



COOPERATIVE EDUCATION REPORT

Fostering Community Engagement through Creative Programming: An
Internship Experience at Sattya Media Arts Collective

WRITTEN BY

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This Report Submitted in Partial Fulfillment of the
Requirements for Cooperative Education

Faculty of Business Administration
Academic Semester 2/2024

Siam University

Title: Fostering Community Engagement through Creative
Programming: An Internship Experience at Sattya Media Arts
Collective
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We have approved this Cooperative Report as a partial fulfillment of the Cooperative
Education Program, Semester 2/2024

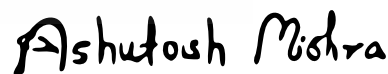
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Major: Finance and Investment

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Semester/ Academic Year: 2/2024

ABSTRACT

This cooperative education report presents a comprehensive overview of my internship at Sattya Media Arts Collective, a Kathmandu-based creative and community arts organization. During this internship, I served as an Events and Programming Intern and was responsible for supporting and executing a variety of community-centered events. The report outlines my key roles, challenges faced, solutions developed, and lessons learned throughout the internship.

This internship provided me with a unique opportunity to apply theoretical knowledge from my BBA Finance and Investment coursework into a dynamic, grassroots setting. The experience enhanced my practical skills in event planning, budgeting, communication, and teamwork. Furthermore, it offered deep insights into how a creative non-profit sustains its mission while promoting inclusive and participatory engagement.

The report also provides recommendations for both Sattya and the Cooperative Education Program and includes a detailed week-by-week log of activities, highlighting key contributions and outcomes of the internship.

Keywords: community engagement, creative programming, artistic events, creative collaboration and event coordination

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported and guided me throughout my cooperative education journey at Sattya Media Arts Collective. My deepest thanks go to my academic advisor, Dr. Srisuda Chongsithiphol, for her consistent encouragement and valuable feedback.

I am sincerely grateful to the entire Sattya team for warmly welcoming me into their community and trusting me with meaningful responsibilities. Special thanks to my job supervisor and the programming team for mentoring me and providing a creative and supportive environment.

I also extend my appreciation to Siam University and the Cooperative Education Department for giving me this opportunity to grow both personally and professionally. Lastly, I am thankful to my friends and family for their constant support throughout this internship.

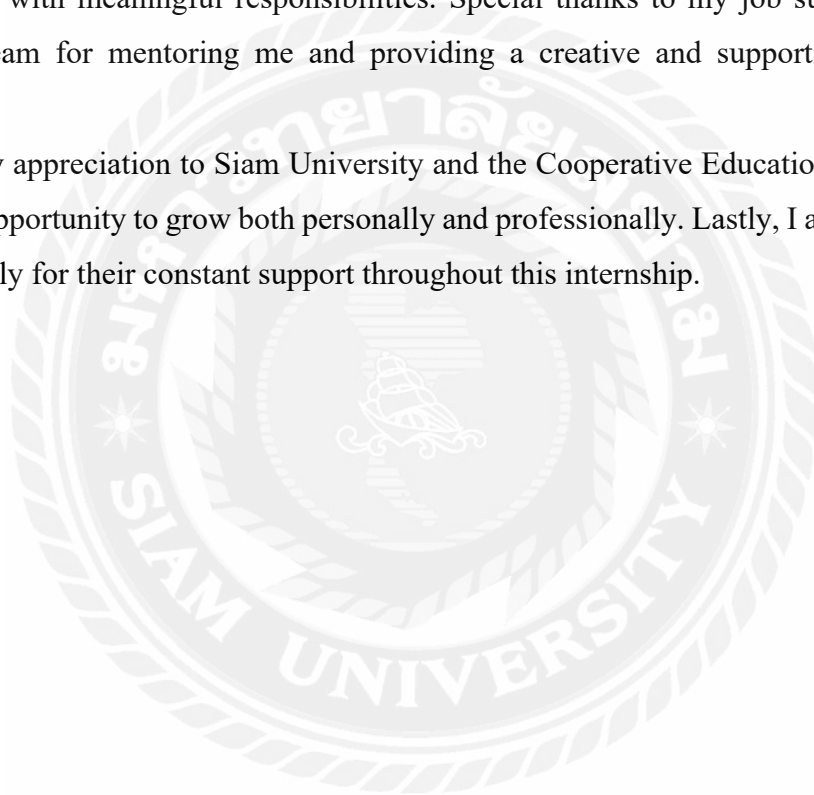


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CHAPTER 1: INTRODUCTION

In this chapter, the background of Sattya Media Arts Collective is presented to provide the readers information. The company profile, the organizational structure of the company, my motivation to choose this company as my workplace for training, and company strategic analysis are included as follows:

1. Company profile

Sattya Media Arts Collective is a Kathmandu-based arts organization and community space dedicated to creativity and collaboration. Since its founding in 2011, Sattya has brought together artists, activists, and learners through workshops, screenings, artist residencies, and creative projects. It functions as a catalyst for creativity, community development, and cultural expression in Nepal. Guided by Do-It-Together (DIT) ethics and rooted in the values of social justice and inclusivity, Sattya thrives on experiential learning and collective growth. The organization fosters an “all are welcome” culture and believes in nontraditional structures where knowledge, power, and skills are shared across generations. Sattya supports emerging artists, creatives, and facilitators by providing a platform for expression while promoting sustainable and financially viable creative programming.

1.1 Mission, Vision and Values of Sattya Media Arts Collective

MISSION	VISION	VALUES
Sattya’s mission is to be a catalyst for creativity, learning and building community. We enable emerging artists, media makers, activists, students and anyone interested in hands-on learning to build community and drive	To become a financially sustainable creative hub by expanding paid opportunities, strengthening community programs, and growing as a recognized platform for artists and storytellers—all while staying true to its grassroots spirit.	Sattya’s core values include creativity, collaboration, community empowerment, and social change through the arts and media.

Kathmandu's creative culture forward and onward.		
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Table 1 Mission, vision and values of Sattya Media Arts Collective

1.2 Spaces of Sattya Media Arts Collective

Art Cafe @ Sattya



Figure 1 Logo of art cafe

The Art Cafe @ Sattya is a place to hang out, but instead of ordering food, you order art.

