



COOPERATIVE EDUCATION REPORT

Inside Ncell: Driving Sustainable Impact through Marketing
and Communication

Written by:
Ms. Srista Shrestha
ID No: 6408040061

This Report Submitted in Partial Fulfillment of the
Requirements for Cooperative Education, Faculty of Business
Administration Academic Semester 2/2024
Siam University

Title: Inside Ncell: Driving Sustainable Impact through Marketing and Communication

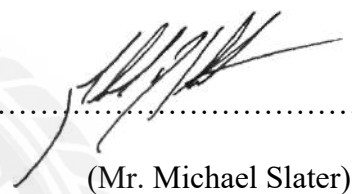
Written by: Ms. Srista Shrestha

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mr. Michael Slater

We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2025.

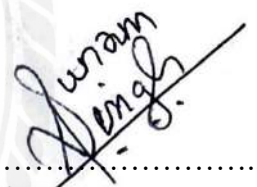
Oral Presentation Committees



.....

(Mr. Michael Slater)

Academic Advisor



.....

(Ms. Punam Singh)

Job Supervisor



.....

(Dr. Parham Porouhan)

Cooperative Committee



.....

(Asst. Prof. Dr. Maruj Limpawattana)

Asst. President and Director of Cooperative Education

Project Title: Inside Ncell: Driving Sustainable Impact through Marketing and Communication
Credits: 5
Written by: Ms. Srista Shrestha
Academic Advisor: Mr. Michael Slater
Degree: Bachelor of Business Administration
Major: Marketing
Faculty: Business Administration
Academic Year: 2025

Abstract

This report presents a comprehensive reflection of a 16-week cooperative education internship undertaken at Ncell Axiata Limited, one of Nepal's leading telecommunications companies. The internship was conducted under the Marketing, Communication, and Sustainability department, providing valuable insight into how strategic marketing and corporate social responsibility initiatives are executed in a dynamic corporate setting. The report outlines the various roles and responsibilities undertaken, including content creation, market research, campaign execution, and support in corporate social initiatives such as the Nepal Super League and the 19for19 campaign. It highlights key learning outcomes, challenges faced, and the practical application of academic concepts such as the 7 Ps of marketing and stakeholder communication. The internship allowed for significant professional and personal growth, strengthening competencies in teamwork, strategic thinking, and digital communication. This experiential learning opportunity bridged the gap between theoretical knowledge and real-world business practices, offering a deeper understanding of how marketing can drive sustainable impact.

Keywords: Ncell, sustainability, CSR, digital marketing, Nepal Super League, strategic branding

Acknowledgment

I would like to express my sincere gratitude to all the individuals and institutions who have played a significant role in my internship journey and professional growth. I would like to extend my heartfelt thanks to Siam University and Kathmandu College of Management (KCM) for providing me with the opportunity to pursue this invaluable internship as part of my academic curriculum. The structured support and international exposure offered by both institutions have greatly enriched my learning experience and prepared me for the professional world.

I am especially grateful to my academic supervisor, Mr. Michael Slater, for his constant guidance, encouragement, and insightful feedback throughout the internship period. His mentorship helped me remain focused, reflective, and proactive in applying academic knowledge to real-world scenarios.

I would also like to express my profound appreciation to Ncell, one of Nepal's leading telecommunications companies, for providing me with such an incredible platform to learn, grow, and contribute. Being part of the Marketing, Communication, and Sustainability Department at Ncell has been a truly rewarding experience that allowed me to engage in meaningful work while developing professional skills and industry insights.

A special note of thanks goes to my job supervisor, Ms. Punam Singh, whose mentorship, patience, and consistent support were instrumental in my development during the internship. Her guidance not only helped me better understand the corporate environment but also encouraged me to take initiative and embrace new challenges with confidence.

Lastly, I would like to thank my team for being so welcoming, collaborative, and supportive. From team discussions to project execution, every interaction was a learning opportunity that I deeply value and appreciate. Their warmth and teamwork made my experience at Ncell not just educational, but truly enjoyable.

Table of Contents

Abstract.....	3
Acknowledgment	4
List of Figures	7
List of Tables	7
List of Acronyms	7
Chapter 1: Introduction	8
1.1 Company Profile.....	8
1.1.2 Vision	10
1.1.3 Purpose	10
1.1.4 Strategies of the Company.....	10
1.2 Organizational Structure.....	11
1.2.1 Diagram of the Organizational Structure.....	13
1.2.2 My Job Position.....	14
1.2.3 My Job Position in the Company's Organization Structure	14
1.2.4 Intention and Motivation to choose the company.....	15
1.3 Strategic Analysis of the company (SWOT Analysis)	16
1.3.1 Objectives of this cooperative study.....	17
Chapter 2: Co-op Study Activities.....	18
2.1 Job Description and Responsibilities.....	18
2.2 Job Responsibilities and Work Duties.....	18
2.3 Activities in Coordinating with Co-Workers.....	19
2.4 Job Process Diagram	20
2.5 Contribution as a Cooperative Student to the Company.....	22
Chapter 3: Learning Process	24
3.1 Problem Faced.....	24
3.2 Problem Solving	24
3.3 Recommendation to the Company	25
3.4 Learning	26
3.5 Application of Coursework Knowledge to Real working situation.....	26
3.6 Special Skills and New Knowledge Learnt	27
Chapter 4: Conclusion.....	28
4.1 Highlights of Cooperative Studies at Ncell	28

4.2 Evaluation of the Work Experience.....	29
4.3 Limitation of Cooperative Studies.....	30
4.4 Recommendation for the Company in terms of Cooperative Studies.....	30
References.....	31
Appendices.....	31
Appendix 1: Daily Diary: Monday- Friday	32
Appendix 2: Photos	36
.....	36



List of Figures

Figure 1: Ncell logo	9
Figure 2: Organizational Structure.....	13

List of Tables

Table 1: SWOT Analysis of Ncell.....	16
Table 2: Summary of Job Process.....	22
Table 3: Daily Diary	35

