strategies of the Company

Since its inception in 2001, the company has established itself as one of the most prominent English news source in the country, and has since progressively diversified its services. While one of the primary goal of the organization has been disseminating quality news, the company has also been branching its reach through various events such as The

Himalayan Times International Food Fest, The Himalayan Times Brand fest, and the “TGIF Nepal Fashion Week”, among others. In the course, the company has also garnered collaborations and support from various companies.

The Himalayan Times International Food Fest has become a celebrated annual event in Kathmandu, since its inception in 2007. This culinary extravaganza brings together food enthusiasts and families to sample cuisines from around the world, all within a single venue.

Similarly, The Himalayan Times TGIF Nepal Fashion Week is Nepal’s biggest and premium fashion extravaganza. TGIF Nepal Fashion Week has built its reputation as the best and biggest platform for designers to showcase their creations, a great opportunity for models, and the best ever seen event to get maximum mileage for sponsors. The TGIF Nepal Fashion Week is one of the most anticipated fashion events in the country, attracting a niche audience of 1,400 invitees consisting of businesspeople, industrialists, entrepreneurs, celebrities, influencers, socialites, expats, media personalities, and the crème de la crème of society. It offers an unparalleled platform for brands to connect with the most lucrative and fashionable crowd the city has to offer.

The company continues to utilize events as a quality medium to increase brand awareness and cement their status as a premier media house in the Nepali media ecosystem. Be it by organizing, or by participating in these events, the company not only increases its brand visibility, but also creates an opportunity to communicate directly with its audience and possible partners.

These events also proved vital in making The Himalayan Times a standout company by showcase its expertise and reputation in developing events and programs aimed not just for its readership, but also an extended audience.

The company doesn’t want to stop there and wants to become a household name when it comes to everything news. With the aim of extending its market positioning and brand visibility the company plans to go public by the end of the year 2024.

2. Organization Structure

2.1 Diagram of the Organization Structure

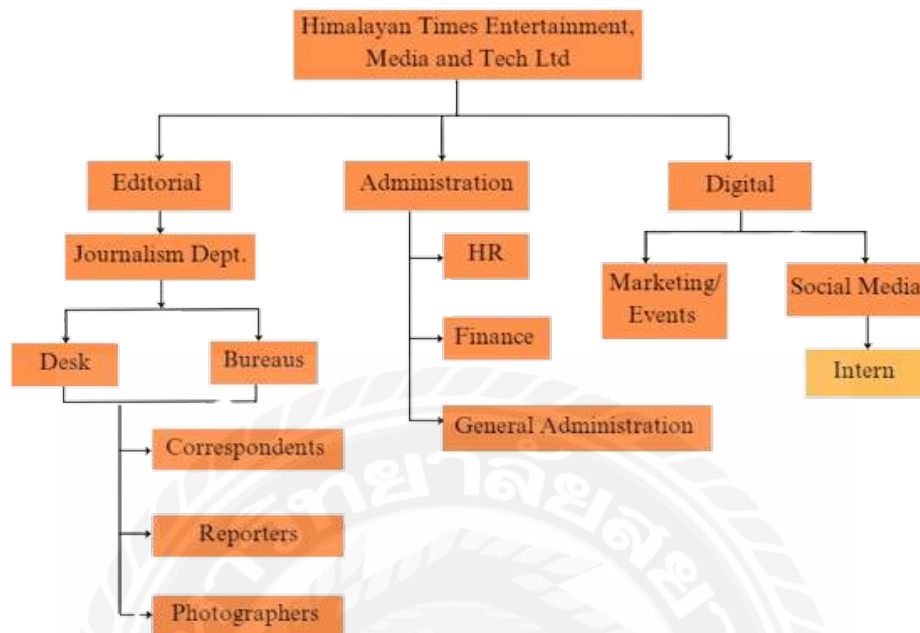


Figure 1: Organization Structure of the Himalayan Times

2.2 Job Position and Placement

My Job Position details are:

Address	Hattisar, Kathmandu
Job position	Intern at Digital Marketing department (Content Developer)
Duration	11 th February- 2 nd June, 2024
Working Hour	10:00am – 6:00pm

Table 1: Job Position and Placement

2.3 Job Position in the Organizational Structure

The organizational structure of Himalayan Times Media, Entertainment, and Tech Limited is somewhat complicated. It has two main departments: The Himalayan Times

newspaper, and the marketing and sales department. The THT newspaper handles all editorial and printing activities, whereas the marketing and sales department handles public relations, events, and social media. The marketing and sales office is in Hattisar, whereas the primary headquarters of Himalayan Times, the THT newspaper, is in Maharajgunj.