Instead of meals, our menu is filled with creative experiences you can enjoy at your own pace painting, making, collaging, playing with materials, and letting your hands do the thinking.

You don't need to be "an artist." You don't need to know what you're doing.

You just show up, pick something that looks fun, and we'll bring everything to your table.

Whether you're here with friends, on a date, or just taking a quiet moment for yourself, the Art Cafe is a cozy, low-pressure space to slow down, try something new, and reconnect — with your creativity, and with each other.

Makerspace @ Sattya

Build, Repair, Create—Together



Figure 2 Logo of Makerspace

The **Makerspace @ Sattya** is more than just a workshop—it's a space for **empowerment, self-reliance, and community connection**. Rooted in **DIY culture, repair culture, and the joy of working with our hands**, this is a place where anyone—kids and adults, beginners and experts, men and women—can come together to **learn, create, and fix things** instead of always buying new.

We believe that **access to tools and knowledge** should be shared, not something that only a few can afford. By pooling our resources, we create a **community workspace** where makers, tinkerers, artists, and everyday people can **experiment, repair, build, and inspire each other**.

CTRL P @ Sattya



Figure 3 Logo of Ctrl P

Ctrl P + Space is a creative hub at Sattya, dedicated to celebrating print culture and building community. It provides tools for zine-making, a marketplace for prints, and a welcoming space to

share ideas, collaborate, and express creativity over tea or coffee. Inspired by the history of the Peepal Bot on New Road, Ctrl P empowers writers, artists, and activists to take control of their storytelling.

CTRL P + Space @ Sattya reflects the vision of the collective— a space built to **inspire the exchange of ideas**. It will serve as:

1. A welcoming gathering spot for people to **share ideas, express themselves, inform, and collaborate** over a cup of tea or coffee.
2. A functional space where people can **control the production of their print** in an affordable way.
3. A lively marketplace for selling and trading zines through the **Ctrl P Cart**.

The Pod Lab @ Sattya



Figure 4 Logo of Pod Lab

The Pod Lab @ Sattya is a minimalist recording space specifically designed for voiceovers, podcasts, and storytelling. It offers a focused and well-equipped environment to ensure high-quality audio production and a good recording experience.

The Pod Lab @ Sattya is a purpose-built, minimalist recording space created for voiceover artists, podcasters, and storytellers. Whether you're an experienced narrator, a podcaster with a story to share, or a creative thinker exploring audio storytelling, The Pod Lab is your space to bring ideas to life.

Coworking @ Sattya



Figure 5 Logo of Coworking space

The Sattya Co-Working Space is a thoughtfully designed environment that fosters creativity, collaboration, and productivity. Located in the heart of Kathmandu, this space is tailored for freelancers, entrepreneurs, creatives, and small teams looking for a vibrant, community-driven atmosphere to work, connect, and thrive.

1.3 Strategy of the Company

Sattya's strategy focuses on becoming a financially self-sustaining creative hub while remaining grounded in its grassroots and community-first values. The organization aims to achieve this through a multi-pronged approach that blends creative innovation, inclusivity, and sustainable business practices.

Key Strategic Pillars

1. Sustainable Revenue Generation

Sattya aims to expand Sattya INC, offering professional services like media production and design to generate income for artists. By increasing revenue from ticketed events, high-value workshops, and studio rentals, the goal is to reduce reliance on grants and grow through creative partnerships.

2. Community-Centered Program Growth

Strengthening core programs like Makerspace, CTRL P, and Spotted will enhance access to creativity for both beginners and professionals, building a stronger, more inclusive creative community.

3. Creative Infrastructure Development

Sattya plans to grow The Pod Lab into a key space for podcasting in Kathmandu and expand coworking areas to support collaboration and productivity among independent creatives.

4. Global Artistic Recognition

The Art Residency program will be developed into an internationally recognized platform that connects global artists with the local scene while staying true to Sattya's grassroots, DIY ethos.

5. Consistent Voice & Community Engagement

Through clear, warm, and action-driven communication, Sattya will reinforce its message that creativity is for everyone, encouraging people to participate with welcoming invitations to create, collaborate, and connect.

2. Organizational Structure of Sattya Media Arts Collective

The organizational structure of Sattya Media Arts Collective reflects its collaborative, inclusive, and multidisciplinary nature. The hierarchy flows from the Board of Directors through to executive leadership and dedicated coordinators, enabling creative programming, financial sustainability, and community engagement.