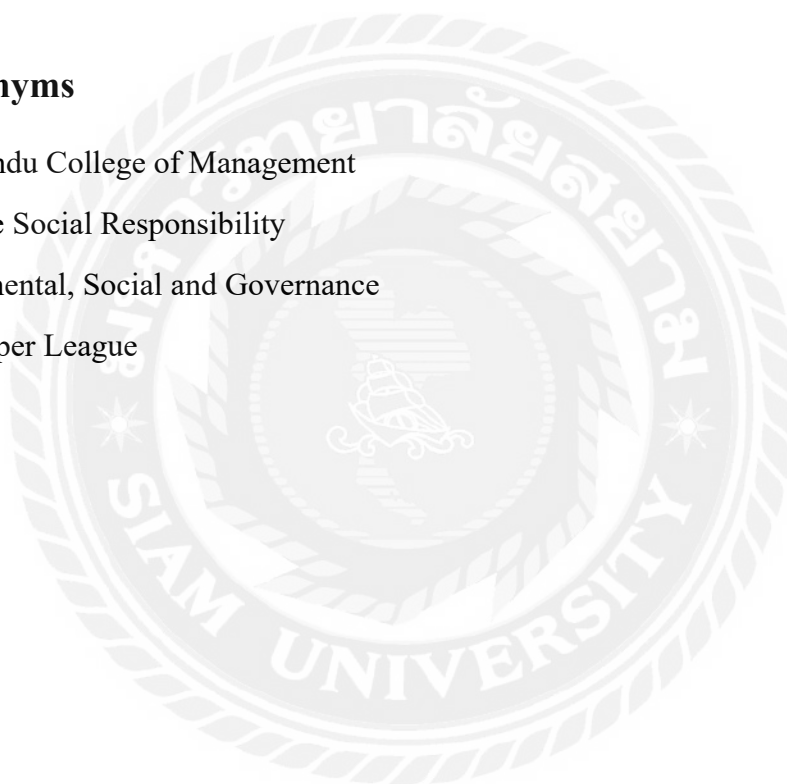
List of Acronyms

KCM: Kathmandu College of Management

CSR: Corporate Social Responsibility

ESG: Environmental, Social and Governance

NSL: Nepal Super League



Chapter 1: Introduction

In this chapter, the background of Ncell Axiata Limited is presented to provide readers with a comprehensive understanding of the organization. Ncell is a leading telecommunications company in Nepal and a part of the Axiata Group Berhad, one of Asia's largest telecommunications groups. It plays a vital role in connecting people and empowering societies through digital innovation and inclusive services. This chapter outlines the company profile, its organizational structure, my motivation for choosing Ncell as my workplace for training, and a strategic analysis of the company. These elements aim to offer insights into how Ncell operates within the dynamic telecom industry and its ongoing commitment to technological advancement and societal impact.

1.1 Company Profile

Ncell is a private telecommunications company that operates in Nepal. It was founded in 2004 under the name Mero Mobile and changed its name to Ncell in 2010 after being acquired by the Swedish telecommunications firm TeliaSonera. It serves millions of consumers worldwide with a wide variety of innovative mobile services.

Ncell operates in the highly competitive telecommunications industry, offering a comprehensive range of services to its customers. These services include mobile voice and data, allowing subscribers to make calls, send text messages, and access the internet on their mobile devices. Ncell also offers international roaming services, enabling customers to stay connected while traveling abroad. Additionally, the company offers value-added services, including mobile banking that enables users to perform financial transactions through their mobile phones, as well as entertainment services such as music streaming and mobile gaming.

Ncell holds a significant market share in Nepal and has played a pivotal role in driving the country's telecommunications industry development. Through continuous innovation and investment in network expansion, the company has introduced advanced technologies and services to meet the evolving needs of its customers.

In addition to its business operations, Ncell actively engages in corporate social responsibility initiatives. The company focuses on projects related to education, health, and rural development. For instance, Ncell has implemented programs to improve access to quality education, provide healthcare facilities in remote areas, and support rural communities in

various developmental aspects. These CSR efforts demonstrate Ncell's commitment to making a positive impact on society and contributing to Nepal's overall welfare.



Figure 1: Ncell logo



1.1.2 Vision

To be the most innovative and valued company of Nepal by 2030

1.1.3 Purpose

We help liberate people by inspiring everyone to grow together

1.1.4 Strategies of the Company

- **Digital Transformation**

Ncell Axiata Limited is actively pursuing digital transformation to shift from being a traditional telecommunications provider to a comprehensive digital services company. The company is expanding its digital presence through platforms like the MyNcell App, which now includes a wide range of self-service features for customer convenience. Additionally, Ncell is exploring digital financial solutions, entertainment platforms, and digital services focused on health and education. This focus on digitization enables the company to remain competitive in the evolving telecom market and cater to the evolving preferences of its digitally savvy customers.

- **Customer-Centric Approach**

Placing the customer at the heart of its operations, Ncell adopts a customer-first strategy by offering affordable, customized data and voice packages tailored to different user needs. The company has enhanced its service delivery through multiple customer support channels, including physical service centers, digital chatbots, and a responsive call center. Regular customer feedback is used to improve products and services, and continuous network optimization ensures a smooth user experience, reinforcing trust and loyalty among its subscriber base.

- **Network Expansion and Quality Enhancement**

To provide reliable and high-speed connectivity across Nepal, Ncell continually invests in expanding its 4G LTE coverage, with a particular focus on underserved and rural areas. The company is also laying the groundwork for the upcoming rollout of 5G services in coordination with regulatory bodies. Furthermore, advanced technologies such as big data analytics and AI are being integrated into operations to enable proactive network maintenance, minimize downtime, and enhance overall service quality for customers nationwide.

- **Sustainability and Corporate Social Responsibility (CSR)**

Ncell integrates sustainability into its core strategy, aligning with Axiata Group's broader Environmental, Social, and Governance (ESG) commitments. The company works toward reducing its carbon footprint by deploying energy-efficient base stations and adopting green technology. Through the Ncell Foundation, the company undertakes impactful CSR initiatives in health, education, and emergency response, such as supporting cancer awareness, digital education, and disaster relief. These efforts position Ncell as a responsible corporate citizen contributing to the long-term development of Nepal.