While the Maharajgunj office handles all news related activities under Acting Editor Rajan Pokharel, the marketing and sales team led by CEO Chang Agrawal oversees the company's social media channels, public relations, and events.

I work in the marketing and sales teams, primarily as a social media manager and content developer. The marketing and sales team consists of 12 individuals, four of whom are interns. During my internship, I worked under Ms. Bharati Sahani, the company's Marketing and Events Officer.

3. Intention and Motivation to Choose The Himalayan Times as a CO-OP Studies Workplace

During the last semester of the course at Siam University, there is a co-op program of 16 weeks where each and every student must complete their internship in their desired company. For my internship, I chose Himalayan Times Media, Entertainment, and Tech Ltd. I've always been curious about the way a news company works, and after joining, I realized that Himalayan Times is more than simply a news platform as they also organize different events, showcasing their expertise in not only reporting but also in marketing and sales.

Furthermore, this is the period during which the company hosts its flagship events such as "The Himalayan Times International Food Fest" and TGIF: Nepal Fashion Week, events I eagerly anticipated being a part of when joining the company.

Recently, the company successfully organized the international food fest, and I played a pivotal role throughout its execution. From drafting contracts to pitching the event to potential exhibitors and selecting volunteers, I was deeply involved in every aspect. This experience proved invaluable, providing me with numerous learning opportunities and significantly contributing to my professional growth.

Similarly, I also wanted to improve my networking skills and working as an intern in the company has given me an opportunity to develop my networking. Moreover, I also wanted to improve my designing, analyzing, writing and communication skills and working as a content creator has offered me the perfect opportunity to achieve these goals.

4. Strategic Analysis of the Company

a) SWOT Analysis



Figure 2: SWOT analysis of the company

Strengths

- **Strong brand reputation:** Since the early 2000's, the "The Himalayan Times" is one of the most popular and renowned English-language daily in Nepal, well-known for its integrity and quality journalism.

- **Diverse content and tailored segments:** The Himalayan Times caters a wide range of audience by providing both national and international news and information on various subjects, including politics, business, sports, health, entertainment and lifestyle. Additionally, on Fridays, readers can indulge in four-page special edition print titled "TGIF" (Thank God It's Friday), focusing on fashion and lifestyle, offering insights into the latest trends and happenings in these industries.

Furthermore, on weekends it features a page dedicated to "Potpourri" which includes classic comics and engaging crosswords, ensuring readers enjoy leisurely moments while staying informed.

- **Digital presence:** Although a traditional paper based English-language daily, the newspaper also maintains a strong online presence in the digital age by reaching a wider

audience through its website and social media accounts like Facebook, Instagram and LinkedIn.

- **Partnerships and collaborations:** Apart from being a news portal, the Himalayan Times also organizes events such as The Himalayan Times International food festival, The Himalayan Times Brand fest and “TGIF: Nepal fashion week”. And for this they collaborate and partner with numerous businesses and organizations to increase their audience engagement and relevance.

Weaknesses

- **Dependency on print media:** The Himalayan times is entirely based on print media and in this digital age, people do prefer digital platforms to read newspaper rather than the traditional newspaper prints. Moreover, there are various news pages in social media platforms that provides the same news and information.

- **Dependency on advertising revenue:** Like any other conventional newspaper, the Himalayan Times is also mostly dependent on advertising revenue, which is subject to unpredictable changes in the economy.

- **Limited Distribution:** The newspaper is exclusively printed in Kathmandu and Itahari, thereby limiting its distribution primarily to these two cities. As a result, distributing it to other parts of Nepal poses logistical challenges for the company.

- **Limited online presence:** Despite having a digital platform comprising of an official website and social media accounts, it is not as engaging and timely as other news pages, which could reduce its online influence and reach.

Opportunities

- **Expansion into multimedia content:** In order to reach a wider audience and enhance reader engagement, The Himalayan Times can leverage its strong brand and editorial expertise to grow into the production of multimedia content, such as podcasts, interactive online features, and video journalism.

- **Partnership with digital platforms:** The Himalayan Times can tap into the expanding online news industry and diversify its revenue streams by forming partnerships with digital media platforms or starting its own digital subscription service like an E-paper.