2.1 Diagram of the Organizational Structure

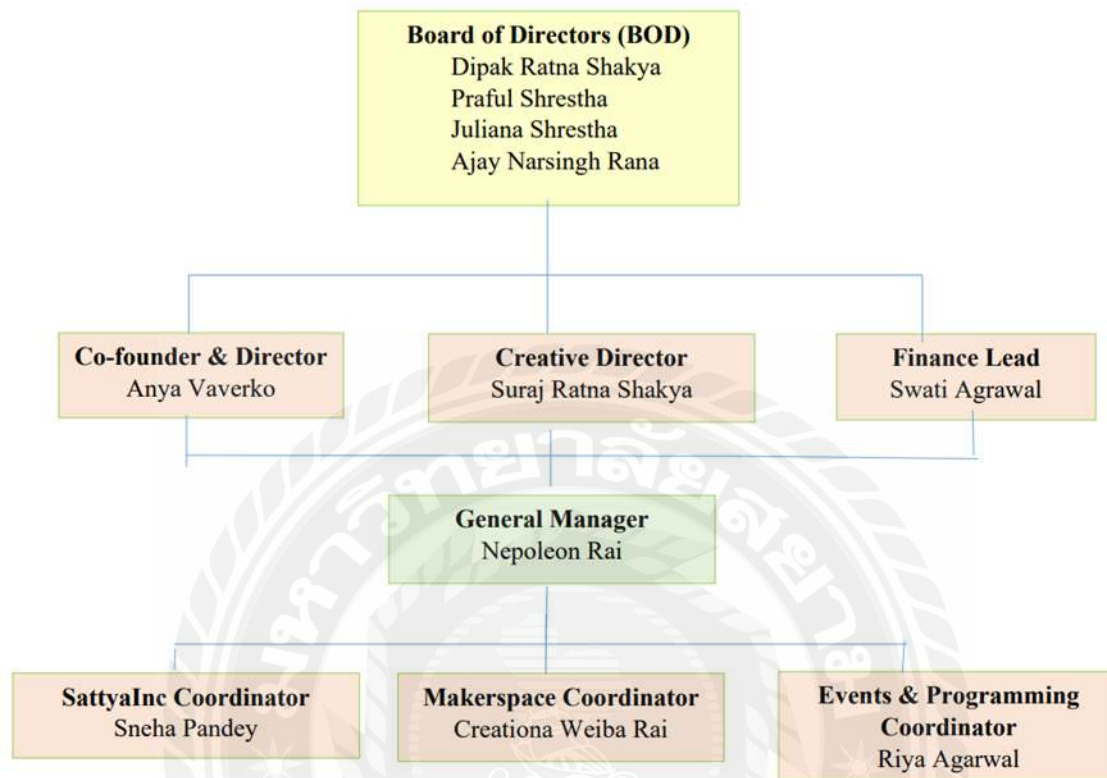


Figure 6 Organizational structure

2.2 My Job Position

As the Events and Programming Coordinator at Sattya Media Arts Collective, I coordinate and support a range of creative, community-centered events that align with Sattya's values of inclusivity, collaboration, and experiential learning. I conceptualize programming ideas, assist in planning and logistics, and ensure events run smoothly from start to finish.

I communicate with artists, facilitators, and collaborators, manage outreach efforts, and design event materials to effectively promote workshops, screenings, exhibitions, and other public activities. I also maintain documentation and post-event reports to support reflection and future planning.

Working closely with a passionate team, I contribute to fostering a creative and inclusive space that encourages artistic expression and community engagement.

2.3 My Job Position in the Organizational Structure of Sattya Media Arts Collective

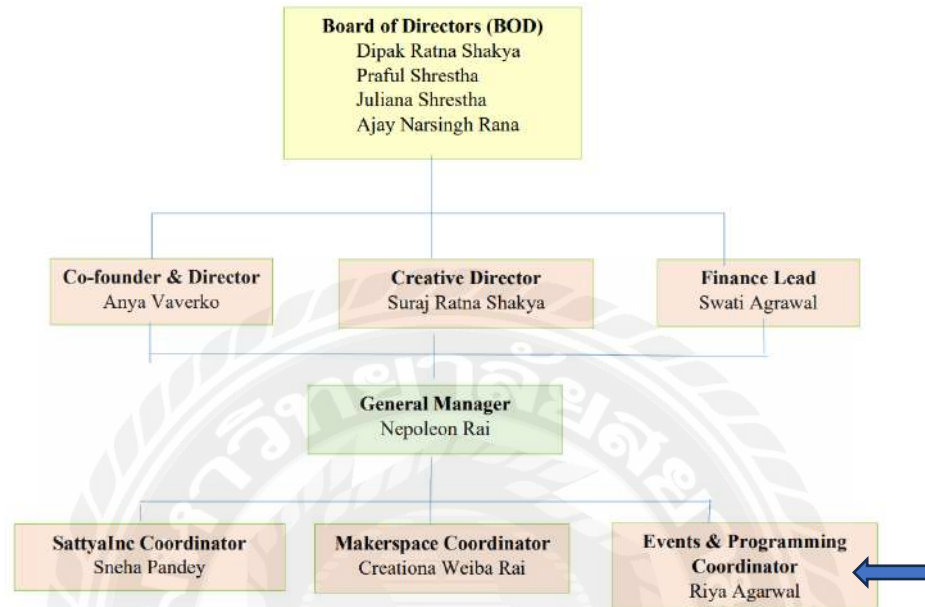


Figure 7 Organizational structure with my position

As the **Events and Programming Coordinator** at Sattya Media Arts Collective, I am part of the **Creative Programming** area, which is responsible for planning and delivering the organization's public events and community engagement activities. My role supports Sattya's mission by contributing to the development and execution of creative programs such as workshops, screenings, and exhibitions.

I work under the guidance of the **Creative Director**, who oversees the overall direction and coherence of Sattya's artistic and community-based initiatives. In this structure, my position functions as a key link between strategic planning and on-the-ground implementation. I assist in ensuring that all programming activities align with Sattya's values of inclusivity, collaboration, and experiential learning.

Through coordination with artists, facilitators, and other team members, my role supports the smooth functioning of events and enhances Sattya's impact within the community. This position

fits into the broader organizational structure by directly contributing to the realization of the collective's creative and social goals.

3. Intention to Join the Company

- I was drawn to Sattya because of my strong interest in **community engagement, creative programming, and event management**.
- I wanted to understand how a creative organization like Sattya **plans and manages programs**, especially in terms of **budgeting, sustainability, and collaboration**.
- As a BBA student majoring in **Finance and Investment**, I was eager to apply my academic knowledge in a **creative and community-based environment**.
- I was inspired by Sattya's mission of using **art and media for social impact**.
- I was curious to explore how **business and creativity** can come together to create value for communities.
- I saw this internship as an opportunity to gain **hands-on experience** in a real-world setting while learning from a diverse and passionate team.

4. Strategic Analysis of Company

To analyze the Sattya Media Arts Collective's strategies, I used SWOT analysis as a tool which is given as: -

Strength	Weakness
<ul style="list-style-type: none">• Strong community engagement, especially with youth and local artists• Diverse creative programs (film, zines, workshops, photography, etc.)• Promotes inclusivity, creative freedom, and underrepresented voices• Active collaborations with local and international partners• Recognized as a grassroots platform for alternative expression	<ul style="list-style-type: none">· Limited financial resources and reliance on grants/donations· Small team with heavy dependence on volunteers· Low visibility outside the art and activist communities· Limited infrastructure and access to high-end equipment
Opportunities	Threats
<ul style="list-style-type: none">• Expansion through digital media and social platforms• Increased interest among youth in creative and alternative learning	<ul style="list-style-type: none">• High competition for arts and nonprofit funding• Risk of volunteer burnout and inconsistent support

<ul style="list-style-type: none"> • Potential partnerships with educational institutions and NGOs • Access to international grants and funding for arts and activism • Global momentum around art as a tool for social change 	
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Table 2 SWOT Analysis of Sattya Media Arts Collective

Strengths

Sattya Media Arts Collective has built a **strong foundation in community engagement**, particularly among youth and local artists. Its inclusive and participatory approach allows people from diverse backgrounds to feel welcome and express themselves freely. The organization offers **a wide range of creative programs**, including film screenings, zine-making, workshops, and photography, catering to both emerging and established creatives. By actively **promoting inclusivity, creative freedom, and amplifying underrepresented voices**, Sattya positions itself as a unique platform for alternative expression. Its **collaborations with local and international partners** also enhance the quality and reach of its programs. Overall, Sattya is **widely recognized as a grassroots initiative** that fosters creativity, critical thinking, and social awareness through the arts.