1.2 Organizational Structure

During my four-month internship at Ncell, I had the opportunity to gain firsthand experience within a portion of the company's internal structure, particularly in the domain of Marketing, Communication, and Sustainability. Given the confidential and highly integrated nature of Ncell's entire organizational structure, only a limited portion of the structure was revealed and accessible to interns. However, this limited exposure allowed me to gain a deeper understanding of how strategic functions operate and how other roles integrate into the company's vision.

At the top of the company's leadership is the CEO & Managing Director, who is responsible for overseeing the company's overall direction, growth, and performance. The role involves uppermost decision-making in each vertical like technology, operations, customer service, finance, human resources, and commercial strategy. Although I did not directly interact with this level of leadership, I worked on many directives and initiatives that aligned with the company's overall vision, which originates from the top.

Then, the Director of Marketing, Communication, and Sustainability reports directly to the CEO. This department plays a vital role in shaping the company's brand image, customer engagement, media presence, and sustainability agenda. The director ensures strategic alignment between commercial goals and social responsibility, leading campaigns that reflect Ncell's commitment to innovation and impact. As an intern under this vertical, I observed how the director oversaw multiple teams and initiatives each designed to elevate the company's market presence while reinforcing its sustainability objectives.

Under the director, I was guided by a Functional Expert, who acted as a direct supervisor and mentor. This expert was deeply involved in planning and executing campaigns, coordinating with external agencies, analyzing market trends, and managing internal communication processes. Their role bridged strategic vision and operational execution, ensuring that all departmental activities contributed to Ncell's larger goals.

Working closely with the expert provided me with valuable exposure to how marketing concepts are applied in real-world scenarios. I was able to witness the decision-making process, the collaboration between departments, and the importance of data-driven storytelling in brand communication.

As an Intern, my role was to provide support to the ongoing projects and campaigns within the department. My responsibilities ranged from assisting in content creation for social media and internal platforms, researching competitor trends, contributing to brainstorming sessions, and coordinating logistics for events and outreach initiatives.

Though I was at the foundational level of the hierarchy, the team empowered me to participate meaningfully in discussions and entrusted me with tasks that directly contributed to visible outcomes. This exposure not only developed my professional skills but also deepened my understanding of corporate communication dynamics within a large-scale telecom company.

1.2.1 Diagram of the Organizational Structure

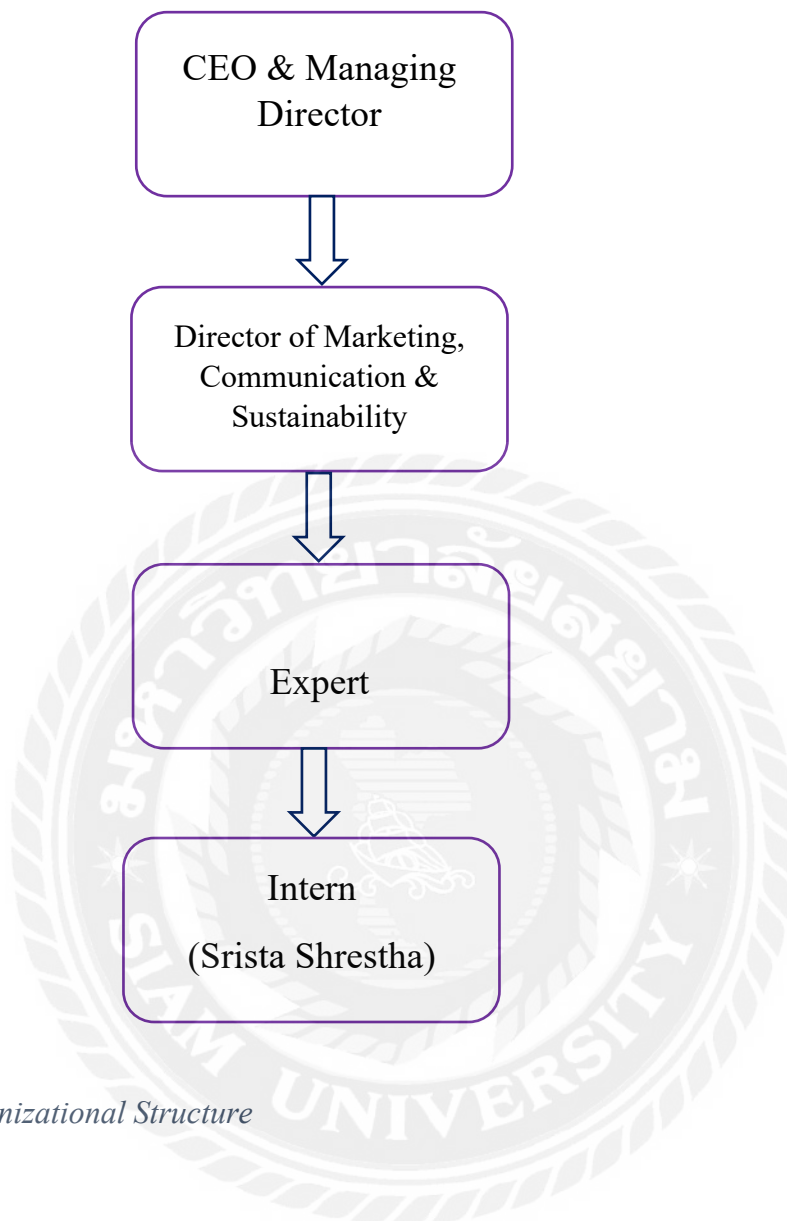


Figure 2: Organizational Structure

1.2.2 My Job Position

Role Title: Intern, Marketing, Communication and Sustainability

Company: Ncell Axiata Limited

Duration: 4 month

Reporting to: Director of Marketing, Communication and Sustainability

Objective of the Role: As part of my cooperative education studies, my internship position in the Marketing, Communication, and Sustainability department aimed to provide practical exposure and contribute meaningfully to ongoing initiatives aligned with the company's brand, communication, and sustainability goals.

1.2.3 My Job Position in the Company's Organization Structure

During my internship at Ncell, I was positioned within the Marketing, Communication, and Sustainability Department, which falls directly under the Director who reports to the CEO & Managing Director. Within this structure, my role as an Intern was situated at the foundational level, supporting the Functional Expert assigned to guide and mentor me throughout the internship period.