- **Focus on niche markets:** The Himalayan Times can stand out from other publications and draw in new readers by identifying and serving particular niche markets or demographic groups, such as women or youngsters.

Threats

- **Competition from digital natives:** Traditional newspapers like The Himalayan Times face competition from digital-native news sources and social media platforms because they provide free or inexpensive news content and may draw in younger readers who are more accustomed to consuming news online.

- **Technological disruption:** The traditional newspaper industry may be disrupted by the rapid improvements in technology and changes in consumer behavior. The Himalayan Times' long-term sustainability may be at risk if it is unable to adjust to these changing trends and preferences.

- **Fake information and news:** The rising trend of fake news and information on the internet may threaten the credibility and trust that well-known media sources like The Himalayan Times have built up over time.

5. Objectives of the Co-operative Study

The main aim of this study is to provide students a chance to gain real life work experience in the field that we are interested in. The objective of this study is to understand how a company operates and what kind of work environment they have and to deal with various challenges. The objectives of the Co-operative study are as follows:

1. To study about the consumer behavior and preferences through their engagement in various topics and formats in the social media posts
2. To know how a news corporation works
3. To improve and enhance my communication, teamwork and content creation skills
4. To expand my professional network

CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Descriptions

I worked as a content creator and social media handler in the digital marketing department for “The Himalayan Times” and I was stationed in the Hattisar branch.

As a social media handler and content creator, my responsibilities mainly included posting stories and creating posts from various national and international news portals and pages and the company’s website. I was responsible for studying the consumer behavior and preferences by analyzing engagement with different topics on the company’s social media platforms. Based on this analysis, I was in charge of creating content managing relevant social media content tailored to the preferences of the target audience. This primarily included producing news in the form of videos, creating reels and making eye-catching posts to attract and engage the audience. I had to manage social media platforms like Facebook and Instagram. Additionally, I was responsible for monitoring and responding to client requests, comments, and concerns on social media and respond to them in a timely and professional manner. I had to monitor and report on social media indicators such as engagement, follower growth, and conversions.

Since the company was also going to organize one of its calendar events, 'The Himalayan Times International Food Fest,' I was actively involved in the event. One of my main responsibilities was to draft contracts between the company and its partner restaurants and exhibitors, get them signed by both parties, and store them digitally as well as file them physically. Moreover, I was also responsible for collecting logos from the restaurants and storing them in a drive. Then, I would copy the links of the logos into an Excel sheet for use by designers.

In addition to my primary responsibilities, I was tasked with various miscellaneous activities. These included gathering data on potential exhibitors, including their locations and contact information, in order to send them proposals. Furthermore, I assisted my supervisor in creating Google Forms to recruit volunteers needed for the event and helped to shortlist the volunteers by contacting them through phone calls.

In conclusion, I was in charge of creating engaging and visually appealing content, drafting agreements for the company, managing social media accounts on multiple platforms,

monitoring customer inquiries and complaints on social media, and continuously enhancing social media performance based on data and trends.

2. Job Responsibilities and Duties

My job responsibilities and duties as a social media handler and content creation intern in the company are as follows:

- **Managing Social Media Accounts:** I was responsible for the day-to-day management of The Himalayan Times' social media accounts like Facebook and Instagram, which involves creating content, responding to inquiries and comments, and monitoring conversations on the internet about our company and its services. This ensures that our social media presence is consistent, relevant, and in line with our brand identity.

- **Creating and Selecting Content:** Creating and selecting social media content was my main duty as a content developer in order to properly engage our audience. This involved coming up with new ideas to create news articles from both national and international news portals. I also had to brainstorm ideas for giveaway campaigns for the events of our partner brands where The Himalayan Times acted as a media print partner. I made sure that every social media post matched our corporate identity and effectively conveyed our message to our followers by utilizing both my technical expertise and creative abilities.

- **Scheduling and Posting Content:** Using social media management tools, I strategically scheduled and published material on our multiple social media platforms at appropriate times and frequencies to increase reach and engagement. Under this my job mostly included scheduling astrology posts and job vacancies.

- **Drafting and Filing Contracts/ Memorandum of Understandings (MOUs):** I drafted and documented agreements and Memorandums of Understanding (MOUs) for the company. With the company hosting the 13th edition of its flagship event, "The Himalayan Times International Food Fest," I was entrusted with the task of drafting agreements/MOUs between the company and its partner restaurants and sponsors for the event. This involved drafting emails with attached agreements, obtaining signatures from both parties and ensuring proper storage of the agreements in both digital and physical formats.