Weaknesses

Despite its vibrant programming, Sattya faces **limitations in financial resources**, relying heavily on grants and donations to sustain its operations. This dependence can affect long-term planning and stability. The organization also operates with a **small core team**, which creates a heavy dependence on volunteers for program execution and administrative support. This setup can lead to burnout and inconsistency. Additionally, Sattya has **limited visibility outside the art and activist communities**, which may hinder broader engagement or funding opportunities. Its

infrastructure is modest, with restricted access to high-end equipment and facilities, which can limit the scale and professionalism of certain projects.

Opportunities

There are significant opportunities for growth, especially through **digital media and social platforms**, which can help Sattya reach broader and more diverse audiences. The **rising interest among youth in creative and alternative learning** methods presents a chance to expand workshops and educational programs. **Partnerships with educational institutions and NGOs** could open up collaborative pathways and additional support, both financial and structural. Furthermore, Sattya could tap into **international grants and funding sources** aimed at supporting arts, media, and activism. The **global momentum around using art for social change** also creates a favorable environment for Sattya to scale its impact and influence.

Threats

However, Sattya operates in a **highly competitive environment** when it comes to securing funding for arts and nonprofit work. This can make it difficult to consistently attract the financial resources needed to grow or sustain programs. The organization's **reliance on volunteers** also presents a risk of burnout, which can lead to inconsistent participation and affect program quality. Maintaining momentum and continuity in such a setup is a challenge, especially when volunteers have limited time or availability.

5. Objectives of the Study

The main goal of this internship was to bridge the gap between academic learning and practical experience by working within a real-world creative organization. As a student of **Business Administration with a major in Finance and Investment**, I aimed to achieve the following objectives during my time at Sattya Media Arts Collective:

- **To apply academic knowledge of project management and business strategy in a real-world, creative setting:**

I wanted to understand how theories and concepts learned in the classroom—such as planning, budgeting, and strategic thinking—are used in actual event and program development in a non-traditional business environment.

- **To gain practical experience in event logistics, marketing, and financial tracking:**

By being directly involved in organizing workshops, screenings, and other events, I aimed to build hands-on skills in coordinating logistics, promoting events to different audiences, and keeping track of financial aspects like budgeting and expenses.

- **To understand how creative organizations sustain operations while remaining community-centered:**

I was particularly interested in learning how organizations like Sattya manage resources, build partnerships, and maintain long-term sustainability without losing focus on community engagement and social impact.

- **To develop skills in communication, planning, and cross-functional teamwork:**

Working with a diverse group of creatives, collaborators, and community members gave me the opportunity to strengthen my interpersonal skills, improve my ability to plan and manage tasks, and collaborate across different functions and roles.

CHAPTER 2: CO-OP STUDY ACTIVITIES

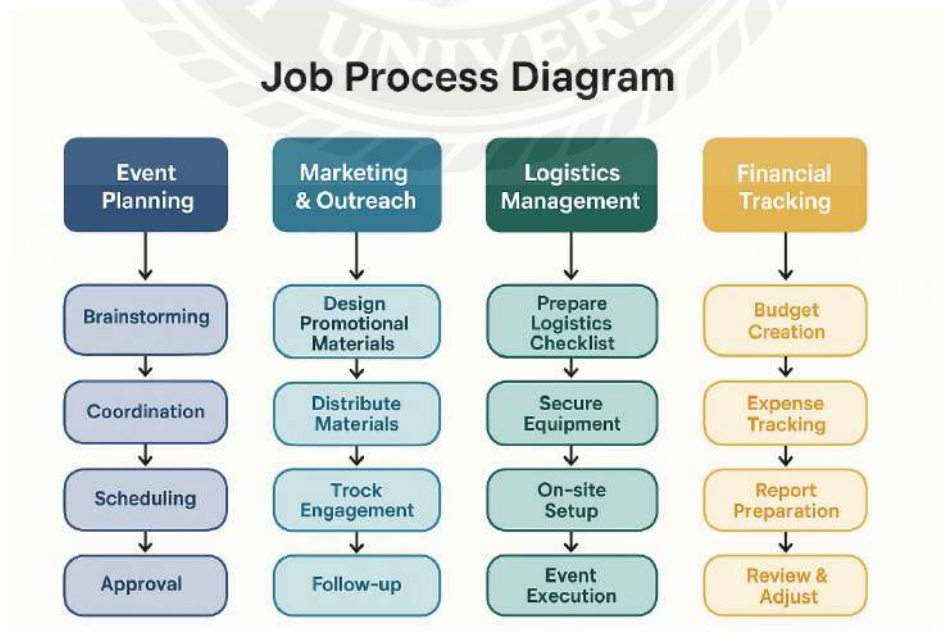
In this chapter, my job descriptions, job responsibilities, job process, contributions to the company and learnings are presented as follows:

1. Job Description and Responsibility

As an Events and Programming Staff, my key responsibilities included:

- Planning and coordinating events such as workshops, talks, screenings, and meetups.
- Managing logistics including venue setup, materials sourcing, and event flow.
- Assisting in developing financially sustainable programs through revenue tracking, ticket sales, and partnerships.
- Supporting marketing efforts via digital platforms and community outreach.
- Maintaining a consistent events calendar to ensure regular audience engagement.
- Collaborating with artists and facilitators to enhance programming.
- Providing documentation, feedback, and frameworks for future event planning.

2. Your Job Responsibilities and Work Duties



- **Event Planning & Coordination:**

I was responsible for brainstorming, planning, and executing events, such as workshops, screenings, and exhibitions. This involved coordinating with artists, facilitators, and external collaborators to ensure smooth event execution.

