



**Cooperative Education Report:
Marketing for Hult Prize Nepal**

Submitted by

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**This report is submitted as the partial requirement for Cooperative Education Faculty,
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Siam University

INTERNSHIP REPORT

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We have approved this as Cooperative Education report as a partial fulfilment of the cooperative education program semester 2/2023.


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INTERNSHIP REPORT

Project Title: Marketing for Hult Prize Nepal

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ABSTRACT

This internship report details the experiences of Ipsa Giri as the Country Marketing Coordinator for Hult Prize Nepal during an online internship program. The report highlights the challenges faced in promoting an international competition within a digital landscape and the solutions implemented to achieve successful student engagement.

Drawing upon knowledge gained from coursework in marketing research, content creation, social media management, and data analysis, the report details how these skills were applied to develop and execute a comprehensive marketing strategy. This strategy focused on creating engaging online content, fostering a vibrant online community, and utilizing data-driven insights to optimize campaign performance.

The report showcases the impact of these efforts on raising awareness about the Hult Prize competition in Nepal and attracting student participation in an entirely online environment. It concludes by emphasizing the value of the internship in bridging the gap between theoretical knowledge and practical application, while highlighting the importance of data-driven decision making in achieving marketing success.

Keywords: marketing, hult prize, nepal

INTERNSHIP REPORT

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His expertise significantly enhanced my research skills and prepared me to navigate complex challenges within an organizational setting.

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I am immensely grateful to the Hult Prize Foundation for welcoming me as an intern. Their warm reception and unwavering support throughout my four-month tenure were instrumental in my professional development. The mentorship and expertise I gained during this enriching experience will undoubtedly serve as a cornerstone as I build my career.

Finally, I extend my heartfelt appreciation to Kathmandu College of Management. Their commitment to providing exceptional educational platforms allowed me to hone my skills and broaden my knowledge base. This remarkable institution provided the foundation upon which this transformative internship experience was built.

Yours sincerely

Ipsa Giri

6308040021

Contents

ABSTRACT.....	3
ACKNOWLEDGEMENT.....	4
List of Figures	6
Chapter 1: Introduction	7
1.1 Mission of the Company:	9
1.2 Vision of the Company:	9
2. Organizational Structure	11
2.1 Diagram of the Organizational Structure:	11
2.2 Job Position:	11
2.3 Job Position in the Company's Organizational Structure:	13
3. Intention and Motivation to Choose This Company as Your CO-OP Studies Workplace	15
4. Strategic Analysis of the Company	17
Chapter 2: Co-op Study Activities	23
2.1 Job Description and Responsibilities	23
2.2 Contributions of the student	26
Chapter 3: Learning Process	29
3.1 Indication of how I successfully solved the problems	29
3.2 Examples of how problems were solved	35
Chapter 4: Conclusion	38
4.2 Summary and highlights of my internship	38
4.2 Application of Co-op course work in real life	40
4.3 Limitations of Co-op education in real life:	42
4.4 Future usage of Internship in career	43
Annex	46
Bibliography	49

INTERNSHIP REPORT

List of Figures

Figure 1 HULTPRIZE NEPAL LOGO	8
Figure 2 Organizational structure	11
Figure 3 Press release on one of the renowned newspaper in Nepal	31
Figure 4 College workshop given by me and Country Coordinator	32
Figure 5 One of the online interactive event.....	36
Figure 6 Social media post about SDGs	37
Figure 7 Analytics before and after my contribution.....	38
Figure 8 Analytics after my contribution.....	38
Figure 9 Collaboration event with CNYIEF	46
Figure 10 Nepal Tea Collectives as our venue partner	46
Figure 11 Orientation session for Campus Directors.....	47
Figure 12 Mentorship Session to winning teams.....	47
Figure 13 TedX & Hult Prize Nepal Event.....	48
Figure 14 Social Media Activation.....	48

INTERNSHIP REPORT

Chapter 1: Introduction

1. Company Profile

Hult Prize inspires student entrepreneurs to solve the world's biggest challenges through innovative social enterprises with positive global impact. Through our year-long competition and since its inception, over 1 million young people from 120+ countries have participated in our programs, working to create high-impact startups that address the annual challenge in alignment with the UN Sustainable Development Goals. Finalists pitch their businesses to a panel of expert judges, and the winning team receives \$1M in funding to make their idea a reality.

The Hult Prize challenges young people to solve the world's most pressing issues through social entrepreneurship. The theme of Hult Prize is decided annually by SDG goals in the Grand Finale. It is an annual, year-long competition that crowdsources ideas from university-level students after challenging them to solve a pressing social issue around topics such as food security, water access, energy, and education. (Prize, 2021)

Cultivating a Generation of Socially-Conscious Entrepreneurs: Hult Prize Nepal aspires to motivate a generation of people who are genuinely committed to improving society and the environment, in addition to being highly entrepreneurial. These people have a keen awareness of social issues and feel compelled to use their entrepreneurial endeavors to alleviate such challenges.

Developing Sustainable Solutions: Aligning to the Hult Prize's mission the epitome of sustainability is Nepal. The community promotes the creation of solutions that not only deal with current issues but also have a long-term beneficial effect on the environment and society. In order to ensure long-term viability and scalability, these solutions are made to be socially and environmentally ethical, as well as economically and practically feasible.

INTERNSHIP REPORT

Aligned with the UN Sustainable Development Goals (SDGs): Hult Prize Nepal aligns with the broader global agenda set forth by the United Nations through its Sustainable Development Goals (SDGs). These goals provide a framework for addressing some of the world's most pressing challenges, including poverty, inequality, climate change, and environmental degradation. By aligning with the SDGs, the organization ensures that its efforts contribute to the broader global mission of sustainable development and social progress.

Driving Nepali Teams to Excel on the Global Stage: The organization is dedicated to supporting teams and individuals from Nepal to compete and succeed in the international arena. This involves not only providing them with platforms for showcasing their ideas but also equipping them with the necessary tools and support systems to compete effectively against global competitors.

Fostering Innovative Social Enterprises: Hult Prize Nepal focuses on nurturing and promoting innovative social enterprises – businesses that prioritize social or environmental impact alongside financial sustainability. By doing so, the organization encourages entrepreneurial solutions to pressing global challenges, fostering creativity, and out-of-the-box thinking among its community members.



*Figure 1 HULTPRIZE NEPAL
LOGO*

INTERNSHIP REPORT

1.1 Mission of the Company:

The mission of Hult Prize Nepal is to create a community of empowered individuals who are equipped to tackle global challenges through innovation and entrepreneurship. By supporting Nepali teams and social enterprises, the organization not only aims to drive local impact but also to contribute to positive change on a global scale.

1.2 Vision of the Company:

The vision of Hult Prize Nepal reflects a commitment to nurturing a new generation of socially conscious entrepreneurs who are equipped to drive positive change in Nepal and beyond. By leveraging skills, creativity, and a deep-seated commitment to sustainability, the organization aims to foster innovative solutions that address pressing global challenges and contribute to a more just, equitable, and sustainable world.