3. Activities in Co-ordination with Co-workers

As a content creator intern at The Himalayan Times, I completed all tasks under the direction of my supervisor. I received instruction and mentoring from her and other team members about the tools and techniques used to create content. I enjoyed working with my team and coordinating with them to complete different tasks.

We routinely held weekly update meetings to review our progress, brainstorm ideas for enhancing brand visibility, and optimize engagement across the company's social media platforms. These meetings also included discussions on whether our targets were achieved and planning for future sessions.

Additionally, we maintained a weekly timetable outlining specific topics to be posted on designated days. As a result, collaborating with colleagues to assign tasks, delegate responsibilities, and establish deadlines was important for our smooth operation of tasks. As my primary responsibility involved researching news from various portals, I prioritized communicating the subjects I was working on to avoid work overlap and the continuous coordination with team members ensured appropriate workload distribution.

Throughout the day, our work was supervised, and feedback on the work process and progress was provided. Moreover, constructive feedback and support from colleagues also facilitated to improve the work performance and create a productive and healthy work environment.

4. Job Process Diagram

□ Creating and Posting Content

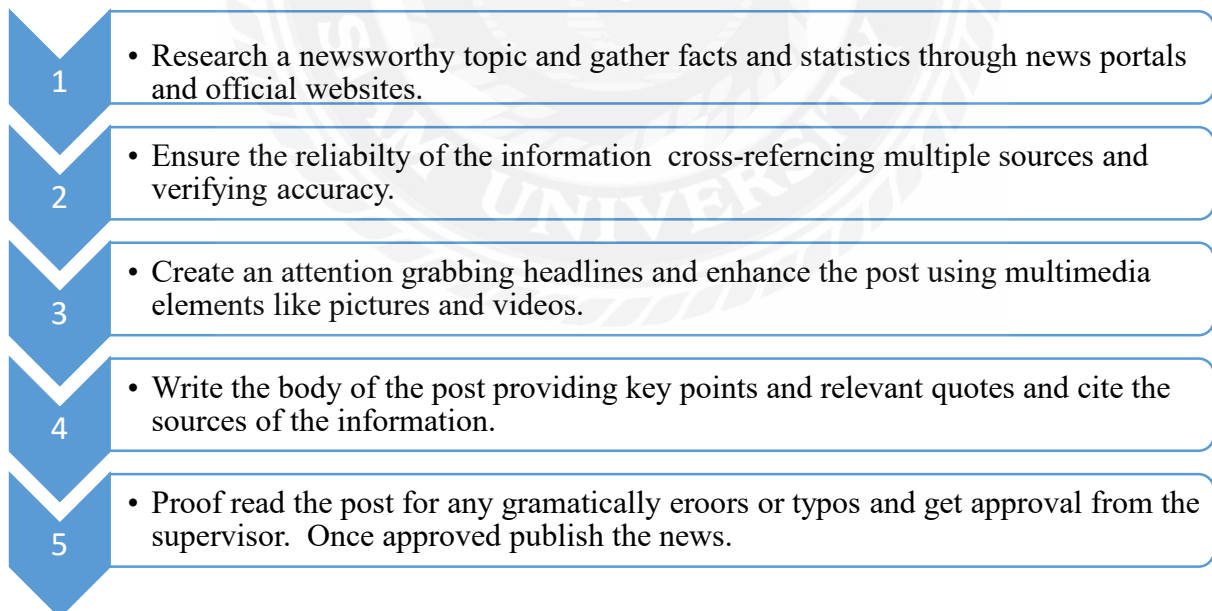


Figure 3: Creating and Posting Content

□ **Drafting Agreements/ Memorandum of Understandings(MOUs)**

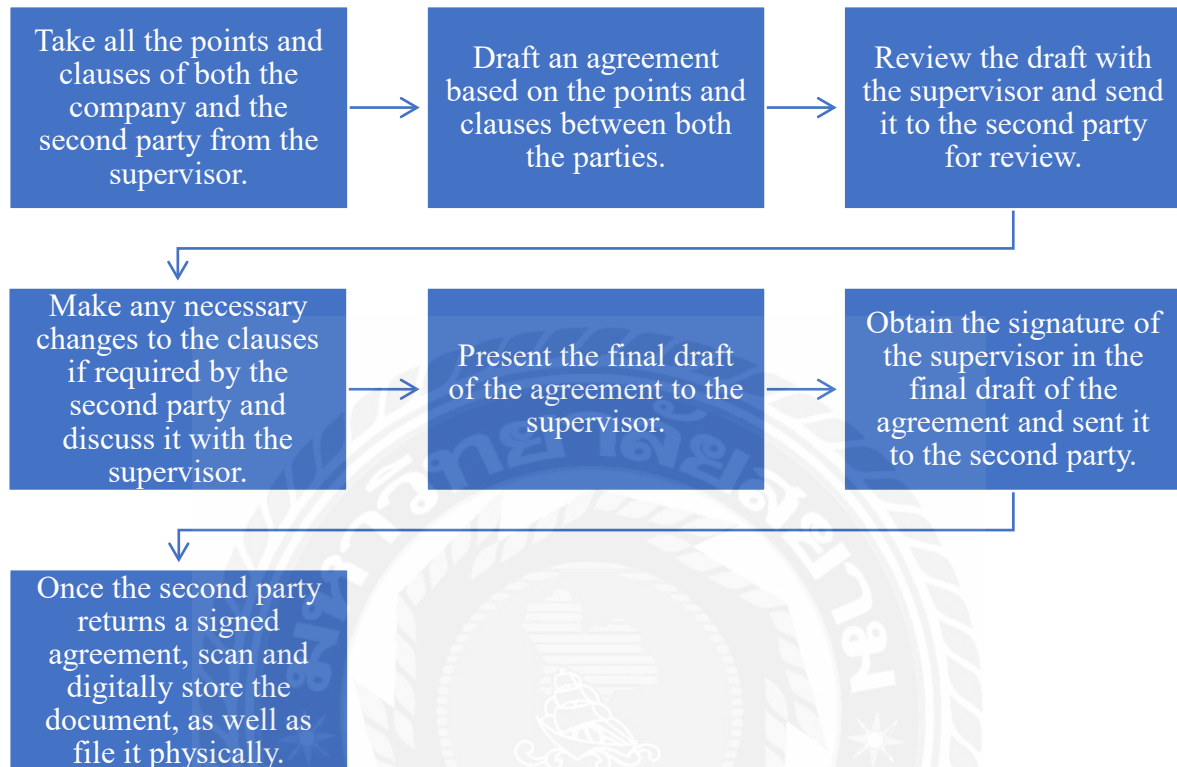


Figure 4: Drafting Agreements/ Memorandum of Understanding (MOUs)

5. Contribution as a Co-Op Student in the Company

Despite being an intern, I succeeded in making contributions to the company, which are as follows:

- I helped the company improve their social media presence by enhancing their social media profiles