- **Logistics Management:**

I handled the logistical aspects of events, including managing venue arrangements, arranging for necessary equipment, and ensuring that all event requirements were met in a timely manner.

- **Marketing & Outreach:**

I worked on promoting events by designing promotional materials, managing social media posts, and communicating with the local community to encourage participation.

- **Financial Tracking & Budgeting:**

I assisted in tracking event costs, ensuring that each event stayed within budget while still meeting all logistical and creative requirements. I maintained financial documentation and helped in preparing financial reports for each event.

- **Documentation & Reporting:**

I kept track of the details for every event, including attendance, feedback, and overall outcomes, and helped in preparing post-event reports for reflection and future improvement.

Beyond these core responsibilities, I also took on additional tasks, such as assisting with creative content creation, contributing ideas for new programming, and troubleshooting during live events.

3. Activities in Coordinating with Co-workers

My work involved constant collaboration with various team members and external collaborators. Some of the key activities included:

- **Team Meetings:**

I participated in weekly meetings with the Creative Director and other team members to discuss upcoming events, challenges, and potential improvements for future programming.

- **Collaboration with Artists and Facilitators:**

For each event, I worked closely with artists and facilitators to coordinate the logistics, ensure their needs were met, and help them engage with the community. This often included handling communication before, during, and after the events.

- **Volunteer Coordination:**

I helped manage volunteers, assigning roles and ensuring that they were properly briefed on their responsibilities during events. This required clear communication and quick problem-solving during events.

4. Contributions as a Co-Op Student in the Company

As an intern, I made several meaningful contributions to Sattya Media Arts Collective:

- **Innovative Ideas:**

I contributed fresh ideas for programming, offering suggestions for new community engagement strategies and creative ways to incorporate arts and media into Sattya's events.

- **Event Efficiency:**

My support in logistics and event execution helped streamline the planning process,

making each event run more smoothly and efficiently.

- **Improved Outreach:**

My work in social media marketing and communication helped increase awareness of Sattya's events, engaging a wider audience and encouraging more community involvement.

- **Financial Tracking:**

I contributed to financial management by ensuring that each event stayed within budget, which helped the organization maximize its resources.

- **Collaboration & Teamwork:**

I played an important role in fostering collaboration between different teams (creative, logistics, communication), ensuring that each event was well-supported across functions.

Chapter 3: Learning Process

1. Problems/Issues of the Company

During my internship at Sattya Media Arts Collective as an **Events and Programming Coordinator**, I encountered several operational challenges, particularly in areas that intersected directly with my job responsibilities:

- **Resource Constraints:** Sattya, being a grassroots organization, operated with limited financial and material resources. This created hurdles in executing large-scale events or sourcing quality equipment for workshops, screenings, and other public engagements.
- **Limited Audience Reach:** Despite a vibrant program lineup, audience turnout was inconsistent, especially for events targeting new demographics. A lack of data-driven marketing and promotional tools limited outreach beyond the regular community.
- **Last-Minute Changes:** Frequent schedule changes, facilitator dropouts, and unpredictable attendance patterns created disruptions in planning and delivery of events. This was particularly challenging for logistics and budget alignment.

These problems were directly connected to my **job process** (see Chapter 2.3), which involved event planning, marketing, budgeting, and execution. The absence of robust contingency frameworks often meant I had to rely on improvisation under time pressure.

2. How to Solve the Problems

Problem 1 Resource Constraints

Solving Resource Constraints at Sattya Using Business Administration Theory

During my cooperative education experience at Sattya, I encountered a common challenge faced by grassroots organizations—resource constraints, particularly limited financial and material assets. These constraints hindered our ability to organize large-scale events and secure quality equipment for workshops, screenings, and public programs. To address this issue, I applied business administration theories in the following ways:

1. Resource-Based View (RBV) of the Firm

I analyzed Sattya's internal capabilities to identify and leverage its unique intangible resources—such as its strong community ties, reputation for inclusivity, and skilled volunteer base. By emphasizing these strengths, we attracted in-kind sponsorships and built partnerships with local businesses and artists who could contribute space, equipment, or services.

2. Strategic Planning and Prioritization

Using basic strategic planning principles, I worked with the team to set clear objectives and prioritize activities that delivered the most impact per cost. We adopted a cost-benefit analysis approach to evaluate event ideas and allocate the limited budget where it would produce the greatest community engagement.

3. Lean Management and Cost Efficiency

I applied the concept of lean management by minimizing waste and focusing on value-adding activities. For example, we reused event materials, repurposed venue decorations, and encouraged digital promotions instead of printed flyers to save costs while maintaining impact. 4.

4. **Stakeholder Engagement and Strategic Alliances** Based on stakeholder theory, I facilitated outreach to potential collaborators—nonprofits, creative collectives, and educational institutions. These alliances provided mutual benefits: they gained exposure and engagement, while Sattya accessed shared resources like projectors, audio systems, and venue space.

5. **Entrepreneurial Thinking Lastly**

I encouraged entrepreneurial thinking within the team by proposing a small ticketed fundraising event. By showcasing community art and performances, we created a low-cost event that generated revenue to fund future activities.

Through the practical application of these business administration theories, we transformed constraints into opportunities and enhanced Sattya's capacity to deliver meaningful community-based programming.

Problem 2: Limited Audience Reach

Solving Audience Engagement Challenges Using Marketing and Strategic Management Theory

One significant challenge I observed at Sattya was inconsistent audience turnout, particularly for events targeting new or broader demographics. Despite offering a rich and inclusive program lineup, the lack of targeted outreach and promotional tools limited the organization's ability to expand its reach. To address this, I applied the following theories:

1. **STP Marketing Model (Segmentation, Targeting, Positioning)**

I analyzed audience behavior and feedback to segment the community based on interests, age groups, and engagement patterns. This helped us tailor marketing strategies for specific segments—such as students, creatives, or activists—and refine how we positioned events to appeal directly to their needs.

2. **Integrated Marketing Communications (IMC)**

Using IMC principles, I helped create consistent messaging across various platforms—Instagram, Facebook, newsletters, and word-of-mouth. We established a weekly posting schedule with clear visual identity, which improved recall and engagement. This consistency helped establish Sattya's brand voice and made event promotions more

professional and cohesive.