Within the broader organizational hierarchy, I was not involved in strategic decision-making at the top levels, but I operated closely under the Functional Expert, contributing operational support to active projects and initiatives. My tasks included content creation, research, brainstorming participation, event coordination, and internal communication support, all of which were aligned with the department's strategic directives of the department.

Although positioned at the base of the structure, my role allowed me direct access to project workflows, campaign processes, and interdepartmental collaboration, enabling me to play a supportive yet meaningful role within the company's broader vision. I was a contributing member within the operational execution layer of the Marketing, Communication, and Sustainability vertical, directly aiding the implementation of initiatives that reinforced Ncell's brand and sustainability commitments.

1.2.4 Intention and Motivation to choose the company

My decision to choose Ncell was driven by its strong reputation as a leading telecommunications company in Nepal, known not just for innovation and connectivity, but also for its commitment to social responsibility and sustainability. I was particularly drawn to the Marketing, Communication, and Sustainability department, as it aligned perfectly with both my academic background and personal interests.

I was especially interested in the Marketing, Communication, and Sustainability department because that's where creativity meets purpose. The way Ncell runs campaigns that are not only innovative but also socially meaningful really resonated with me. It made me want to be a part of something that isn't just about selling a product but about building a connection and making a difference.

Working with Ncell gave me the space to explore and grow in these areas. I got hands-on experience with actual campaigns, collaborated on impactful projects, and saw how strategies are built from the ground up. Whether it was raising awareness through communication or participating in sustainability-focused initiatives, every task taught me something new. I've gained so much, not just professionally but also personally, from being in that environment. It helped me see how marketing can truly be a force for good, and it's motivated me even more to pursue this path in the future.

1.3 Strategic Analysis of the company (SWOT Analysis)

Strengths	Weakness
<p>Strong Brand Recognition</p> <p>Extensive Distribution Network</p> <p>Skilled Human Resources</p> <p>Largest Market Share</p>	<p>High advertising costs</p> <p>Low signal strength in some areas</p> <p>Higher service costs than competitors</p> <p>Challenges in understanding local culture</p>
Opportunities	Threats
<p>Expansion into rural areas</p> <p>Diversification of services</p> <p>Technological advancements</p> <p>Growing demand for data services</p>	<p>Intense competition</p> <p>Changing consumer demands</p> <p>Political instability</p> <p>Health concerns related to mobile usage</p>

Table 1: SWOT Analysis of Ncell

1.3.1 Objectives of this cooperative study

The primary objective of my co-op study at Ncell was to apply theoretical knowledge from business, marketing, communication, and sustainability to real-world practice by working alongside experienced professionals, mentors, and teams that offered valuable insights, guidance, and feedback. This hands-on experience enabled me to expand my skills, network, and understanding of how strategic marketing, impactful communication, and sustainability initiatives function in a leading telecommunications company.

I aimed to contribute positively to Ncell's operations and support its brand, communication, and sustainability goals. I hoped that my contributions would be as valuable to Ncell as the experience was to my own personal and professional development. Throughout my cooperative study, I made a conscious effort to apply my academic learnings and previous experiences to help Ncell achieve its corporate and community-driven objectives.

The co-op program at Ncell had several key objectives aligned with my tasks and responsibilities:

- Strengthen brand engagement through marketing campaigns and initiatives.
- Gain firsthand experience of how a major corporation operates, especially in marketing, communication, and sustainability.
- Understand the planning and execution processes behind corporate social responsibility (CSR) and sustainability programs.
- Learn the strategies behind designing, launching, and evaluating marketing and communication campaigns.
- Manage, create, and enhance social media and digital presence to drive brand awareness and public interaction.

Through these activities, I was able to bridge the gap between theory and practice, deepening my understanding of strategic marketing, professional communication, and sustainability practices within the dynamic telecom sector environment.

Chapter 2: Co-op Study Activities

2.1 Job Description and Responsibilities

Role Title: Intern, Marketing, Communication and Sustainability

Company: Ncell Axiata Limited

Duration: 4 month

Reporting to: Director of Marketing, Communication and Sustainability

Objective of the Role: As part of my cooperative education studies, my internship position in the Marketing, Communication, and Sustainability department aimed to provide practical exposure and contribute meaningfully to ongoing initiatives aligned with the company's brand, communication, and sustainability goals.

2.2 Job Responsibilities and Work Duties

During my internship at Ncell, I was given the opportunity to take on a variety of responsibilities that allowed me to contribute to the marketing team while learning and growing professionally. My job involved a mix of research, content creation, coordination, and strategy support. Below are the key responsibilities and duties I carried out during my time at the company:

➤ **Conducting Market Research:**

I was responsible for researching current industry trends, competitor strategies, and consumer behavior. This research helped the marketing team stay updated and supported data-driven decision-making for campaigns and planning.

➤ **Content Creation:**

I created content for different marketing platforms, including social media posts, blog articles, and promotional write-ups. My focus was on developing engaging and clear content that aligned with the brand's tone and messaging.

➤ **Managing the Content Calendar:**

One of my main tasks was helping manage and coordinate the content calendar. I worked closely with the marketing team to plan and schedule content releases, ensuring that our communications were timely and relevant to ongoing campaigns and events.

➤ **Assisting with the Marketing Blueprint:**

I contributed to the creation of a marketing blueprint that included content strategy and social media guidelines. This was a valuable experience as it gave me insight into long-term planning and how consistency is maintained in brand communication.

➤ **Team Collaboration and Campaign Execution:**

I actively participated in brainstorming sessions, strategy meetings, and campaign execution. I worked closely with other interns and team members to implement marketing plans and track their effectiveness.

➤ **Support in Campaign Analysis:**

I assisted in monitoring the performance of various campaigns, learning how to interpret basic analytics and assess what content was performing well.

This role allowed me to apply my academic knowledge in a real-world setting and gain hands-on experience in the field of marketing. I developed stronger skills in research, content development, planning, and team collaboration, all of which contributed to both my personal and professional growth.

2.3 Activities in Coordinating with Co-Workers

At Ncell, coordinating with co-workers was a very smooth and enjoyable experience for me. I worked closely with my supervisor, different team members, and other interns almost every day. Everyone was very supportive, and it made it easy for me to share my ideas and ask questions whenever I needed help.