- I assisted in making strategies to increase customer engagement after studying the social media insights and trends

CHAPTER 3

LEARNING PROCESS

3.1 Problems/Issues of the Company

Some of the problems/issues I realized that existed in the company during my internship in The Himalayan Times are as follows:

1. Lack of Training and Financial Literacy

During the planning of the company's calendar event, 'The International Food Fest' challenges raised in understanding the financial dynamics between the company and its partner restaurants regarding revenue sharing and tax implications as the employees lacked basic financial literacy and training. The issue rose due to the geographical separation of the financial department of both the branches of the company as the company's financial department is located in Maharajgunj and this geographical separation led to discrepancies when settling bills post the event as there was a communication gap between finance and marketing department. And the employees of the marketing department lacked basic financial literacy regarding the revenue sharing and tax implications.

2. Miscommunication

Sometimes there were miscommunication regarding the distribution of work as certain tasks were not assigned properly among employees or departments, making it difficult to determine whom to contact for what which led to a lot of misunderstanding and sometimes even repetition of tasks.

3. Low Engagement and Reach in Astrology Posts

The company's daily horoscope posts, eagerly anticipated by the Himalayan Times followers, was experiencing low engagement and reach. This was largely attributed to the format chosen for the delivery which was a 12-second video that didn't allow users to pause and read the content. As a result, the user interaction and reach with these posts had significantly declined. Sometimes there were miscommunication regarding the distribution of work.