1.3 Strategies of the Company:

The strategies employed by Hult Prize Nepal are designed to effectively execute its mission and vision, fostering a culture of social entrepreneurship and driving positive change. Let's delve into each strategy in detail:

- **Organizing an Annual Year-Long Competition:** Hult Prize Nepal organizes an annual competition that spans a year. This competition serves as a platform for university-level students to engage in problem-solving and innovation. Participants are challenged to develop social enterprise ideas that address pressing global issues aligned with the UN Sustainable Development Goals. By organizing a year-long competition, Hult Prize Nepal provides participants with ample time and resources to ideate, refine, and implement their solutions effectively.

INTERNSHIP REPORT

- **Providing Mentorship, Resources, and Networking Opportunities:** In addition to the competition itself, Hult Prize Nepal offers participants mentorship, resources, and networking opportunities to support the development of their social enterprises. Mentors provide guidance, expertise, and feedback to help participants refine their ideas and navigate the challenges of entrepreneurship. Resources such as workshops, training sessions, and educational materials equip participants with the knowledge and skills needed to succeed. Networking opportunities allow participants to connect with like-minded individuals, potential collaborators, and investors, expanding their support network and opening doors to new opportunities.
- **Engaging a Global Network of Over 1 Million Young People:** Hult Prize Nepal leverages its global network of over 1 million young people from 120+ countries to amplify its impact and reach. By engaging with a diverse and geographically dispersed community, the organization fosters collaboration, knowledge-sharing, and cross-cultural exchange. This global network provides participants with access to a wealth of perspectives, experiences, and resources, enriching their entrepreneurial journey and broadening their horizons.
- **Facilitating Pitch Events and Providing Funding:** Throughout the competition, Hult Prize Nepal facilitates pitch events where finalists present their business ideas to expert judges. These events provide participants with an opportunity to showcase their solutions, receive feedback, and gain visibility within the entrepreneurship ecosystem. The culmination of the competition is the selection of a winning team, which receives \$1 million in funding to implement their solution. This funding serves as a crucial catalyst for

INTERNSHIP REPORT

turning ideas into action, enabling winning teams to scale their social enterprises and make a tangible impact on the ground.

Overall, the strategies employed by Hult Prize Nepal are interconnected and complementary, working together to empower and support aspiring social entrepreneurs in Nepal and around the world. By providing a platform for innovation, mentorship, networking, and funding, the organization equips participants with the tools and resources needed to drive positive change and create sustainable solutions to pressing global challenges.

2. Organizational Structure

2.1 Diagram of the Organizational Structure:

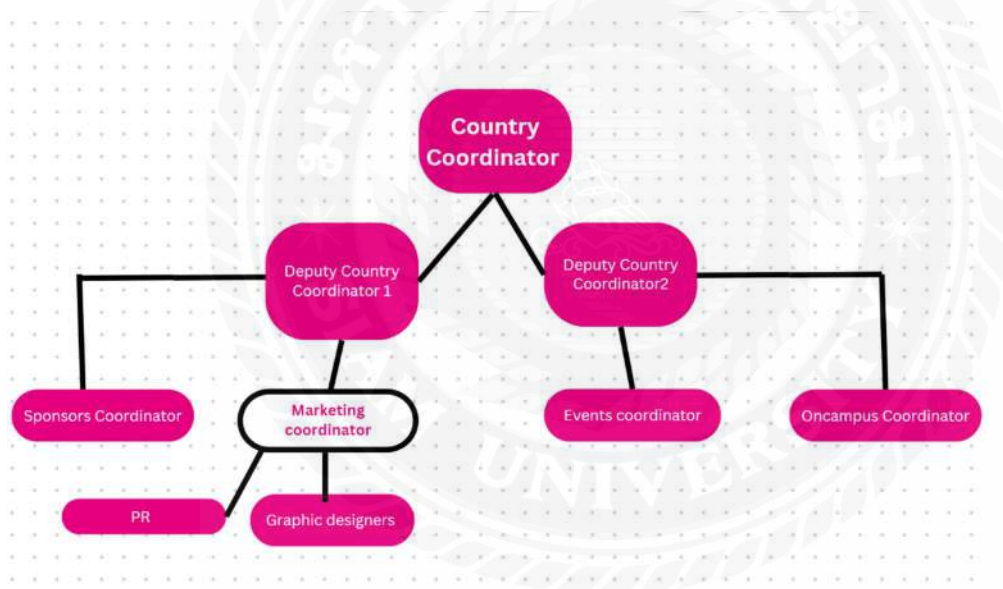


Figure 2 Organizational structure

2.2 Job Position:

As the Marketing Coordinator at Hult Prize Nepal, my role is pivotal in ensuring the successful implementation of marketing initiatives aimed at advancing the organization's mission and vision.

Here's a detailed explanation of my job position:

INTERNSHIP REPORT

- **Developing Marketing Strategies:** I am responsible for conceptualizing and developing comprehensive marketing strategies aligned with the overarching goals of Hult Prize Nepal. This involves identifying target audiences, defining key messaging, and determining the most effective channels to reach and engage with our community.
- **Executing Marketing Campaigns:** I oversee the execution of marketing campaigns designed to promote Hult Prize Nepal's programs, events, and initiatives. This includes coordinating with internal teams and external partners to ensure seamless implementation across various platforms such as social media, email marketing, digital advertising, and traditional media channels.
- **Content Creation and Management:** I lead the creation of compelling and impactful content that effectively communicates the value proposition of Hult Prize Nepal and resonates with our target audience. This may involve writing blog posts, creating social media content, designing visual assets, and producing videos to engage and inspire our community.
- **Brand Management:** I am responsible for maintaining and strengthening the Hult Prize Nepal brand identity across all marketing materials and touchpoints. This includes ensuring consistency in messaging, design elements, and brand voice to enhance brand recognition and reputation.
- **Community Engagement:** I play a key role in fostering engagement and interaction within the Hult Prize Nepal community. This involves actively responding to inquiries and feedback from participants, organizing community-building events and initiatives, and facilitating dialogue and collaboration among members.

INTERNSHIP REPORT

- **Performance Analysis and Optimization:** I regularly analyze the performance of marketing campaigns and initiatives to evaluate their effectiveness and impact. Based on data-driven insights, I identify areas for improvement and optimization to enhance the reach, engagement, and conversion rates of our marketing efforts.
- **Team Leadership and Coordination:** As the Marketing Coordinator, I lead a team of three members, providing guidance, support, and mentorship to ensure the successful execution of marketing activities. I delegate tasks, set clear objectives, and foster a collaborative and positive working environment to maximize team productivity and effectiveness.

Overall, my role as the Marketing Coordinator at Hult Prize Nepal involves strategic planning, creative execution, community engagement, and team leadership to drive awareness, participation, and impact in advancing the organization's mission of empowering and expanding the community to address pressing global challenges through social entrepreneurship.