Some of the activities I was involved in while coordinating with my co-workers included:

- Attending regular team meetings where we shared updates on our work and discussed what needed to be done next.
- Joining brainstorming sessions where we came up with creative ideas for marketing campaigns and projects.

- Having one-on-one feedback sessions with my mentors, which really helped me improve my work.
- Collaborating with my team members to plan and create social media content.
- Helping in organizing events, which involved a lot of teamwork and coordination across different teams.

Overall, I found that collaborating with my co-workers made my internship experience much more meaningful and fun. I learned a great deal, not just about marketing, but also about the importance of effective communication and teamwork in a professional environment.

2.4 Job Process Diagram

1. Social Media and Content

Step	Description
Reviewed Ncell's social media platforms	Audited Ncell's posts, content frequency, design style, captions, and overall engagement to identify what was working and what could be improved.
Suggested improvements	Recommended improvements such as consistent branding, interactive content (polls, reels, etc.), and more localized storytelling to engage the audience better.
Listed content ideas	Compiled a list of new and engaging content ideas that Ncell could use on its platforms to stay relevant and build community engagement.
Reviewed TikTok influencers	Went through TikTok profiles of different influencers to identify suitable collaborators for campaigns like NSL.
Made videos for NSL content	Collaborated with colleagues to shoot, edit, and finalize short-form content and behind-the-scenes clips related to NSL.
Captured pre-hype match content	Clicked and recorded videos during the Ncell vs Influencer match to create hype content for social platforms.
Created content list for NSL	Created a structured list of content needs (reels, carousels, captions) for NSL promotions to ensure timely execution.

2. Competition and Media Monitoring

Step	Description
Researched competitors through newspapers	Monitored national dailies to understand what promotions or CSR initiatives other telecom companies were doing.
Checked ads on online portals	Compared Ncell's digital ads across different media platforms to see if creatives and messaging were consistent or duplicated.

3. CSR Project

Step	Description
Assisted with application tracking	Helped manage and track incoming applications for the 19for19 initiative.
Called influencers	Reached out to influencers to invite them to participate in the campaign or amplify messaging.
Helped with project PPT	Designed and structured a PowerPoint presentation summarizing selected projects from different provinces and CSR focus areas.
Drafted decline emails	Prepared professional email responses to inform unselected applicants about their application status.
Drafted monthly newsletter	Gathered internal updates and created a well-structured newsletter highlighting recent activities, events, and milestones.
Created Koshi province & Literature Festival PPTs	Helped build visual and content-rich presentations for Koshi Province CSR plans and Ncell's presence at the Nepal Literature Festival.

4. Event and Campaign Support (NSL)

Step	Description
Attended NSL campaign meetings	Participated in brainstorming and strategy meetings focused on the Nepal Super League campaign.
Created NSL initiative PPT	Compiled a detailed PowerPoint summarizing Ncell's involvement, campaign objectives, and content plans for NSL.
Volunteered at Rangasala	Assisted with on-ground logistics and coordination during actual NSL match events at the stadium.
Helped in live streaming setup	Supported technical teams during testing of live streaming setups for TikTok and YouTube.
Worked with agencies on content	Coordinated with creative agencies to produce visually engaging materials for NSL promotions.

5. Design and Creative Collaboration

Step	Description
Worked with agencies for designs	Provided feedback and helped coordinate design elements for ongoing campaigns, ensuring they matched the brand tone.
Assisted in designing for NSL & Food Fest	Helped prepare creatives and layouts needed for internal and external communication about NSL and the food festival.

Table 2: Summary of Job Process

2.5 Contribution as a Cooperative Student to the Company

During my internship at Ncell, I had the opportunity to make meaningful contributions to the marketing team while gaining hands-on experience in a dynamic corporate environment. One of my main responsibilities was conducting in-depth market research to support strategic decision-making. I explored various topics, including industry trends, competitor activities,

and potential target audiences. The insights I gathered helped the team prioritize efforts and focus on high-impact marketing initiatives.

I was also actively involved in content creation, where I developed blog posts, social media updates, and promotional materials. My goal was always to craft content that resonated with our audience, effectively communicated our brand message, and supported our conversion goals. Managing the content calendar was another important part of my role. I coordinated with the team to plan and schedule content around key campaigns, product launches, and seasonal events, ensuring timely and consistent communication.

One of the highlights of my internship was working on the marketing blueprint for the brand. Collaborating closely with my supervisor and teammates, I helped create a comprehensive guide that outlines our content strategy and social media guidelines. This blueprint is now used as a reference for future marketing activities, ensuring consistency in how the brand is presented.

I also contributed ideas during brainstorming sessions and team meetings and supported the execution and monitoring of campaigns alongside fellow interns and staff. Overall, my time at Ncell enabled me to apply and refine my skills in research, content development, and strategic planning, while making a tangible impact on the company's marketing efforts.

Chapter 3: Learning Process

3.1 Problem Faced

During my internship at Ncell, one of the key challenges I faced was adapting to the fast-paced corporate environment, especially when it came to aligning with the communication style and expectations of different departments. Coming from an academic background, I initially struggled with balancing creativity and professionalism, particularly while working on social media content and internal campaigns.

There were instances where I submitted content that was creative and engaging from a student's perspective, but it didn't fully align with the brand tone or corporate guidelines. This led to multiple revisions and feedback loops, which at first felt discouraging. Additionally, understanding the internal approval processes, especially across teams like legal, branding, and management, required a lot of patience and quick learning.

Another challenge was time management. Juggling multiple tasks, attending meetings, working on campaign drafts, and learning new tools often felt overwhelming. Since I was eager to prove myself, I sometimes overcommitted and later found it difficult to meet tight deadlines without compromising quality.

However, these challenges turned into valuable learning opportunities. I gradually learned how to ask the right questions, adapt my writing and design style, and plan my time more effectively. By the end of the internship, I had a much clearer understanding of how a telecom brand operates in a dynamic market and how to communicate more strategically within a corporate setting.