These were some of the problems that I realized existed in the company. Now the problems that I faced while working as an intern in the company are:

1. Inconsistent Task Allocation

Most of the work duties that were assigned to me were inconsistent in proportion from one another. In the initial days, I was confused from whom to take orders from and would do whatever task my supervisor would assign me. Sometimes the tasks were relatively simple and completing those didn't take much time, allowing me to have idle and unproductive time and sometimes the tasks would be quite demanding and time consuming. This resulted in inconsistent allocation of tasks.

2. Outdated Equipment

As most of my job involved working on a computer to research and using different editing apps, I had to continuously surf the internet. However, the computers in the company were too old and not updated, causing frequent hang-ups, wasting a lot of time. Moreover, the office had only two computers connected to a printer, so most of the time, staff from other departments had to send files to those using the computers for printing documents.

3.2 Literature Review

Ugoani (2020), states that there is a positive relation between effective work delegation and employee performance. And when driven by effective leadership, effective delegation helps motivate, empower and evaluate employee performance. This also provides employees with self-confidence to receive feedback from managers for improves task performance.

Locke, Shaw, Saari and Latham (1968) studied the importance of Goal- Setting Theory for employee motivation and performance evaluation. The Goal-Setting Theory emphasizes the importance of setting specific, challenging, and attainable goals to enhance motivation and performance.

Shannon and Weaver (1949) highlights on Communication Process Model, to facilitate a proper communication in an organization. The Communication Process Model (1949) emphasizes on the importance of feedback, active listening and clear and concise messages.

Nda and Fard (2013) highlighted the importance of employee training and development for increased productivity. In addition to this, they also mention the importance of employee training in communicating the goals of the organization to the employees.

To sum up, the company should focus on effective work delegation, employee training and work on their communication model to improve employee motivation and efficiency. By implementing these strategies, the company can improve employee satisfaction, ultimately leading to the long term success of the company.

3.3 Solutions for the Problem

Problems are a part of learning, and every problem has a solution when dealt with patience and continuous practice. Some of the solutions for the problems that I recognized existed in the company are as follows:

1. Proper Work Allocation

The company should have a work timeline and equal task allocation so that there is a balanced work allocation. This could involve categorizing goals based on their complexity and time requirement. Additionally, keeping a track of the updates of progress can help identify imbalance in work distributions, allowing timely adjustments to ensure a consistent work distribution. This would not only motivate the employees but also help with proper time management.

2. Employee training and Financial Literacy

The solution for the lack of employee training to understand the financial dynamics, the company should prioritize effective communication and transparency in financial dealings. For this, the company can provide basic training and resources to enhance financial among staff members involved in event planning and execution as this would also help the company with increased productivity. Moreover, the company can also hold pre-event meetings with the financial department heads and all the stakeholders involved to discuss revenue sharing, tax implications and other financial obligations to foster clear communication and mutual understanding. This engagement can help mitigate the confusion and ensure a smooth bill settlement process post-event, thereby enhancing operational efficiency and creating positive business relationships.

3. Changing the mode of delivery for certain posts

To address the declining engagement and reach of the horoscope posts, I proposed a shift in the delivery method from video to carousel posts. This change allowed users to effortlessly scroll and read their horoscopes without the inconvenience of pausing the video. This simple change resulted in a notable increase in the engagement and reach for the company's horoscope posts.

3.4 Recommendations to the Company

Some of the recommendations to the company for the future growth are as follows:

1. Invest in new computers and antivirus systems

The company would greatly benefit from investing in new computers and antivirus systems. The current computers are outdated and experience significant lag, causing delays in

completing even simple tasks. Given that much of the work is done digitally, this inefficiency consumes a considerable amount of time. Hence investing in new computers and antivirus systems would save a lot of time and improve efficiency among employees.

2. Communication between co-workers

To avoid miscommunication among co-workers, work should be clearly divided among departments and employees. There should also be a regular flow of information between departments to prevent confusion regarding responsibilities. In case of miscommunication, the department head should be informed to help solve the problem.

3.5 Learning during Co-op Study

Some of the skills I learned during my co-op study are as follows:

1. Networking

Working as an intern has taught me the value of networking. I made several connections throughout my time in the company. Initially, I was hesitant to communicate with my coworkers, but eventually I began to make effort to interact with my co-workers. I met new people and established new friendships that I formed while working in the company.

2. Time Management

My primary job responsibility was to develop content, which required substantial research and planning. Furthermore, because the company was planning to organize its own event, I was given additional tasks of overseeing the jobs related to the event like drafting agreements, pitching potential stakeholders and sponsors about the event. For this, I had to properly manage all the tasks while ensuring I meet the deadlines. This experience has taught me to manage my time.