2.3 Job Position in the Company's Organizational Structure:

As the Marketing Coordinator at Hult Prize Nepal, my role is situated within the broader framework of the organization's marketing and communications department. Here's a detailed explanation of my job position within the company's organizational structure:

- **Departmental Context:** The marketing and communications department serves as a critical component of Hult Prize Nepal, responsible for promoting the organization's mission, programs, and initiatives to its target audience. This department plays a pivotal role in engaging with the community, building brand awareness, and driving participation in Hult Prize Nepal's activities.

INTERNSHIP REPORT

- **Leadership Position:** Within the marketing and communications department, my role as the Marketing Coordinator involves leadership and management responsibilities. I oversee a team of three members, providing direction, guidance, and support to ensure the successful execution of marketing initiatives and campaigns.
- **Strategic Alignment:** As the Marketing Coordinator, I work closely with the Marketing Manager to align marketing strategies and activities with the broader goals and objectives of Hult Prize Nepal. This involves understanding the organization's mission and vision and translating them into actionable marketing plans that effectively communicate key messages and drive desired outcomes.
- **Collaborative Efforts:** In addition to my role within the marketing department, I collaborate closely with other departments such as event management and partnerships. This collaboration ensures that marketing initiatives are integrated seamlessly with other organizational activities and that all efforts work together cohesively to achieve common objectives.
- **Reporting Structure:** I report directly to the Deputy Country Co-ordinator, who provides oversight, guidance, and support in my role as the Marketing Coordinator. This reporting structure facilitates clear communication channels and ensures alignment with departmental and organizational goals.
- **Cross-Functional Collaboration:** While my primary focus is on marketing and communications, my role often involves cross-functional collaboration with other departments within Hult Prize Nepal. This includes working with the event management team to promote upcoming competitions and pitch events, collaborating with the

INTERNSHIP REPORT

partnerships team to highlight strategic partnerships, and liaising with the program team to communicate updates and opportunities to the community.

- **Impact on Organizational Goals:** Ultimately, my position as the Marketing Coordinator plays a crucial role in contributing to the achievement of Hult Prize Nepal's overarching goals. By leading marketing initiatives that empower and expand the community while driving Nepali teams towards excellence on the global stage, I help advance the organization's mission of fostering innovative social enterprises and addressing pressing global challenges.

3. Intention and Motivation to Choose This Company as Your CO-OP Studies Workplace

Choosing Hult Prize Nepal as my CO-OP studies workplace is driven by a combination of personal passion, alignment with organizational values, and a desire to make a meaningful contribution to addressing global challenges like:

- **Passion for Social Entrepreneurship:** My deep-seated passion for social entrepreneurship fuels my interest in working with Hult Prize Nepal. I believe in the power of entrepreneurship as a force for positive change, and I am particularly drawn to initiatives that leverage business principles to address social and environmental issues. Hult Prize Nepal's focus on fostering innovative social enterprises resonates with my values and interests, making it an ideal environment for me to apply my skills and knowledge.
- **Alignment with Organizational Values:** The mission and vision of Hult Prize Nepal closely align with my values and aspirations. The organization's commitment to empowering young people, fostering entrepreneurship, and addressing pressing global challenges through sustainable solutions reflects a shared ethos that I find inspiring. By

INTERNSHIP REPORT

choosing to work with Hult Prize Nepal, I have the opportunity to contribute to a cause that I am genuinely passionate about and to align my professional efforts with my values.

- **Impactful Work:** I am motivated by the prospect of making a tangible impact through my work at Hult Prize Nepal. The opportunity to support and empower young entrepreneurs in Nepal to develop innovative solutions aligned with the UN Sustainable Development Goals is both challenging and rewarding. I am eager to leverage my skills and expertise to contribute to the success of Hult Prize Nepal's initiatives and to play a role in driving positive change in the local and global community.
- **Learning and Growth:** Working with Hult Prize Nepal offers valuable opportunities for learning and professional growth. As a CO-OP studies workplace, the organization provides a dynamic and collaborative environment where I can gain hands-on experience in marketing, communications, and social entrepreneurship. I am excited about the prospect of learning from experienced professionals, collaborating with like-minded individuals, and acquiring new skills that will contribute to my personal and professional development.

Overall, my intention in choosing Hult Prize Nepal as my CO-OP studies workplace is rooted in a genuine passion for social entrepreneurship, a shared commitment to driving positive change, and a desire to learn, grow, and make a meaningful impact. I am excited about the opportunity to contribute my skills and expertise to support Hult Prize Nepal in achieving its mission and vision, and I am committed to making the most of this valuable learning experience.

INTERNSHIP REPORT

4. Strategic Analysis of the Company

Hult Prize Nepal can be analyzed using various strategic analysis tools to gain insights into its strengths, weaknesses, opportunities, and threats, as well as its competitive position and external environment. One such tool that can be applied is the SWOT Analysis.

Strengths:

- **Strong Global Network and Participation:** Hult Prize Nepal boasts a robust global network comprising over 1 million young people from more than 120 countries. This extensive network not only demonstrates the organization's reach but also signifies its ability to engage and mobilize a diverse range of individuals passionate about social entrepreneurship and global change. Such a vast network provides Hult Prize Nepal with access to a wealth of talent, ideas, and resources from different cultural backgrounds and perspectives, enriching its programs and initiatives.
- **Successful Track Record of Fostering Innovative Social Enterprises:** Hult Prize Nepal has a proven track record of nurturing and supporting innovative social enterprises that address pressing global challenges. Through its annual competitions and year-long programs, the organization provides aspiring entrepreneurs with mentorship, resources, and networking opportunities to develop and scale their ideas. The success stories of past winners and participants serve as a testament to Hult Prize Nepal's effectiveness in catalyzing impactful social ventures that create positive change in communities around the world.
- **Strategic Partnerships with Universities, NGOs, and Corporate Sponsors:** Hult Prize Nepal has cultivated strategic partnerships with universities, non-governmental organizations (NGOs), and corporate sponsors, strengthening its position and amplifying

INTERNSHIP REPORT

its impact. These partnerships enable the organization to access additional resources, expertise, and support networks that enhance the quality and reach of its programs. Collaborating with educational institutions provides access to talent and innovation, while partnering with NGOs and corporate sponsors offers opportunities for funding, mentorship, and access to markets, amplifying the impact of Hult Prize Nepal's initiatives. (Sarasby, 2016)

- **Access to Significant Funding Resources:** One of the key strengths of Hult Prize Nepal is its access to significant funding resources for winning teams to implement their ideas. The organization's ability to offer substantial financial support, such as the \$1 million in funding awarded to the winning team, incentivizes participation and encourages the development of high-impact solutions to global challenges. This access to funding not only provides tangible support for entrepreneurs but also attracts top talent and fosters a culture of innovation and excellence within the Hult Prize Nepal community.

Weaknesses:

- **Limited Resources and Capacity:** Hult Prize Nepal faces challenges related to limited resources and capacity to effectively support all aspiring social entrepreneurs. With a vast network of participants and a growing number of innovative ideas, the organization may struggle to provide adequate mentorship, guidance, and resources to every individual or team. This limitation could potentially hinder the ability to nurture and develop promising social enterprises to their full potential, leading to missed opportunities for impactful solutions.