3.2 Problem Solving

Initially, the challenges I faced felt quite overwhelming, but I made a conscious effort to treat them as learning opportunities rather than setbacks. To overcome the issue of aligning my work with Ncell's corporate tone and brand identity, I began by actively seeking feedback from my supervisor and team members. Instead of just accepting revisions, I asked questions to better understand the rationale behind them why certain word choices mattered, how visual consistency impacted brand recall, and what worked best for Ncell's target audience.

I also took the time to review the company's previous campaigns and social media content to identify patterns in language, design, and messaging. This helped me understand the brand's tone more clearly and adapt my content accordingly. Over time, my drafts required fewer revisions, and I began to gain more confidence in my ability to produce work that met expectations.

To improve my time management and avoid overcommitting, I began using simple project management techniques creating daily to-do lists, setting internal deadlines ahead of official ones, and prioritizing tasks based on urgency and importance. I also learned to communicate more openly with my team when I needed help or extra time. This transparency helped build trust and ensured smoother workflow.

Solving these problems not only enhanced my technical and professional skills but also taught me the importance of adaptability, communication, and continuous learning in a corporate environment. By the end of the internship, I felt much more prepared to take on real-world challenges with a more strategic and organized approach.

3.3 Recommendation to the Company

During my cooperative studies experience, one of the key challenges I faced was the limited access to internal data. As a student eager to learn and contribute meaningfully, restricted access often made it difficult to gain deeper insights into operations, decision-making processes, and performance metrics. This limitation sometimes hindered the efficiency and depth of my work.

Recommendation:

I recommend that the company consider providing cooperative students with broader, supervised access to relevant internal data. Having guided access to real-time data and performance indicators would significantly enhance the learning experience, allow for more impactful contributions, and better prepare students for real-world industry expectations. Establishing a structured onboarding or data access policy for interns and cooperative students could also streamline this process while maintaining data security.

3.4 Learning

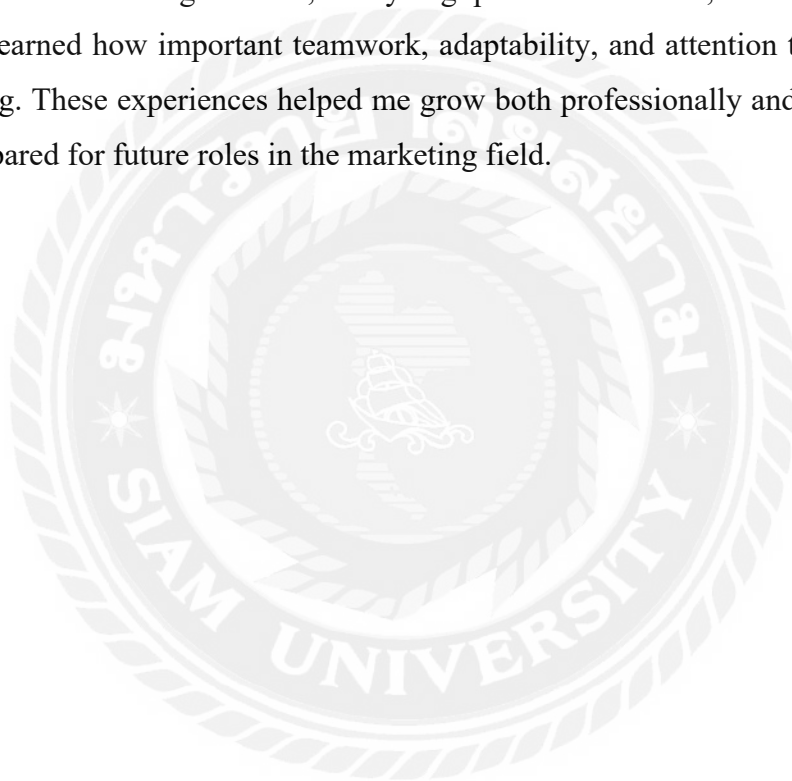
During my 16 weeks of internship at Ncell, I had the opportunity to gain practical exposure in a professional environment, which significantly enhanced my academic understanding. Being part of the marketing team allowed me to witness firsthand how real campaigns are developed and executed, and how data and creativity work together to shape effective communication strategies. I was actively involved in content creation for social media, supporting events such as the Nepal Super League and CSR initiatives, which provided me with valuable insights into brand engagement and community impact. I also learned the importance of teamwork and coordination, as I worked with multiple departments and observed how collaboration drives results in a corporate setting. Through this experience, I improved my communication skills, learned how to adapt to a fast-paced environment, and became more confident in managing responsibilities and meeting deadlines. Overall, my time at Ncell was a meaningful learning journey that prepared me for future challenges in the professional world.

3.5 Application of Coursework Knowledge to Real working situation

During my internship at Ncell, I found myself applying a significant amount of what I had learned in the classroom to real-world working situations. Concepts like the 7 Ps of marketing, market segmentation, and consumer behavior really helped me understand how campaigns are designed and targeted toward specific audiences. While working on content for social media and supporting events like the Nepal Super League, I could clearly see how branding strategies come to life beyond textbooks. My knowledge of digital marketing played a big role when contributing ideas for online engagement and understanding performance metrics. I also used the communication skills I developed during my business courses when writing emails, preparing reports, and collaborating with team members across departments. It was rewarding to see how the theories and tools I studied in college were directly applicable and helpful in a real corporate environment. This experience made my academic learning feel more relevant and valuable.

3.6 Special Skills and New Knowledge Learnt

During my internship, I developed several new skills and gained knowledge that went beyond what I had learned in the classroom. One of the most valuable skills I acquired was learning how to create and manage engaging content for social media platforms, understanding that each platform requires a distinct approach to effectively reach the target audience. I also learned how to work under pressure and meet tight deadlines, particularly while supporting campaigns and events, such as the Nepal Super League and CSR initiatives. My communication skills improved significantly as I interacted with professionals from different departments and handled coordination tasks. I also became more confident using digital tools and platforms for scheduling content, analyzing performance data, and reporting. Most importantly, I learned how important teamwork, adaptability, and attention to detail are in a corporate setting. These experiences helped me grow both professionally and personally, and I feel more prepared for future roles in the marketing field.