3. Teamwork

Most of my job responsibilities involved continuous collaboration with my co-workers and supervisor, which required constant discussions and group projects. This experience has helped me enhance my ability to work collaboratively and also helped me understand the importance of teamwork in achieving common goals.

3.6 Applying Knowledge from Coursework

The co-op program organized by the Siam University provided us students with an opportunity to implement our theoretical knowledge in a real-world scenario. The theoretical knowledge that we learned during our BBA served as the base for the future growth in a real-

life scenario, and working in a real environment, helped us connect the dots between theoretical and practical knowledge.

For me, the most interesting aspect of the internship was the opportunity to apply my theoretical knowledge in real life. In particular, the foundational principles I learned in subjects such as English usage for the profession, business law and marketing proved instrumental in my internship journey.

During the initial semesters, my coursework in English usage for the profession equipped me with the essential skill set to draft persuasive proposals. These skills proved invaluable as I crafted numerous proposals for The Himalayan Times International Food Fest, extending invitations to educational institutions as potential partners and to small businesses as prospective exhibitors. Additionally, my understanding of the importance of verbal communication, also helped me to pitch our event to the potential exhibitors, education partners and volunteers.

Moreover, my studies in business law provided me with a basic understanding of contract drafting and this knowledge was particularly useful as one of my main responsibilities was also to draft Memorandum of Understanding (MOUs) for the company. This not only facilitated the drafting process but also enhanced my comprehension of the legal procedures involved, ensuring the integrity of the agreements.

During the initial semesters and in the last semester, my studies in marketing and business strategy helped me with ideas for giveaway campaigns and generate strategies to increase customer engagement and retention.

Overall, my internship helped me to develop my communication, marketing and writing skills, while also instilling in me the confidence to navigate real-world scenarios with professionalism.

3.7 Special Skills and Knowledge from the Co-op Program

This 16-week internship at The Himalayan Times has been incredibly fruitful for me, providing valuable learning experiences and the opportunity to acquire various skills. Some of the skills I have learned are as following:

1. Contract Drafting Skills

Working in the Himalayan times I have learned the fundamentals of drafting mindful and legally binding contracts. This experience has equipped me with the expertise to draft meticulous contracts that align with the need and objectives of all the parties involved.

2. Designing Skills

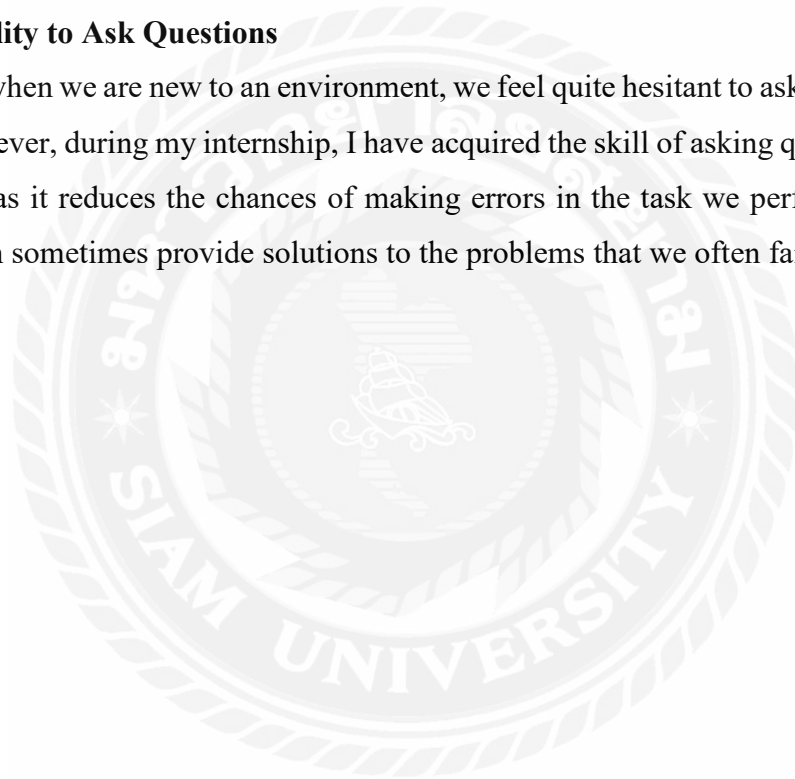
To boost the audience engagement, I frequently created posts and videos using various editing tools and software. This has helped me learn to use software like Photoshop which has helped me enhance my designing skills and has allowed me to be more creative.