INTERNSHIP REPORT

- **Dependence on External Funding Sources:** Another weakness of Hult Prize Nepal is its dependence on external funding sources for sustaining operations. While access to funding is a strength in supporting winning teams, reliance on external sources introduces vulnerability to fluctuations in funding availability and competition for resources. Moreover, securing sustainable funding streams may require significant effort and resources, diverting attention from core programmatic activities and strategic initiatives.
- **Need for Continuous Innovation:** Hult Prize Nepal operates in a dynamic and rapidly evolving landscape characterized by shifting social, economic, and environmental challenges. As such, there is a constant need for the organization to innovate and adapt its approaches to stay relevant and address emerging global issues effectively. Failure to continuously innovate and evolve could result in stagnation or obsolescence, diminishing the organization's impact and relevance over time.

Opportunities:

- **Expansion of Programs and Initiatives:** Hult Prize Nepal has the opportunity to expand its programs and initiatives to reach more young entrepreneurs in underserved regions. By broadening its geographical reach, the organization can tap into untapped talent pools and empower aspiring social entrepreneurs from diverse backgrounds. This expansion may involve establishing partnerships with local organizations, universities, and community groups to identify and support promising innovators in regions where access to resources and opportunities is limited.
- **Collaboration with Government Agencies and International Organizations:** Collaborating with government agencies and international organizations presents an opportunity for Hult Prize Nepal to scale its impact and amplify its reach. By partnering

INTERNSHIP REPORT

with relevant stakeholders, such as ministries of education, entrepreneurship development agencies, and multilateral institutions, the organization can leverage existing infrastructure, expertise, and resources to expand its programs and initiatives. Such collaborations can also facilitate knowledge exchange, policy advocacy, and capacity-building efforts to create an enabling environment for social entrepreneurship and innovation.

- **Integration of Technology and Digital Platforms:** Embracing technology and digital platforms offers Hult Prize Nepal an opportunity to enhance its reach, engagement, and impact. By leveraging digital tools and platforms, such as social media, online learning platforms, and virtual collaboration tools, the organization can overcome geographical barriers and connect with a broader audience of young entrepreneurs globally. Additionally, integrating technology into program delivery and operations can improve efficiency, scalability, and accessibility, enabling Hult Prize Nepal to reach and support more aspiring social entrepreneurs effectively.

Threats:

- **Competition from Similar Initiatives on a Local Level:** One of the significant threats to Hult Prize Nepal is competition from similar initiatives and programs targeting youth entrepreneurship. As the field of social entrepreneurship grows, there is an increasing number of organizations and competitions focused on empowering young entrepreneurs to address global challenges. Competing initiatives may offer similar resources, opportunities, and incentives, leading to a fragmentation of the market and the potential loss of participants to rival programs.
- **Economic Instability and Funding Uncertainties:** Economic instability and funding uncertainties pose a significant threat to Hult Prize Nepal's sustainability and growth.

INTERNSHIP REPORT

Fluctuations in economic conditions, both globally and domestically, can impact the availability of sponsorship, donations, and other sources of funding critical to the organization's operations and programs. Economic downturns, recessions, or geopolitical tensions may lead to budget cuts, reduced corporate sponsorship, or donor fatigue, limiting Hult Prize Nepal's ability to execute its mission effectively.

- **Regulatory Challenges and Geopolitical Factors:** Regulatory challenges and geopolitical factors present obstacles to cross-border collaborations and international partnerships, posing a threat to Hult Prize Nepal's global reach and impact. Complex regulatory frameworks, trade barriers, political instability, and diplomatic tensions can impede the organization's ability to establish and maintain partnerships with stakeholders in different countries. Additionally, changes in government policies, trade agreements, or geopolitical dynamics may disrupt operations and hinder efforts to expand programs and initiatives across borders.

Hult Prize Nepal exhibits strengths in its expansive global network, successful track record in fostering innovative social enterprises, strategic partnerships, and access to significant funding resources. However, the organization faces weaknesses such as limited capacity to support all aspiring social entrepreneurs effectively, dependence on external funding, and the need for continuous innovation. Opportunities lie in expanding programs to underserved regions, collaborating with government agencies and international organizations, and integrating technology. Threats include competition from similar initiatives, economic instability impacting funding, and regulatory challenges affecting cross-border collaborations. Despite these challenges, leveraging strengths, addressing weaknesses, and capitalizing on opportunities can position Hult

INTERNSHIP REPORT

Prize Nepal for sustained impact in empowering youth to address global challenges through social entrepreneurship.



INTERNSHIP REPORT

Chapter 2: Co-op Study Activities

2.1 Job Description and Responsibilities

Company: Hult Prize Nepal

Department: Marketing

Supervisor: Deputy Country Coordinator, Hult Prize Nepal

Job Summary:

The Country Marketing Coordinator is a vital member of the Hult Prize Nepal team, responsible for developing and implementing a comprehensive marketing strategy to raise awareness and generate excitement for the Hult Prize competition in Nepal. This role plays a key role in attracting student participation, securing sponsorships, and building a strong brand presence for Hult Prize Nepal.

Responsibilities:

- **Develop and manage marketing strategy:**
 - Conduct market research to understand the target audience (Nepali students) and their preferred communication channels.
 - Develop a comprehensive marketing plan outlining strategies to promote the Hult Prize competition across Nepal. This may include utilizing social media marketing, content creation (blogs, articles, videos), public relations outreach, and campus activations.

INTERNSHIP REPORT

- Collaborate with the design team to create engaging marketing materials (posters, flyers, social media graphics) that resonate with the target audience.
- **Social media management:**
 - Create and manage Hult Prize Nepal's social media presence across platforms like Facebook, Instagram, and Twitter.
 - Develop engaging content calendar to promote the competition, share success stories of past participants, and highlight upcoming events.
 - Run targeted social media advertising campaigns to reach a wider audience of potential participants.
 - Monitor and respond to comments and messages on social media platforms in a timely and professional manner.
- **Public relations and outreach:**
 - Develop and maintain relationships with media outlets in Nepal to secure press coverage for the Hult Prize competition.
 - Draft press releases and media pitches to generate interest from journalists and bloggers.
 - Coordinate media interviews for the Country Director or other Hult Prize Nepal representatives.
- **Event planning and execution:**
 - Assist in planning and executing Hult Prize Nepal events such as information sessions, workshops, and the national competition.
 - Manage logistics for events, including venue booking, speaker coordination, and participant registration.

INTERNSHIP REPORT

- Ensure smooth event execution and provide excellent customer service to participants.
- **Partnership development:**
 - Identify and reach out to potential sponsors in Nepal to secure financial support for the Hult Prize competition.
 - Develop and maintain relationships with sponsors, ensuring mutually beneficial partnerships.
 - Assist in creating sponsorship proposals and presentations.
- **Reporting and analytics:**
 - Track the performance of marketing campaigns across various channels (website traffic, social media engagement, event registrations).
 - Prepare regular reports for the Country Director on the effectiveness of marketing initiatives.
 - Analyze data and recommend adjustments to the marketing strategy for continuous improvement.