Chapter 4: Conclusion

Reflecting on my four-month internship at Ncell Axiata Limited, I can confidently say that it was one of the most defining experiences of my academic and professional journey. As a student with theoretical knowledge in marketing and communication, I was eager to see how the concepts I had learned in the classroom translated into real-world work. Ncell gave me that platform and so much more.

I had the privilege of working under the Marketing, Communication, and Sustainability department, where I not only contributed to national campaigns, such as the Nepal Super League, but also played an active role in impactful CSR initiatives, including 19for19. Every project I was part of had a larger purpose, which resonated deeply with my passion for using marketing as a tool for social good.

This internship pushed me outside my comfort zone. From sitting in meetings with experts to being trusted with content creation, analysis, and even event coordination, I felt like a true part of the team. I also faced my fair share of challenges, including tight deadlines, adapting to a corporate tone, and balancing creativity with professionalism. But every obstacle became a stepping stone, and with the help of a supportive team, I grew immensely both as a professional and as a person.

In conclusion, my cooperative education at Ncell didn't just prepare me for a future career in marketing it transformed the way I think, create, and communicate.

4.1 Highlights of Cooperative Studies at Ncell

One of the most exciting and fulfilling aspects of my internship was the opportunity to contribute to real, high-impact projects that I had only previously read about in textbooks. The Nepal Super League (NSL) campaign was a particular highlight, not only because it was high-energy and widely followed, but also because I was involved from ideation to execution. Whether it was creating TikTok videos, helping in social media content, or working directly with creative agencies, every day brought something new to learn.

Another memorable highlight was supporting CSR initiatives, especially the 19for19 campaign, where I learned the importance of corporate responsibility and how communication can amplify a company's social impact. Being involved in drafting newsletters, managing influencer outreach, and creating pitch decks helped me understand how structured and thoughtful communication plays a key role in building trust with the public.

What made all of this even more valuable was the supportive and inclusive work environment. I was encouraged to speak up, share ideas, and take initiative. I was never treated just like an intern. My input was heard, and my contributions were acknowledged, which made a significant difference in how deeply I engaged with the work.

4.2 Evaluation of the Work Experience

My work experience at Ncell was everything I hoped for and more. I walked into the office on my first day feeling nervous, unsure of what to expect. But I quickly found myself immersed in real projects, surrounded by a team that was not only skilled but also incredibly supportive.

What stood out to me the most was how much trust and responsibility I was given. I not only assisted with marketing campaigns but also contributed ideas, helped with content plans, analyzed competitor activity, and learned to think strategically. There was always something to do, something to learn, and that kept me motivated and engaged throughout the internship.

I particularly appreciated the constructive feedback culture at Ncell. Mistakes were treated as learning opportunities, and I always received guidance that helped me improve. Over time, I became more confident in my skills, especially in content creation, research, and strategic thinking. I also gained a much deeper appreciation for the role that marketing and communication play in shaping brand perception and public trust.

Overall, my internship gave me the clarity and confidence I needed to pursue a career in marketing, not just as a job, but as a way to create a meaningful impact.

4.3 Limitation of Cooperative Studies

Despite the enriching experience, I encountered a few limitations during my time at Ncell. One of the main ones was the lack of access to strategic-level meetings and decision-making discussions. As an intern, I completely understand that some information is confidential, but I often found myself curious about how the bigger picture comes together, how final decisions are made, and what discussions lead up to the campaigns we executed.

Another challenge was the lengthy content approval process. Because there were so many stakeholders involved (branding, legal, senior management), getting even a simple post approved sometimes took longer than expected. This sometimes made it difficult to respond quickly to real-time trends or events, especially on social media.

Initially, I also struggled a bit with adapting to the corporate tone and style. As someone who loves creativity and storytelling, I initially felt restricted trying to fit my ideas within a very formal brand guideline. However, with time, I learned how to strike that balance and in hindsight, that was a crucial skill I needed to develop.

4.4 Recommendation for the Company in terms of Cooperative Studies

Based on my personal experience, few recommendations that I believe could make the internship experience at Ncell even better for future students:

- **Structured Onboarding Sessions:** A more detailed orientation at the beginning, especially around brand tone, communication style, content guidelines, and the approval process, would have helped me settle in more quickly. It took me a few weeks to fully understand how things worked internally, and that slowed down my initial contributions.
- **Regular Feedback Check-Ins:** While I did receive feedback from my supervisor, having a structured review every two weeks would help track progress more clearly and make space for reflection and improvement.
- **Cross-Department Exposure:** Allowing students to observe or assist in different departments briefly can broaden their understanding of the company's overall operations and inter-departmental collaboration.

References

- Ncell Axiata Limited. (2025). *Business*. <https://www.ncell.com.np/en/business>
- Ncell Axiata Limited. (2025). *Company profile*. <https://www.ncell.com.np/en/about/company-profile>
- Ncell Axiata Limited. (2025). *Ncell Foundation*. <https://www.ncell.com.np/en/foundation>
- Ncell Axiata Limited. (2025). *Our portfolios*. <https://www.ncell.com.np/en/foundation/our-portfolios>
- Sports Bureau. (2025). *Nepal Super League auction on February 22*. The Kathmandu Post. <https://kathmandupost.com/football/2025/02/14/nepal-super-league-auction-on-february-22>