3. Communication Skills

Good communication is crucial for success in any business and I have enhanced my communication skills through various opportunities. These mainly included engaging in discussions with my co-workers, giving verbal presentations to the potential exhibitors and restaurants regarding 'The International Food Fest', a company calendar event. All of these experiences have helped me enhance my communication skills and gain confidence.

4. Ability to Ask Questions

Often, when we are new to an environment, we feel quite hesitant to ask questions when confused. However, during my internship, I have acquired the skill of asking questions without any hesitation as it reduces the chances of making errors in the task we perform. Moreover, questioning can sometimes provide solutions to the problems that we often fail to notice.



CHAPTER 4

CONCLUSION

4.1 Summary of Highlights of Co-op Studies

The 16-week internship at The Himalayan Times has provided me with the best learning experience, allowing me to understand where I stood as an individual and enhance my professionalism. During the initial phase of my internship, it was quite difficult for me to adapt to the working environment but with time I became accustomed to it.

During my internship, I interned as a social media handler and content creator at Himalayan Times Media, Entertainment and Tech Ltd. My primary responsibilities included the day-to-day management of The Himalayan Times social media accounts which involved tasks such as content creation, responding to inquiries and comments, and monitoring and reporting on various social media metrics including engagement, follower growth, and conversions.

Additionally, another significant aspect of my role was drafting agreements and contracts for both the company and its partner restaurants and exhibitors participating in the 13th edition of 'The Himalayan Times International Food Fest'.

This internship not only allowed me to identify my strengths and weaknesses but also provided me with valuable knowledge and experience. I not only developed skills such as time management, teamwork, punctuality, and effective communication but also learned that I need to improve and work on my multitasking skills. Furthermore, I significantly enhanced my writing abilities and learned to accept feedback positively.

4.2 My Evaluation of the Work Experience

Working as an intern in The Himalayan Times provided me with a great opportunity, enabling me to step out of my comfort zone and apply my theoretical knowledge in a practical setting. The experience was a journey filled with learning, networking, and learning from my mistakes.

As it was my first time working in a proper organization, I was quite lost and found it tough to adjust to the new working environment and people. However, the staff and the seniors were really helpful and professional, never making me feel excluded. They were always willing

to assist me with any questions I had and this enabled me to gradually gain confidence in my capabilities.

Throughout my internship, I have gained and enhanced several skills like communication skills, interpersonal skills, teamwork, multitasking abilities and contract writing skills. The inclusive atmosphere facilitated a seamless learning experience, allowing me to bridge the gap between theory and practice effectively.

Most organizations in Nepal do not allow interns to handle agreements since it is a highly sensitive topic, but in my case, I was involved in drafting all of the agreements by my supervisor, which taught me the complexities of drafting legally binding contracts. I am really grateful to my seniors for entrusting me with this duty.

My internship experience has taught me how to identify my strengths and weaknesses and taught me to overcome those challenges. I was able to accomplish my goals and perform to the best of my abilities with constant support and guidance from my job supervisor.

4.3 Limitations of My Co-op Studies

Some of the limitations of my co-op studies are as follows:

- The internship duration of 16 weeks was limited, which constrained my involvement in the company's long-term projects.
- Owing to insufficient staffing and inconsistent task allocation, the workload was not effectively distributed, leading to occasional instances of time-consuming tasks and periods of idle time.

4.4 Recommendations for the Company

The 16 weeks that I spent as an intern in the Himalayan Times were extremely valuable as I learned and developed a lot of skills. However, I would like to propose the following recommendations to the company:

- The company needs to work on its HR department, particularly at the Hattisar branch, where a proper HR system is lacking as the main HR department is in the Maharajgunj branch. This deficiency results in a lack of clear communication between the two offices regarding intern recruitment and other HR activities.
- The company should begin preparing and planning for its flagship events at least a month in advance instead of waiting until the last moment, as last time it had to reschedule the original date of the event due to a lack of planning, which led to a great deal of chaos and confusion among the employees and other stakeholders.

- Despite the office's relatively large size, all employees are seated together at a single table, resulting in a chaotic working environment. The company should prioritize redesigning the office layout to provide each employee with their own personal space for more productive work.



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