3. Data-Driven Decision Making

We began informal data collection by tracking attendance patterns, peak engagement times on social media, and post-event feedback. This allowed us to adjust event timing, content, and promotional focus based on what worked. Applying basic analytics, even manually, provided direction for more informed planning.

4. Customer Relationship Management (CRM) Concepts

Although we lacked a formal CRM system, I helped initiate a simple email list and created segmented messages tailored for different audience groups (e.g., artists, workshop participants, volunteers). This helped strengthen long-term relationships and improved repeat participation.

5. Social Proof and Influencer Strategy

Drawing from social psychology and marketing theory, we leveraged social proof by showcasing testimonials, behind-the-scenes stories, and reposts from attendees.

Collaborating with well-known local artists and encouraging them to share event details expanded our reach into new circles.

Problem 3: Last-Minute Changes

Managing Operational Uncertainty Using Risk Management and Project Management Theory

A recurring challenge during my internship was managing last-minute disruptions, such as facilitator cancellations, schedule changes, or unexpected attendance shifts. These issues disrupted planning and required rapid response, particularly in the areas of logistics and budgeting. To address this, I drew on the following concepts:

1. **Contingency Planning (Risk Management Theory)**

I proposed incorporating contingency plans into each event workflow. This included identifying potential risks (e.g., no-shows, low turnout) and preparing backups such as waitlisted facilitators, flexible schedules, or alternate workshop formats. This proactive approach helped reduce stress during execution and improved overall event resilience.

2. **Agile Project Management**

Applying agile principles, I promoted short, iterative planning cycles with quick check-ins and flexible task assignments. Instead of rigid schedules, we used lightweight tools (like shared docs and weekly meetings) to adapt and redistribute responsibilities. This helped us respond faster when things didn't go as expected.

3. **Critical Path Method (CPM)**

I used basic CPM logic to identify which tasks were most time-sensitive in our event planning and which could be adjusted if delays occurred. This helped the team prioritize under pressure, such as deciding whether to postpone an event or simplify its structure when resources were disrupted.

4. **Communication Theory**

Clear, early, and structured communication with facilitators and volunteers proved essential. I created a facilitator checklist and an internal communication protocol that included deadlines, expectations, and contact points. This reduced confusion and increased preparedness.

5. **Emotional Intelligence & Team Dynamics**

Understanding the emotional toll of last-minute stress, I focused on building a positive, supportive team culture. Encouraging flexibility, celebrating small wins, and providing reassurance helped maintain morale and motivation even in challenging moments.

By applying these frameworks, we became more adaptive and better equipped to handle uncertainty. This shift not only improved event quality but also strengthened team cohesion and organizational learning.

3. Recommendations to the Company

Based on my observations and learning, I recommend the following:

1. **Develop a Digital Outreach Strategy:** Leverage low-cost tools like email newsletters, Instagram collaborations, and WhatsApp groups to improve event promotion and audience retention.
2. **Implement an Event Planning Toolkit:** Standardize procedures such as contingency planning, budget templates, and facilitator checklists to streamline operations.
3. **Create a Volunteer Incentive Program:** Establish systems for feedback, recognition, and upskilling to reduce burnout and turnover.
4. **Expand Hybrid Programming:** Incorporating virtual components can help reach more diverse audiences while reducing the risks of last-minute changes.
5. **Build a Feedback Repository:** A centralized, digital database of post-event reports, attendee feedback, and promotional metrics will assist future planning and continuity.

4. What I Learned During the Co-Op Studies

During my time at Sattya Media Arts Collective, I learned many important lessons that helped me grow both personally and professionally. I learned how to adapt when things did not go as planned. Sometimes there were last-minute changes or low event turnout, and I had to stay calm, think quickly, and help find solutions.

I also learned the importance of teamwork and communication. I worked with people from different backgrounds such as artists, volunteers, and other team members. This taught me how to share ideas clearly, listen to others, and support one another to make the events successful.

Another important lesson was learning how to balance creativity with organization. While planning events, it was exciting to be creative, but it was also important to stay on schedule, manage the budget, and prepare all the materials needed. This helped me understand how to bring structure to creative work.

Most of all, I saw how a community-based organization like Sattya can create a strong impact by combining creative ideas with good planning and teamwork. This experience showed me how business knowledge can be used to support meaningful and inclusive projects.

5. Application of Coursework Knowledge

I was able to apply various concepts from my BBA program, particularly:

- **Finance & Budgeting:** I applied budgeting skills to track event costs, evaluate cost-benefit scenarios, and ensure optimal use of funds.
- **Strategic Management:** Using SWOT analysis and stakeholder mapping, I contributed ideas for sustainable programming aligned with Sattya's mission.
- **Marketing & Consumer Behavior:** I applied these concepts to improve event outreach, using segmentation and audience targeting to increase participation.
- **Organizational Behavior:** Understanding team dynamics helped me communicate better and resolve coordination challenges during multi-stakeholder events.

6. Special Skills and New Knowledge Acquired

The Co-Op experience helped me develop and enhance the following:

- **Technical & Functional Skills:**
 - Event logistics planning, including venue setup, materials sourcing, and time management.
 - Budget tracking using spreadsheets and financial documentation tools.
 - Social media content creation using tools like **Canva** and **Instagram Insights**.
- **Soft Skills:**
 - **Crisis management** during last-minute facilitator changes or budget issues.
 - **Interpersonal communication** with artists, team members, and diverse community members.
 - **Leadership and delegation**, especially when coordinating volunteers and managing event flow.
- **Creative Exposure:**

- Gained insight into how art, storytelling, and community engagement intersect with entrepreneurship.
- Learned about **non-traditional business models** that are mission-driven yet financially mindful.

CHAPTER 4: CONCLUSION

This chapter presents a summary of the co-op study, including reflections on the work experience, limitations, and recommendations.

4.1 Highlights of Co-Op Studies at Sattya Media Arts Collective

This report highlights the responsibilities, learning outcomes, and reflections from my internship at Sattya Media Arts Collective, a creative and community-focused organization based in Kathmandu. I had the opportunity to actively engage in the planning and execution of events, community workshops, and artist-led programs. My responsibilities allowed me to develop both soft and technical skills, from communication and coordination to event budgeting and logistics.