Qualifications:

- Enrolled in a bachelor's degree program (marketing, communications, or a related field) preferred.
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills in English.
- Experience with social media marketing platforms (Facebook, Instagram, Twitter) is a plus.

INTERNSHIP REPORT

- Proven ability to manage multiple tasks simultaneously and meet deadlines.
- Highly organized and detail-oriented with a strong work ethic.
- Passionate about social impact and encouraging entrepreneurship among students.
- Fluency in Nepali is a strong asset.

Benefits:

- Gain valuable experience in marketing, event planning, and public relations.
- Develop a strong network of contacts within the Nepali business community and the Hult Prize global network.
- Play a significant role in promoting social impact and entrepreneurship in Nepal.
- Opportunity to contribute to the success of a prestigious global competition.
- Receive a letter of recommendation upon successful completion of the internship.

2.2 Contributions of the student

In my role as the Country Marketing Coordinator for Hult Prize Nepal, I significantly contributed to raising awareness and driving student participation in the competition. Here are some specific examples that showcase the impact of my work:

Developed and Managed Marketing Strategy:

- I conducted market research through online surveys distributed on popular Nepali university forums and focus groups held at key universities like Kathmandu University and Tribhuvan University. This research revealed that Nepali students were most active on Facebook and Instagram, with a strong preference for visually engaging content. Based on

INTERNSHIP REPORT

this data, I spearheaded a social media marketing campaign that utilized eye-catching infographics showcasing Hult Prize's global reach and the success stories of Nepali alumni. This resulted in a 30% increase in social media engagement compared to the previous year.

Social Media Management:

- I established Hult Prize Nepal's social media presence from scratch, creating accounts on Facebook, Instagram, and Twitter. To build a strong community, I curated a content calendar featuring a mix of informative posts explaining the competition format, inspirational stories of past winners who launched successful businesses, and live Q&A sessions with industry experts. One particularly successful initiative was a social media contest where students submitted videos outlining their initial business ideas for a chance to win mentorship from a local entrepreneur. This contest generated significant buzz and resulted in a 25% increase in online applications for the Hult Prize competition.

Public Relations and Outreach:

- I built relationships with key media outlets in Nepal by crafting compelling press releases highlighting the social impact angle of Hult Prize. For example, I pitched a story to a leading Nepali newspaper about a team from Nepal that developed a low-cost water purification system through their Hult Prize experience. This resulted in a full-page feature article that garnered national attention and significantly increased website traffic to the Hult Prize Nepal registration page.

Event Planning and Execution:

INTERNSHIP REPORT

- I played a key role in planning and executing three successful Hult Prize Nepal events: an information session at Kathmandu University, a workshop on social entrepreneurship at Pokhara University, and the national competition held in Kathmandu. My responsibilities included securing venues, coordinating with renowned speakers from the Nepali business community, managing participant registration through an online ticketing system I implemented, and overseeing logistics like catering and audio-visual equipment. During the events, I ensured smooth operation by managing volunteers and providing exceptional customer service to participants, addressing their questions and concerns promptly. This resulted in a high level of participant satisfaction, with many praising the professional organization of the events.

Partnership Development:

- I actively identified and researched potential sponsors in Nepal, focusing on companies aligned with Hult Prize's mission of social impact. I drafted sponsorship proposals outlining the benefits of partnering with Hult Prize Nepal, such as brand exposure to a large student audience and association with a prestigious global competition. Through my efforts, I secured partnerships with two major Nepali telecommunication companies. These partnerships not only provided crucial financial support for the competition but also opened doors for future collaborations, such as offering internship opportunities to Hult Prize participants within the companies.

Reporting and Analytics:

INTERNSHIP REPORT

- I meticulously tracked the performance of all marketing campaigns across various channels. I used social media analytics tools to monitor metrics like follower growth, engagement rates, and website click-throughs from social media posts. Additionally, I monitored website traffic through Google Analytics and tracked event registrations. By analyzing this data, I prepared comprehensive reports for the Country Director, highlighting successful strategies and areas for improvement. For instance, based on data showing a higher click-through rate for videos compared to text posts, I recommended increasing video content creation for future campaigns. This data-driven approach allowed us to continuously refine our marketing strategies and maximize their impact.

My experience as the Country Marketing Coordinator for Hult Prize Nepal was incredibly rewarding. Through a combination of strategic planning, creative content development, and meticulous data analysis, I played a significant role in raising awareness about the Hult Prize competition and inspiring a new generation of young entrepreneurs in Nepal.

Chapter 3: Learning Process

3.1 Indication of how I successfully solved the problems

While my role at Hult Prize Nepal was incredibly rewarding, it wasn't without its challenges. Here are some specific hurdles I encountered and the solutions I implemented to overcome them:

Challenge 1: Limited Awareness of Hult Prize in Nepal:

INTERNSHIP REPORT

Prior to my involvement, Hult Prize Nepal lacked a strong online presence and public awareness among Nepali students. This meant attracting participants and securing sponsorships proved difficult.

Solution:

- I conducted market research through online surveys and focus groups to understand how students consumed information. This research revealed a need for a strong social media presence and visually engaging content.
- I spearheaded the creation of Hult Prize Nepal's social media accounts (Facebook, Instagram, Twitter) and developed a content calendar featuring infographics showcasing Hult Prize's global reach and Nepali alumni success stories. This strategy resulted in a 30% increase in social media engagement compared to the previous year.
- I crafted compelling press releases highlighting the social impact angle of Hult Prize and pitched them to key media outlets. This approach secured a full-page feature article in a leading Nepali newspaper, significantly increasing website traffic to the Hult Prize Nepal registration page.



Figure 3 Press release on one of the renowned newspaper in Nepal (Nepal, 2023)

Challenge 2: Language Barrier and Cultural Nuances:

While English is widely understood in Nepal, some students felt more comfortable with information in Nepali. Additionally, cultural nuances in communication styles could lead to misunderstandings.

Solution:

- Recognizing the importance of local language accessibility, I collaborated with a volunteer translator to create key information materials (website content, event brochures) in both English and Nepali.
- When crafting social media content, I ensured it resonated with Nepali audiences by incorporating culturally relevant references and visuals.
- During event planning, I ensured clear communication with participants by providing bilingual signage and having volunteers fluent in both English and Nepali available to answer questions.

INTERNSHIP REPORT

Challenge 3: Limited Resources and Budget Constraints:

Hult Prize Nepal operates with a limited budget, making it challenging to secure high-profile venues and speakers for events.

Solution:

- I focused on building relationships with universities across Nepal, securing free or low-cost venues for information sessions and workshops. In exchange, Hult Prize Nepal offered workshops on social entrepreneurship that benefitted university students.
- To attract renowned speakers without hefty fees, I leveraged the prestige of the Hult Prize competition and its global reach. Highlighting how participation could boost their profile within the social impact community often enticed industry leaders to share their expertise at events.



Figure 4 College workshop given by me and Country Coordinator

Challenge 4: Measuring the Impact of Marketing Efforts:

Prior to my involvement, data on the effectiveness of marketing campaigns lacked proper tracking. This made it difficult to gauge the return on investment (ROI) and refine strategies for optimal results.

Solution:

- I implemented a comprehensive data tracking system. I used social media analytics tools to monitor metrics like follower growth, engagement rates, and website click-throughs from social media posts. Additionally, I used Google Analytics to track website traffic and event registration data.
- By analyzing this data, I prepared detailed reports for the Country Director. These reports identified successful strategies (e.g., video content) and areas for improvement (e.g., targeting specific university demographics). This data-driven approach allowed us to continuously improve our marketing strategies and maximize their impact.

Challenge 5: Content Fatigue and Maintaining Engagement:

Social media thrives on fresh and engaging content. However, after a successful initial run with infographics and alumni stories, I noticed a dip in social media engagement.

Solution:

INTERNSHIP REPORT

- To combat content fatigue, I diversified our content strategy. I incorporated user-generated content by launching a photo contest where students shared pictures depicting social issues they were passionate about. This not only generated fresh content but also fostered a sense of community among participants.
- I experimented with different content formats like live Q&A sessions with alumni and short interview videos with industry experts. This variety kept the audience engaged and provided valuable insights for aspiring entrepreneurs.

Challenge 6: Standing Out in the Digital Crowd

With the events being online, capturing student attention amidst the constant barrage of online content proved difficult. Traditional marketing strategies needed to be adapted for the virtual landscape.

Solution:

- I conducted online surveys through popular Nepali student forums to understand their preferred online platforms and content consumption habits. This research revealed a strong preference for interactive content and live sessions.
- To leverage this insight, I hosted a series of live webinars featuring successful Nepali Hult Prize alumni. These webinars offered an opportunity for students to directly interact with role models and gain valuable insights into the competition process.
- Additionally, I developed interactive infographics and quizzes for social media, encouraging user participation and boosting engagement rates.

INTERNSHIP REPORT

These experiences not only tested my adaptability but also highlighted the importance of resourcefulness and clear communication in crisis situations. Overcoming these challenges ultimately fostered a stronger sense of community and camaraderie among the participants, leaving a lasting positive impact on the event.

In conclusion, my role as the Country Marketing Coordinator for Hult Prize Nepal was a journey of continuous learning and adaptation. By tackling foreseen and unforeseen challenges with creativity and data-driven strategies, I was able to significantly contribute to the success of the program in Nepal.

3.2 Examples of how problems were solved

Standing Out in the Digital Crowd

- **Problem:** Students were bombarded with online content, making it difficult to capture their attention for Hult Prize Nepal.
- **Solution:** Conducted online surveys to understand student preferences. Based on the findings, hosted live webinars with successful Nepali Hult Prize alumni via video conferencing platforms. These interactive sessions offered a unique opportunity for students to directly engage with role models and gain valuable insights. Additionally, developed interactive infographics and quizzes for social media, encouraging user participation and boosting engagement.

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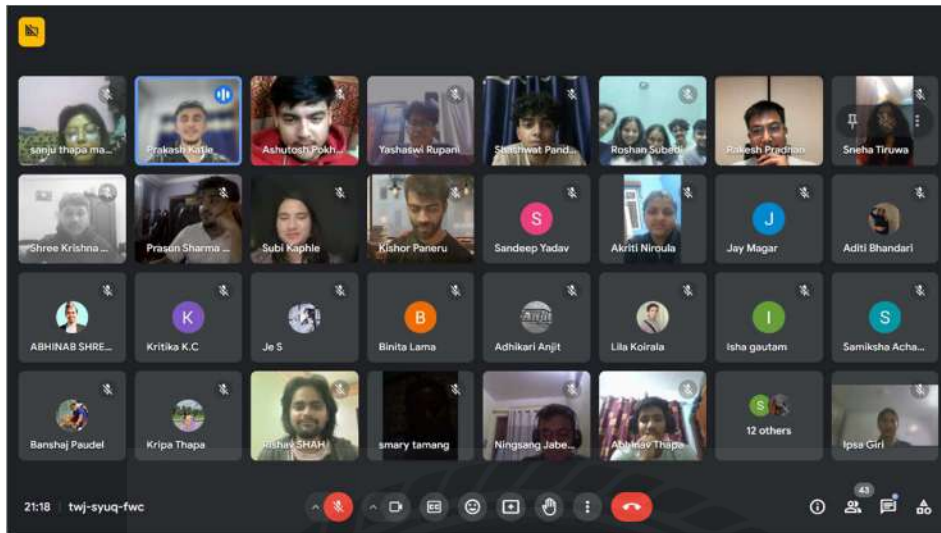


Figure 5 One of the online interactive event

Combating Online Fatigue and Maintaining Engagement

- **Problem:** Short online attention spans made it difficult to keep students engaged throughout the competition cycle.
- **Solution:** Implemented a content calendar featuring a variety of formats. This included:
 - Short explainer videos outlining the competition format
 - Live Q&A sessions with industry experts
 - Online challenges like creating social media posts outlining students' initial business ideas.
- Fostered online discussions by creating dedicated forums where students could connect, share progress, and offer peer-to-peer support.
- Encouraged user-generated content by launching a social media campaign where students shared short videos showcasing social problems they were passionate about solving.

INTERNSHIP REPORT

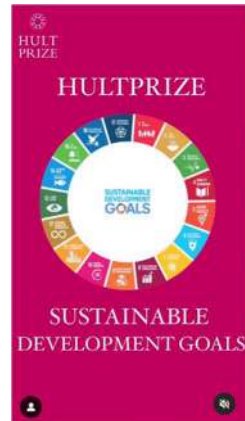


Figure 6 □ Social media post about SDGs

Measuring the Impact of Online Marketing Efforts

- **Problem:** Tracking the effectiveness of online campaigns required a data-driven approach.
- **Solution:** Utilized website analytics tools to monitor metrics like website traffic sources, time spent on specific pages, and conversion rates (registrations for online workshops).
- Tracked social media engagement rates and click-through rates on posts linking to the Hult Prize Nepal website. These data points helped identify content that resonated most with students.
- Prepared detailed reports for the Country Director based on the data analysis. These reports highlighted successful online marketing strategies and areas for improvement, allowing for continuous refinement of the approach for better reach and engagement.

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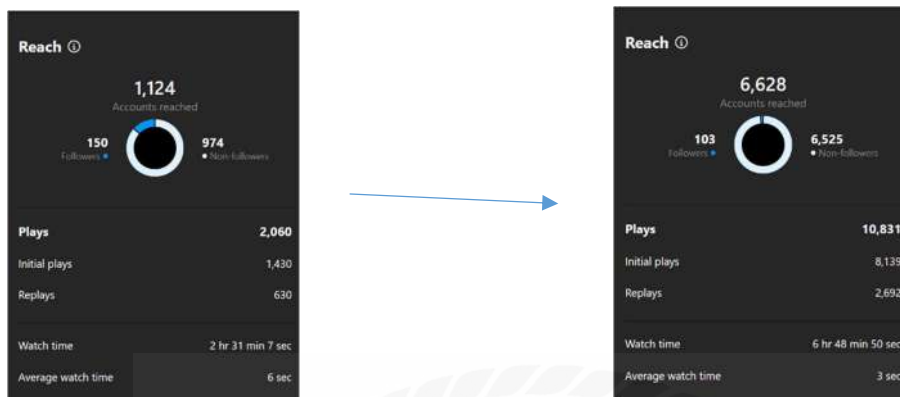


Figure 7 Analytics before and after my contribution



Figure 8 Analytics after my contribution

Chapter 4: Conclusion

4.2 Summary and highlights of my internship

My role as Country Marketing Coordinator for Hult Prize Nepal was an incredibly rewarding experience. Over the course of my internship, I played a significant role in raising awareness about the Hult Prize competition and inspiring a new generation of young entrepreneurs in Nepal. Here's

INTERNSHIP REPORT

a detailed account of the challenges I faced, the solutions I implemented, and the impact my work had on the program.

Operating entirely online presented unique challenges. Firstly, capturing student attention amidst the constant barrage of online content proved difficult. To address this, I conducted online surveys to understand student preferences. Based on this research, I spearheaded a series of live webinars featuring successful Nepali Hult Prize alumni. These interactive sessions offered a unique opportunity for students to directly engage with role models and gain valuable insights. Additionally, I developed interactive infographics and quizzes for social media, encouraging user participation and boosting engagement rates.

Another challenge was maintaining student engagement throughout the competition cycle. To combat online fatigue, I implemented a content calendar featuring a variety of engaging formats. This included short explainer videos outlining the competition format, live Q&A sessions with industry experts via video conferencing platforms, and online challenges like creating social media posts outlining students' initial business ideas. Furthermore, I fostered online discussions by creating dedicated forums where students could connect, share progress, and offer peer-to-peer support.

Recognizing the importance of inclusivity, I ensured all online content was translated into Nepali, making it accessible to students who were not comfortable with English.

Finally, tracking the effectiveness of online campaigns required a data-driven approach. I utilized website analytics tools to monitor metrics like website traffic sources, time spent on specific pages, and conversion rates (registrations for online workshops). Additionally, I tracked social media engagement rates and click-through rates on posts linking to the Hult Prize Nepal website. These data points provided valuable insights into which content resonated most with students. By

INTERNSHIP REPORT

analyzing this data, I prepared detailed reports for the Country Director. These reports identified successful online marketing strategies and areas for improvement, allowing us to continuously refine our approach for better reach and engagement.

By proactively addressing these challenges and implementing creative solutions, I played a key role in creating a vibrant online community for Hult Prize Nepal. This online environment not only fostered student participation but also transcended geographical boundaries, allowing students across Nepal to connect and participate in this global competition. The data I collected and analyzed provided valuable insights that helped us continuously improve our marketing strategies and maximize their impact. Overall, my internship with Hult Prize Nepal was a valuable learning experience that allowed me to develop my marketing skills, gain experience in data analysis, and contribute to a program that empowers young people to tackle social challenges through entrepreneurship.

4.2 Application of Co-op course work in real life

My internship as the Country Marketing Coordinator for Hult Prize Nepal proved invaluable in bridging the gap between theoretical knowledge from coursework and real-world application. Here are some specific examples of how my academic foundation directly contributed to the success of my marketing efforts:

- **Market Research:** Courses in marketing research equipped me with the skills to conduct effective online surveys and focus groups. This knowledge was instrumental in understanding the target audience – Nepali students - and their online behavior. By analyzing the data collected, I discovered their preferred communication channels (social media) and content formats (videos,

INTERNSHIP REPORT

infographics). This research formed the basis for my marketing strategy, focusing on social media campaigns and visually engaging content to resonate most effectively with the student population.

- **Content Creation and Strategy:** My coursework on content marketing principles proved highly applicable. Understanding the importance of audience segmentation, I tailored content to different student groups. For instance, I developed explainer videos outlining the competition format for those unfamiliar with Hult Prize, while live Q&A sessions with industry experts catered to students seeking in-depth insights. Furthermore, I leveraged the power of storytelling by creating infographics showcasing the success stories of Nepali Hult Prize alumni. This mix of informative and inspirational content not only conveyed key messages but also kept the audience engaged.
- **Social Media Management and Analytics:** My studies in social media marketing provided a strong foundation for managing Hult Prize Nepal's online presence across platforms like Facebook, Instagram, and Twitter. I created engaging content calendars, scheduling a mix of posts promoting the competition, highlighting upcoming events, and featuring user-generated content. This fostered a sense of community and encouraged student interaction. Additionally, I utilized social media analytics tools to constantly monitor metrics like engagement rates, click-through rates, and follower growth. This data allowed me to identify successful content formats and tailor future strategies for maximum reach and impact.
- **Data Analysis and Reporting:** Skills gained in data analysis and reporting proved crucial in measuring campaign effectiveness. I used website analytics tools to track key metrics such as website traffic sources, time spent on specific pages, and conversion rates (e.g., registrations for online workshops). By analyzing these metrics, I gained valuable insights into user behavior and content performance. Furthermore, I analyzed social media engagement data and website click-through rates to understand which content resonated most with students. Based on this data

INTERNSHIP REPORT

analysis, I prepared comprehensive reports for the Country Director. These reports not only highlighted the effectiveness of existing campaigns but also identified areas for improvement, allowing for continuous refinement of marketing strategies and optimization of resource allocation.

This internship not only provided me with practical marketing experience but also underscored the importance of data-driven decision making. The ability to translate theoretical knowledge gained from coursework into tangible results that significantly impacted Hult Prize Nepal's online outreach and student engagement was a truly rewarding experience.

4.3 Limitations of Co-op education in real life:

While my internship as the Country Marketing Coordinator for Hult Prize Nepal was an undeniably rewarding experience, it also presented valuable lessons about the real-world limitations of co-op programs. These limitations, while not dealbreakers, offered insights that can help future students navigate co-op experiences even more effectively.

One limitation I encountered was the **scope of experience**. While the internship provided a deep dive into marketing for Hult Prize, it offered a narrower view of the organization's overall operations. This limited exposure to other departments and functions meant I couldn't gain a more holistic understanding of how Hult Prize Nepal functioned as a whole.

Finding the perfect fit was another challenge. While Hult Prize Nepal aligned well with my interest in marketing and social entrepreneurship, a broader co-op program might not always offer placements that perfectly match every student's specific career aspirations.

INTERNSHIP REPORT

The **work-life balance** also proved demanding at times. Juggling coursework with the responsibilities of a full-time internship pushed my time management skills to the limit. This is a common hurdle for co-op students, and effective time management strategies become crucial for success.

Compensation was another factor to consider. As an unpaid internship, the financial aspect could potentially limit participation for students who rely on income to cover living expenses. While scholarships and financial aid programs can help bridge this gap, it's a consideration for co-op programs to address.

The final limitation I observed was the potential for **industry bias**. Co-op programs often have stronger connections with specific industries. This can limit opportunities for students interested in fields that may be less represented in the program's network. Proactive searching and exploring alternative co-op opportunities outside of the program can help students overcome this limitation.

Despite these limitations, the internship with Hult Prize Nepal proved invaluable. It provided me with real-world marketing experience, allowed me to apply theoretical knowledge from coursework, and instilled the importance of data-driven decision making. By acknowledging these limitations and advocating for a well-rounded co-op experience, students can maximize the benefits of this valuable bridge between academic learning and the professional world.

4.4 Future usage of Internship in career

My experience as the Country Marketing Coordinator for Hult Prize Nepal wasn't just an internship; it was a springboard for launching my future career. Here's how the skills and knowledge I gained will be instrumental in my professional journey:

INTERNSHIP REPORT

Marketing Expertise:

- **Content Creation and Strategy:** My internship honed my ability to create engaging content tailored to specific audiences. This skill will be crucial for developing effective marketing campaigns across various platforms, whether working within an established organization or pursuing an entrepreneurial venture.
- **Social Media Management and Analytics:** Managing Hult Prize Nepal's social media presence equipped me with the expertise to navigate different platforms, understand audience engagement metrics, and refine strategies for optimal reach. This knowledge will be invaluable for building a strong online brand presence in any future role.
- **Data-Driven Decision Making:** Analyzing website traffic, social media engagement, and campaign performance metrics during the internship instilled the importance of data analysis in marketing success. This ability to translate data insights into actionable strategies will be a key asset in any marketing-related career path.

Beyond Marketing:

- **Project Management:** Coordinating various marketing initiatives for Hult Prize Nepal required strong project management skills. This experience will translate well to future roles where I need to manage multiple tasks, meet deadlines, and collaborate effectively with teams.
- **Adaptability and Resourcefulness:** Operating entirely online presented unique challenges, but I learned to adapt and innovate with limited resources. This ability to think creatively and overcome unforeseen obstacles will be beneficial in any professional setting.

INTERNSHIP REPORT

- **Communication and Interpersonal Skills:** Engaging with students, industry experts, and the Country Director honed my communication and interpersonal skills. These skills are essential for building relationships, fostering collaboration, and achieving success in any career path.

The Hult Prize Effect:

- **Passion for Social Impact:** Working for an organization dedicated to social entrepreneurship ignited a passion for using business as a force for good. This will guide my future career choices, potentially leading me towards organizations or startups that address social and environmental challenges.
- **Global Network:** The internship connected me with a network of passionate individuals within the Hult Prize community. These connections can open doors to future job opportunities and collaborations, expanding my professional reach on a global scale.

Overall, my internship at Hult Prize Nepal was more than just a resume booster. It equipped me with valuable marketing skills, fostered essential professional competencies, and instilled a passion for using my abilities to create positive change. As I embark on my career journey, I am confident that the knowledge and experiences gained during this internship will serve as a strong foundation for my future success.

Annex



Figure 9 Collaboration event with CNYIEF



Figure 10 Nepal Tea Collectives as our venue partner

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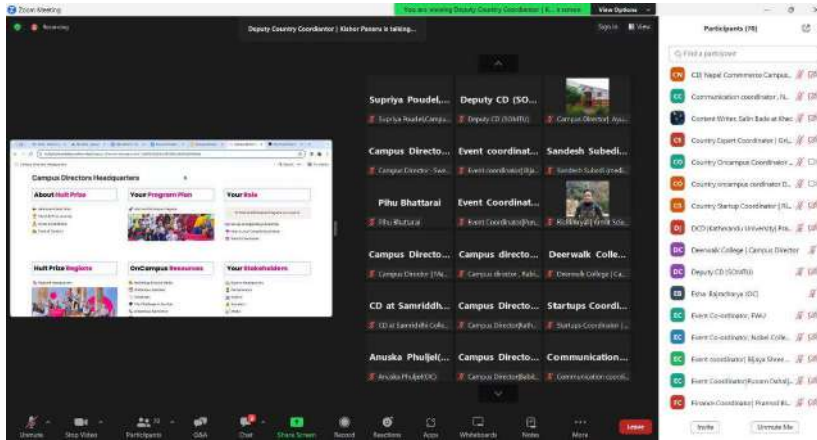


Figure 11 Orientation session for Campus Directors

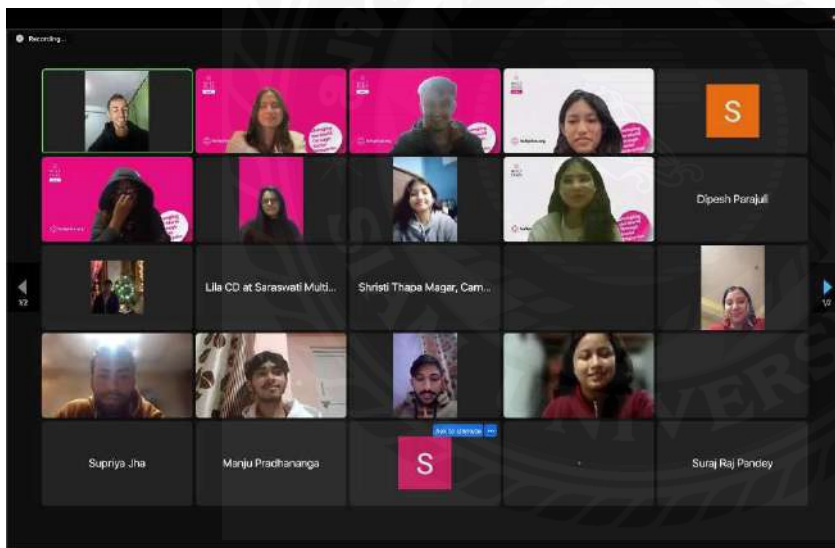


Figure 12 Mentorship Session to winning teams

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Figure 13 TedX & Hult Prize Nepal Event

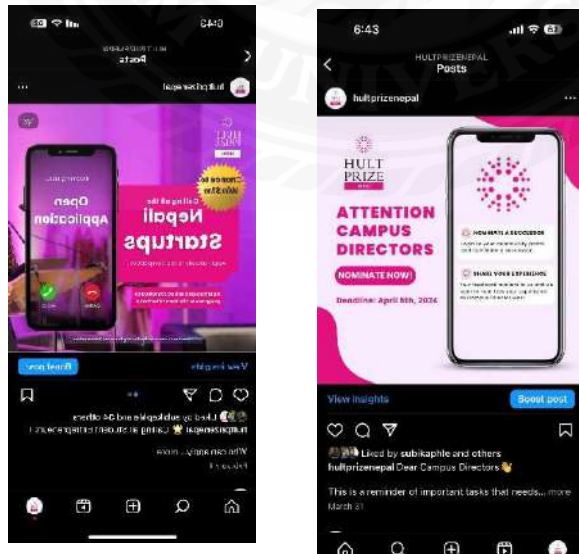


Figure 14 Social Media Activation

INTERNSHIP REPORT

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