Appendices

Appendix 1: Daily Diary: Monday- Friday

10th Feb 2025 Orientation to the department; briefed on ongoing projects. Started reviewing Ncell's social media platforms for engagement and content quality.	11th Feb 2025 Sick Leave	12th Feb 2025 Sick Leave	13th Feb 2025 Continued social media audit; noted areas for improvement. Suggested initial ideas for increasing visibility and interaction.	14th Feb 2025 Conducted competitor analysis using national newspapers. Compiled data on current telecom trends and marketing strategies.
17th Feb 2025 Created a comparison chart of Ncell vs competitors.	18th Feb 2025 Began working on the PowerPoint presentation for Koshi Province. Collected data on telecommunication challenges in the region.	19th Feb 2025 Worked on the "19 for 19" initiative shortlisted key partnership-based projects for review.	20th Feb 2025 Analyzed selected "19 for 19" projects based on their objectives and alignment with Ncell's CSR verticals.	21st Feb 2025 Created a detailed report on shortlisted "19 for 19" applications. Outlined impact and future potential of each initiative.
24th Feb 2025 Presented "19 for 19" report to supervisor. Received feedback and made final edits. Participated in department's weekly review meeting.	25th Feb 2025 Assisted in drafting the monthly newsletter. Collected content on recent events and initiatives carried out by Ncell.	26th Feb 2025 Holiday: Maha Shivaratri	27th Feb 2025 Wrote newsletter sections on sustainability and CSR.	28th Feb 2025 Continued newsletter drafting. Collected visuals and designed a layout for internal review.
3rd Mar 2025 Began drafting decline email for "19 to 19" applications.	4th Mar 2025 Finalized and sent decline email draft for review.	5th Mar 2025 Contributed to March Monthly Newsletter.	6th Mar 2025 Proofread and reviewed newsletter content. Submitted for final edits.	7th Mar 2025 Helped in preparing a PowerPoint presentation for Nepal Literature Festival.

10th Mar 2025	11th Mar 2025	12th Mar 2025	13th Mar 2025	14th Mar 2025
Continued presentation formatting. Added creative design elements.	Attended briefing session on upcoming NSL campaign. Started working on NSL content planning and idea generation.	Curated preliminary content list for NSL. Participated in brainstorming session for social media engagement.	Holiday: Fagu Purima Holi	Holiday: Fagu Purima Holi
17th Mar 2025	18th Mar 2025	19th Mar 2025	20th Mar 2025	21st Mar 2025
Joined coordination call with creative agency. Discussed concepts for NSL visual assets.	Reviewed TikTok influencer content and suggested optimizations.	Collected references and worked on creative briefs for agencies.	Assisted in designing NSL presentation template. Reviewed earlier materials for visual consistency.	Participated in strategic NSL planning meeting. and Conducted live streaming test on YouTube and TikTok. Documented technical observations.
24th Mar 2025	25th Mar 2025	26th Mar 2025	27th Mar 2025	28th Mar 2025
Finalized pre-hype match coordination with internal team and influencers	Pre-Hype Match Day: Coordinated event with Ncell colleagues and influencers. Helped with video shoots and social media content capture.	Reviewed footage from pre-hype match. Suggested edits and video captions.	Participated in logistics meeting for NSL live streaming setup.	Assisted in preparing for official NSL launch. Helped finalize influencer list and deliverables.
29th Mar 2025	30th Apr 2025	31st Mar 2025	1st Apr 2025	2th Apr 2025
Participated in opening day activities. Helped coordinate social media posts and live streaming coverage.	Supported design team in managing game-day visuals. Participated in real-time campaign tracking.	Compiled campaign-related data from NSL coverage. Sent daily highlights report.	Reviewed visual content from NSL matches.	Volunteered at NSL match at Rangasala Stadium. Helped in content creating and branding.

4th Apr 2025	7th Apr 2025	8th Apr 2025	9th Apr 2025	10th Apr 2025
Helped prepare performance summary for NSL-related social media content.	Monitored campaign hashtags and engagement.	Attended weekly strategy meeting. Provided feedback on influencer collaborations.	Assisted in video production planning for upcoming NSL recap content.	Reviewed and finalized recap script with team.
11th Apr 2025	14th Apr 2025	15th Apr 2025	16th Apr 2025	17th Apr 2025
Supported campaign reporting. Gathered engagement metrics from Instagram and TikTok.	Holiday: Nepali New Year	Aligned with the team on NSL finals timeline and deliverables.	Coordinated with creative agencies for NSL final design requirements and storyboards.	Continued campaign tracking. Shortlisted quiz participants for NSL match ticket giveaway.
18th Apr 2025	20th Apr 2025	21st Apr 2025	22nd Apr 2025	23rd Apr 2025
Finalized lucky draw process. Selected and notified quiz winner for NSL match tickets.	Eliminator Match: FC Chitwan vs. Pokhara Thunders — Managed match-day content, updated live highlights, and supported engagement tracking.	Coordinated with agency for next match creatives. Reviewed ad placements and post-match engagement.	Conducted influencer performance research to evaluate reach for potential future campaigns.	Supported setup for Qualifier 2 . Created content schedule for Roberto Carlos appearance.
24th Apr 2025	25th Apr 2025	26th Apr 2025	28th Apr 2025	29th Apr 2025
Qualifier 2: Pokhara Thunders vs. Dhangadhi FC — Assisted in on-ground coordination, influencer management, and high-engagement posting.	Reviewed engagement analytics from Roberto Carlos' visit. Highlighted high-performing posts and feedback.	Final Match: Lalitpur FC vs. Pokhara Thunders — Managed final day deliverables, collaborated on live content, assisted in stadium coordination.	Compiled NSL campaign summary. Began drafting overview of creative output and engagement stats.	Participated in brainstorming session for upcoming branding campaigns.

30th Apr 2025 Conducted outreach for influencer engagement post-NSL. Supported early planning for future sports campaigns.	1st May 2025 Holiday: Labor's Day	2nd May 2025 Shared presentation input for upcoming Food Fest Event.	5th May 2025 Leave	6th May 2025 Leave
7th May 2025 Revised slides for the Food Fest presentation.	8th May 2025 Leave	9th May 2025 Leave	12th May 2025 Helped with the wall calendar design project for 7 provinces. Coordinated with design agency for layout samples.	13th May 2025 Final review of wall calendar designs for all 7 provinces. Coordinated corrections with the design team.
14th May 2025 Assisted in creative briefing for internal football tournament promotional content.	15th May 2025 Coordinated with agency on jersey and banner designs.	16th May 2025 Finalized layout for internal football tournament creatives.	19th May 2025 Worked with agencies for upcoming events	20th May 2025 Worked with agencies for the certificate and trophy design
21st May 2025 Helped with the upcoming event internal football tournament	22nd May 2025 Collaborated with creative and media agencies to brainstorm visual themes for the internal football tournament.	23rd May 2025 Worked with agencies for design	26th May 2025 Finalized the designs and asked for feedbacks with the team	

Table 3: Daily Diary

Appendix 2: Photos



Ncell Nepal Super League 2025