The internship allowed me to apply theoretical concepts from business administration—such as project management, communication strategy, and sustainable programming—into real-world, creative contexts. Though the internship was not in a corporate setting, it provided insight into how financial planning, stakeholder collaboration, and impact-driven work play an essential role in sustaining creative organizations.

Despite challenges, including resource limitations and unpredictable circumstances around event planning, my time at Sattya was both educational and empowering. It strengthened my belief that creativity and community building can go hand in hand with sustainable business practices.

4.2 Evaluation of the Work Experience

4.2.1 Self-Assessment

Through this internship, I was able to explore areas beyond my core finance specialization. I learned to handle event logistics, maintain budget sheets, create promotional content, and document audience engagement. Working with a diverse and creative team helped me develop adaptability and interpersonal skills. I also learned to manage timelines, solve problems under pressure, and communicate clearly with collaborators.

Importantly, the internship deepened my interest in community-based programming and showed me how inclusive, value-driven organizations function in the real world. My confidence grew as I contributed to projects from ideation through execution.

2.2 Self-Assessment as a Professional

The internship at Sattya helped me bridge the gap between academic learning and practical application. I learned how to navigate team dynamics, maintain professionalism in a creative space, and take initiative when facing challenges. Tasks like coordinating facilitators, budgeting for events, and tracking engagement metrics helped build my organizational and analytical skills.

As a future business professional, this experience has broadened my understanding of alternative career paths where creativity, community, and business intersect. It has laid the foundation for future roles that demand both structure and imagination.

3. Limitations of My Co-Op Studies

A major limitation was the relatively short time frame of the internship. Though I was involved in several projects, a longer duration would have allowed deeper involvement in planning cycles and organizational strategy. Resource constraints also meant we often worked with limited materials, which required creative improvisation but restricted certain program scales.

Due to the dynamic nature of community programming, some events faced sudden changes—like low turnout or last-minute facilitator shifts. These situations, while rich in learning, sometimes disrupted the continuity of planned experiences.

Another limitation was the lack of structured feedback loops for interns, which could have accelerated learning and skill refinement.

4.Recommendations for Sattya

- Create structured onboarding for interns, including clear goals and evaluation criteria, to help them orient quickly and maximize their learning.
- Encourage multi-departmental collaboration, allowing interns to shadow or assist in different teams (like design, communication, or finance) to broaden their exposure.
- Develop a digital archive of past events, including templates, budgets, and visuals. This would be helpful for future interns and new staff to understand best practices.
- Explore hybrid programming options that combine online and in-person participation to increase accessibility and reduce last-minute risks.

5. Recommendations for the Co-Op Program

- Introduce pre-internship workshops focused on helping students explore diverse work environments like NGOs, creative spaces, and social enterprises.
- Offer a resource bank of partner organizations and assist students who face difficulty securing internships.
- Continue the weekly co-op classes and consider bringing in alumni speakers or current interns to share experiences and advice.
- Encourage reflective journaling during the internship to help students better articulate their learnings in the final report.

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APPENDIX

1st Week

Thursday – 20/02/2025	Friday -21/02/2025	Saturday- 22/02/2025
<ul style="list-style-type: none"> • First day at Sattya • Introduction to the team and organizational culture • Observed internal team check-in meeting 	<ul style="list-style-type: none"> • Reviewed past event reports and documentation practices • Learned to use Sattya's event planning and communication tools 	<ul style="list-style-type: none"> • Planning meeting for Sattyaxmemomama collab

2nd Week

Monday 24/02/2025	Tuesday 25/02/2025	Wednesday 26/02/2025	Thursday 27/02/2025	Friday 28/02/2025
<ul style="list-style-type: none"> • Briefing on Saturday's meeting • Planning for the World Bank Live Painting 	<ul style="list-style-type: none"> • Check-in with job supervisor • Meeting with artist • Planning for the World Bank Live Painting 	PUBLIC HOLIDAY	<ul style="list-style-type: none"> • Planning meeting for the world bank event • Planning for March 	<ul style="list-style-type: none"> • Check in with job supervisor • Mailed few artists collaboration

3rd Week

Monday 3/03/2025	Tuesday 4/03/2025	Wednesday 5/03/2025	Thursday 6/03/2025	Friday 7/03/2025
<ul style="list-style-type: none">• Created event calendar for March• Worked on creating content for upcoming workshop	<ul style="list-style-type: none">• Meeting with workshop facilitator• All staff planning meeting	<ul style="list-style-type: none">• Learned to use Brevo to send email• Made reels for workshop	<ul style="list-style-type: none">• Confirming participant for the workshop• Bought materials for workshop	<ul style="list-style-type: none">• Check in with job supervisor• Preparing everything for the workshop

4th Week

Sunday 09/03/2025	Monday 10/03/2025	Tuesday 11/03/2025	Wednesday 12/03/2025	Thursday 13/03/2025	Friday 14/03/2025
<ul style="list-style-type: none">• Helped the facilitator and maker space coordinator during the workshop	<ul style="list-style-type: none">• Debriefing the first session of workshop.• Check in with supervisor	<ul style="list-style-type: none">• Planning event for next week• Financial planning for the cafe	<ul style="list-style-type: none">• Went to buy materials for cafe• Created content for event	<ul style="list-style-type: none">• Created a template for income and expense tracking• Took part in brainstorming for new	<ul style="list-style-type: none">• Participated in monthly planning with executive team• Created event

			(Bus ling)	worksh op ideas	feedba ck form <ul style="list-style-type: none"> Set up materials for Sunday's workshop
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5th Week

Monday 17/03/2025	Tuesday 18/03/2025	Wednesday 19/03/2025	Thursday 20/03/2025	Friday 21/03/2025
<ul style="list-style-type: none"> Created checklist for next day's event Assigned roles to everyone for event Sorting out materials for event 	<ul style="list-style-type: none"> Setting up the place for event Executed the event 	<ul style="list-style-type: none"> Debriefing event Updated notion with event details Created content for event 	<ul style="list-style-type: none"> Planning event for next week Financial planning for the café Meeting with host for event 	<ul style="list-style-type: none"> Meeting with all the staff Prepared for upcoming workshop

6th Week

Monday 24/03/2025	Tuesday 25/03/2025	Wednesday 26/03/2025	Thursday 27/03/2025	Friday 28/03/2025
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<ul style="list-style-type: none"> • Updating financials • Planned for the event (TBTF) 	<ul style="list-style-type: none"> • Talking to host for screening • Worked on brevo 	<ul style="list-style-type: none"> • Made content for upcoming screening • Coordinated with host for TBTF • 	<ul style="list-style-type: none"> • Preparation for TBTF • Hosted TBTF 	<ul style="list-style-type: none"> • Debriefing on TBTF • All staff meeting • Coordinated with screening host for promotional content
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7th Week

Monday 31/03/2025	Tuesday 1/04/2025	Wednesday 2/04/2025	Thursday 3/04/2025	Friday 4/04/2025
<ul style="list-style-type: none"> • Worked on marketing content for screening • Planning for screening 	<ul style="list-style-type: none"> • Assigned roles to everyone for screening • Prepared materials for event 	<ul style="list-style-type: none"> • Set up the venue for screening • Prepared snacks for screening • Hosted screening 	<ul style="list-style-type: none"> • Debriefing on screening • Drafted key takeaways • Follow up email to all attendees 	<ul style="list-style-type: none"> • Planning for upcoming week • Reviewed previous documents

8th Week

Monday 7/04/2025	Tuesday 8/03/2025	Wednesday 9/04/2025	Thursday 10/04/2025	Friday 11/04/2025
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<ul style="list-style-type: none"> • Prepared content calendar • Documentation of events • Made reel for makerspace openhouse 	<ul style="list-style-type: none"> • Worked on board for openhouse • Created content for 'ugly art night' 	<ul style="list-style-type: none"> • Coordinated with host for event • Worked on notion • Prepared gifts for event 	<ul style="list-style-type: none"> • Printing and laminate certificates • Set up for art night • Preparing drinks 	<ul style="list-style-type: none"> • Debriefing event • Planning for upcoming week
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9th Week

Monday 14/04/2025	Tuesday 15/04/2025	Wednesday 16/04/2025	Thursday 17/04/2025	Friday 18/04/2025
<ul style="list-style-type: none"> • PUBLIC HOLIDAY 	<ul style="list-style-type: none"> • Assigned tasks for silent writing • Created content for open mic night 	<ul style="list-style-type: none"> • Decorate makerspace • Prepared survey form • Bought materials for event • Follow up email to event attendees 	<ul style="list-style-type: none"> • Sent reminder mail • Preparation for Open Mic Night • Hosted open mic night 	<ul style="list-style-type: none"> • Debriefing on event • Follow up mail to event attendees • Discussion on Brevo

10thWeek

Monday 21/04/2025	Tuesday 22/04/2025	Wednesday 23/04/2025	Thursday 24/04/2025	Friday 25/04/2025
<ul style="list-style-type: none">• Posted reminder story for Earth day• Assigned roles for Earth day event• Bought materials	<ul style="list-style-type: none">• Prepared snacks for earth day• Setting up place for event• Hosted earth day	<ul style="list-style-type: none">• Debriefing on earth day• Updated sheets• Prepped for silent writing	<ul style="list-style-type: none">• Setting place for silent writing• Prepped for art exhibition• Hosted silent writing	<ul style="list-style-type: none">• Setting place for art exhibition• Planning meeting for May• Hosted art exhibition

11thWeek

Monday 28/04/2025	Tuesday 29/04/2025	Wednesday 30/04/2025	Thursday 1/05/2025	Friday 2/05/2025
<ul style="list-style-type: none">• Worked on May calendar• Talked to various artists• Made google forms	<ul style="list-style-type: none">• Meeting with facilitator• Sorted materials for workshop• Sent few emails	<ul style="list-style-type: none">• All staff meeting• Prepping for Sattya INC meetup	<ul style="list-style-type: none">• PUBLIC HOLIDAY	<ul style="list-style-type: none">• Meeting with staff• Worked on notion• Plushie making workshop

12thWeek

Monday 5/05/2025	Tuesday 6/05/2025	Wednesday 7/04/2025	Thursday 8/05/2025	Friday 9/05/2025
<ul style="list-style-type: none"> • Worked on brevo • Prepared may weekly calendar 	SATTYA OUTING	<ul style="list-style-type: none"> • All staff meeting • Prepped for ugly art night • Worked on notion 	<ul style="list-style-type: none"> • Setting up venue for ugly art night • Hosted ugly art night 	<ul style="list-style-type: none"> • Meeting with staff • Debriefing on event • Worked on sheets • Prepared props for upcoming event

13thWeek

Monday 12/05/2025	Tuesday 13/05/2025	Wednesday 14/04/2025	Thursday 15/05/2025	Friday 16/05/2025
<ul style="list-style-type: none"> • Prepared props for Swiftie night • Planning for the event 	<ul style="list-style-type: none"> • Set up for swiftie night • Hosted swiftie night 	<ul style="list-style-type: none"> • All staff meeting • Prepped for open mic night • Worked on notion 	<ul style="list-style-type: none"> • Setting up venue open mic night • Hosted open mic night 	<ul style="list-style-type: none"> • Meeting with staff • Debriefing on event • Hosted

14thWeek

Monday 19/05/2025	Tuesday 20/05/2025	Wednesday 21/04/2025	Thursday 22/05/2025	Friday 23/05/2025
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<ul style="list-style-type: none"> • Worked on brevo • Prepared may weekly calendar 	LEAVE	<ul style="list-style-type: none"> • All staff meeting • Meeting with potential facilitators 	<ul style="list-style-type: none"> • Setting up venue for silent writing • Hosted silent writing happy hour 	<ul style="list-style-type: none"> • Meeting with staff • Debriefing on event • Worked on sheets
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15thWeek

Monday 26/05/2025	Tuesday 27/05/2025	Wednesday 28/04/2025	Thursday 29/05/2025	Friday 30/05/2025
<ul style="list-style-type: none"> • Planned June calendar • Meetings with facilitators 	<ul style="list-style-type: none"> • Planning for upcoming workshops • Sourcing materials for workshop 	<ul style="list-style-type: none"> • All staff meeting • Worked on sheets • Planning for events 	<ul style="list-style-type: none"> • Sent emails to facilitators • Worked on notion 	<ul style="list-style-type: none"> • Meeting with staff • Meeting with clients • Sourcing materials for workshop

Some glimpses of my work:



