



Cooperative Education Report

Transforming News Consumption: Social Video Content Strategies for Engaging Gen Z Audiences at KMG

Submitted by:

Subhana Kayastha

Registration Number: 6508040049

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Written by: Ms. Subhana Kayastha

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mr. Ashutosh Mishra

We have approved this cooperative education report as partial fulfilment of the cooperative education program semester 2022-2026.

Oral Presentation Committee

Ashutosh Mishra
(Mr. Ashutosh Mishra)
Academic Advisor

Rhicha Shrestha
(Ms. Rhicha Shrestha)
Job Supervisor

Bikash Dahal
(Mr. Bikash Dahal)
Cooperative Education Committee

Maruj Limpawattana
(Asst. Prof. Maruj Limpawattana, Ph.D.)
Vice- President and Director of Cooperative Education Department

Project Title: Transforming News Consumption: Social Video Content Strategies for Engaging Gen Z

Audiences at KMG

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Prepared by: Ms. Subhana Kayastha

Academic Advisor: Mr. Ashutosh Mishra

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Faculty: Business Administration

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Abstract

The report entitled “**Transforming News Consumption: Social Video Content Strategies for Engaging Gen Z Audiences at KMG**” focuses on how Kantipur Television has been adapting its content strategies to engage the Gen Z audience through short-form video content. This cooperative education report contains the working experience of different tasks carried out as a Social Video Producer, primarily involving the transformation of traditional news into engaging and relatable social media reels.

The objectives of the study include: (1) to implement theoretical knowledge learned in the field of marketing and digital media, (2) to gain a deeper understanding of audience engagement strategies in the media industry, and (3) to analyze the effectiveness of short-form video content in increasing reach and interaction among younger audiences. Working as an intern, the main duties performed included scripting news into concise and engaging formats, producing and editing reels under 90 seconds, aligning content with Gen Z preferences, and utilizing various digital tools for content creation and distribution.

All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. The internship period involved working under high-pressure situations, especially during major national

events such as political unrest during elections and the formation of a new government. These challenges were managed effectively with team coordination and quick content turnaround. The experience significantly improved skills in storytelling, scriptwriting, video editing, and time management. This practical cooperative education program also helped in understanding the dynamics of digital media, audience behavior, and the growing importance of short-form content in modern communication.

Keywords: Short-form video content, Gen Z engagement, digital media strategy, news reels, audience interaction



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List of Abbreviations

KMG: Kantipur Media Group

SWOT: Strengths, Weaknesses, Opportunities and Threats



Chapter 1: Introduction

Kantipur Media Group (KMG) is a leading and highly influential media conglomerate in Nepal, widely recognized for its contribution to independent journalism and mass communication. Established through Kantipur Publications Limited in 1993, the organization has continuously evolved from a traditional print-based company into a multi-platform media house. With its strong presence in print, television, and digital media, KMG plays a significant role in informing, educating, and shaping public opinion in Nepal. Its ability to adapt to changing audience preferences, particularly through digital transformation, has positioned it as a dominant player in the country's media industry.



Fig 1: KMG Logo

1.1 Company Profile

Kantipur Media Group (KMG) is one of the largest and most influential media conglomerates in Nepal, operating across print, television, and digital platforms. Established in 1993 through Kantipur Publications Limited, the organization has played a pivotal role in shaping modern journalism in Nepal.

KMG is widely recognized for its commitment to independent, credible, and high-quality journalism. Over the years, it has built a strong reputation as a trusted source of news and information, reaching diverse audiences across the country. Its media platforms cater to a wide demographic range, from traditional newspaper readers to digitally active younger generations.

The organization operates multiple well-known publications and platforms, including Kantipur Daily, The Kathmandu Post, and Nari. In addition to print media, KMG has expanded into broadcast and digital media through Kantipur Television and Ekantipur, further strengthening its position in Nepal's media landscape.

1.1.1 Company Vision

The vision of Kantipur Media Group is to become the most trusted and influential media organization in Nepal by delivering accurate, independent, and impactful journalism while adapting to the evolving media consumption habits of modern audiences.

1.1.2 Company Mission

The mission of KMG is:

- To provide reliable, unbiased, and timely news to the public
- To uphold journalistic integrity and ethical standards
- To inform, educate, and empower society through responsible media practices
- To innovate and adapt to digital transformation and changing audience preferences

1.1.3 Product Portfolio

KMG offers a diverse range of media products across different platforms:

Print Media

- Kantipur Daily – Nepal’s most widely read Nepali-language newspaper
- The Kathmandu Post – Leading English-language daily
- Nari – Focused on women’s issues and empowerment

Broadcast Media

- Kantipur Television – A major television channel delivering news and entertainment

Digital Platforms

- Ekantipur (online news portal)
- Social media platforms (TikTok, Instagram, Facebook) focusing on short-form content and audience engagement

1.1.4 Company's Core Objectives

The core objectives of KMG include:

- Maintaining leadership in Nepal's media industry
- Delivering accurate and timely news coverage
- Expanding digital presence and audience reach
- Engaging younger audiences, particularly Gen Z
- Ensuring sustainability through innovation and content diversification

1.1.5 Strategies of the Company

KMG has adopted several strategic approaches to remain competitive in the evolving media landscape:

- Digital Transformation

KMG has actively shifted from traditional print-centric operations to a digitally integrated model by investing in online platforms such as Ekantipur and social media channels. This transition allows real-time news dissemination and wider audience reach. The organization leverages analytics, platform algorithms, and digital tools to optimize content performance and engagement.

- Content Innovation

To remain relevant in a fast-changing media environment, KMG has transformed conventional news formats into engaging, short-form content such as reels and videos. This includes simplifying complex news into digestible formats, incorporating storytelling techniques, and using creative visuals to make content more appealing, especially for audiences with shorter attention spans.

- Audience-Centric Approach

KMG focuses on understanding audience behavior, preferences, and consumption patterns. Content is tailored to specific segments, particularly younger audiences like Gen Z, by adopting relatable language, trends, and formats. This approach ensures higher engagement, better retention, and stronger emotional connection with viewers across different platforms.

- Brand Repositioning

In response to changing audience dynamics, KMG has undertaken efforts to reposition its brand identity to appeal to younger generations. This includes adopting a more informal and relatable tone, integrating humor and pop culture references, and presenting news in a way that aligns with Gen Z communication styles and

expectations.

- Multi-Platform Integration

KMG operates through a synergistic model that integrates print, television, and digital platforms. Content is adapted and distributed across multiple channels to maximize reach and impact. This ensures that the same news story can engage different audience segments depending on their preferred medium of consumption.

1.2 Organizational Structure

KMG follows a hierarchical organizational structure where different departments operate under specialized functions such as editorial, production, marketing, and digital media.

1.2.1 Diagram of the Organizational Structure

The below given diagram is a simplified KMG’s organizational structure:



Fig 2: Organizational Structure of KMG

The figure above represents the organization structure of Kantipur Media Group. The chairman Mr. Kailash Sirohiya lies at the highest position, overseeing the entire trajectory of the company. Then, Mr. Sambhav Sirohiya the managing director oversees the day to day activities, company vision, growth and organization. Mr. Mahesh Swar is the Chef Executive Officer of Kantipur Media Group, overseeing all its sister companies and their working. Mr. Rohit Tiwari is the CEO of Kantipur NEO.

1.2.2. My Job Position

During the internship, I worked as a **Social Video Producer (Content Creator)** at Kantipur Television, where my primary responsibility was to transform traditional news content into engaging short-form videos for digital platforms. This role required a combination of creativity, technical skills, and an understanding of audience psychology.

My work involved identifying trending or high-impact news from the Ekantipur portal and converting it into concise, engaging scripts tailored for social media audiences, particularly Gen Z. These scripts were designed to simplify complex information, incorporate relatable language, and maintain viewer interest within a short duration of under 90 seconds.

In addition to scripting, I was responsible for recording voiceovers, filming video segments, and editing the final content using tools such as CapCut and Canva. The role also required publishing content through platforms like TikTok and Meta Business Suite, ensuring proper timing and optimization for maximum reach.

The position demanded efficiency and adaptability, especially during high-pressure situations such as political events and breaking news cycles. Over time, I significantly improved my ability to produce complete video content within a short time frame while maintaining quality and engagement standards.

1.2.3. My Job Position in the Company's Organizational Structure

The Social Video Producer role falls under the **Kantipur Neo Department**. I worked under the supervision of Rhicha Shrestha, who guided content strategy and ensured alignment with organizational goals.

My position acted as a bridge between traditional journalism and modern digital storytelling, contributing to the company's shift towards engaging younger audiences.

1.3. My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace

The primary motivation for choosing KMG as a co-op workplace was its strong reputation in the media industry and its role as a pioneer in journalism in Nepal. As a marketing student with a growing interest in digital content creation, this internship provided an ideal opportunity to gain hands-on experience in media and communication.

Additionally, the organization's focus on digital transformation and engagement with Gen Z audiences aligned

with my academic interests in modern marketing strategies. The opportunity to work in a fast-paced media environment and contribute to real-time content production further motivated me to join KMG.

1.4. Strategic Analysis of the Company

To understand KMG’s position in the industry and identify its areas for improvement or opportunity, a SWOT Analysis was conducted with help of online available information and some senior employees in the office. This strategic analysis tool helps to analyze internal strengths and weaknesses, along with external opportunities and threats influencing the company’s operations and future strategy.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Strong brand reputation and credibility • Large audience base across multiple platforms • Established presence in both print and digital media 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Traditional media structure may slow digital adaptation • Dependence on news cycles for content
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Growing demand for short-form digital content • Increasing internet and social media usage in Nepal • Potential to capture Gen Z audience 	<p>THREATS</p> <ul style="list-style-type: none"> • Rising competition from independent digital creators • Declining readership of traditional print media • Rapidly changing audience preferences

Table 1: SWOT analysis of KMG

SWOT Analysis of KMG

A basic strategic analysis of KMG can be understood through the following:

Strengths

- Strong Brand Reputation and Credibility

Kantipur Media Group has established itself as one of the most trusted media organizations in Nepal since its inception. Its long history of independent and credible journalism has built strong public confidence. This credibility gives the company a competitive advantage, as audiences are more likely to rely on its content for accurate and reliable information compared to newer or less-established media platforms.

- Large Audience Base Across Multiple Platforms

KMG has a vast and diverse audience base spread across print, television, and digital platforms. Publications like Kantipur Daily and The Kathmandu Post, along with its television and social media presence, allow the company to reach different demographic segments. This multi-platform reach ensures higher visibility and influence across various audience groups.

- Established Presence in Both Print and Digital Media

Unlike many competitors that operate in a single medium, KMG has successfully expanded from print into television and digital platforms. This diversification reduces dependency on one channel and strengthens its overall market position. The integration of traditional and modern media allows the company to maintain relevance in a rapidly evolving media landscape.

Weaknesses

- Traditional Media Structure May Slow Digital Adaptation

As an organization rooted in traditional journalism, KMG may face challenges in quickly adapting to fast-changing digital trends. Hierarchical decision-making processes and legacy systems can slow down innovation and responsiveness, which is critical in the digital media environment where trends evolve rapidly and require immediate action.

- Dependence on News Cycles for Content

The company heavily relies on current events and news cycles for content creation. This dependence can limit flexibility, as content production is often reactive rather than proactive. During periods of low news activity, maintaining consistent audience engagement can become challenging, especially on fast-moving social media platforms.

Opportunities

- Growing Demand for Short-Form Digital Content

There is a significant rise in the consumption of short-form video content, especially on platforms like TikTok and Instagram. This trend presents a major opportunity for KMG to expand its digital presence by repackaging news into engaging, bite-sized formats that align with modern consumption habits.

- Increasing Internet and Social Media Usage in Nepal

With the rapid growth of internet penetration and smartphone usage in Nepal, more people are accessing news through digital platforms. This shift creates an opportunity for KMG to reach a wider audience, particularly in urban and semi-urban areas, by strengthening its online and social media strategies.

- Potential to Capture Gen Z Audience

Gen Z represents a large and growing segment of the population with distinct content preferences. By adopting relatable language, trends, and storytelling techniques, KMG has the opportunity to build long-term engagement with this audience group. Successfully capturing Gen Z can ensure sustained relevance in the future.

Threats

- Rising Competition from Independent Digital Creators

The emergence of independent content creators and digital influencers has intensified competition in the media space. These creators often produce faster, more relatable, and highly engaging content, which can attract younger audiences away from traditional media organizations.

- Declining Readership of Traditional Print Media

There is a global and local decline in print media consumption as audiences shift towards digital platforms. This trend poses a threat to KMG's traditional revenue streams and requires continuous adaptation to digital formats to maintain audience engagement and financial sustainability.

- Rapidly Changing Audience Preferences

Audience preferences in the digital age change quickly, influenced by trends, algorithms, and technological advancements. Failure to adapt to these changes can result in reduced engagement and relevance. Media organizations must continuously innovate to meet evolving expectations.

1.5. Objectives of this Co-Operative Studies

The objectives of this internship study are outlined as follows:

- **To apply theoretical knowledge from marketing and communication studies in a real-world setting**

This objective focuses on bridging the gap between academic learning and practical application. Concepts such as consumer behavior, digital marketing strategies, and content positioning were applied while creating engaging news content. This helped in understanding how theoretical frameworks function in dynamic and real-time environments.

- **To understand digital media operations and content production processes**

The internship provided exposure to the complete workflow of digital content creation, from sourcing news to publishing final videos. This includes scripting, editing, platform optimization, and performance tracking. Understanding these processes is essential for operating effectively in modern media industries.

- **To develop skills in scriptwriting, video editing, and storytelling**

A major objective was to enhance creative and technical skills required for content production. Through continuous practice, I improved my ability to write engaging scripts, edit videos efficiently, and present information in a compelling narrative format suitable for short-form media.

- **To analyze audience engagement strategies for short-form content**

This objective involved understanding how different types of content perform on social media platforms. By observing audience reactions, views, and engagement metrics, I gained insights into what drives attention and interaction, particularly among Gen Z audiences.

- **To gain professional experience in a dynamic and fast-paced media environment**

The internship aimed to prepare me for real-world work environments by exposing me to tight deadlines, high-pressure situations, and teamwork. This experience helped develop time management, adaptability, and problem-solving skills, which are essential for a professional career.

Chapter 2: Co-Op Study Activities

2.1 *My Job Description*

During the co-operative study period at Kantipur Television, I worked as a Social Video Producer (Content Creator), a role primarily focused on transforming traditional news content into engaging short-form videos for social media platforms.

The job required identifying relevant and trending news from the Ekantipur portal and converting it into concise, visually appealing, and engaging video content. The primary objective was to make news more accessible and interesting, especially for younger audiences such as Gen Z, who prefer short-form, fast-paced content over traditional text-based news formats.

This role served as a bridge between conventional journalism and modern digital media practices, contributing to the organization's strategic goal of increasing audience engagement and digital reach.

2.2 *My Job Responsibilities*

The responsibilities assigned during the internship were diverse and required both creative and technical skills. These include:

- **Content Scripting:**

Converting detailed news articles into short, engaging scripts under 90 seconds, using simple language, humor, and storytelling techniques suitable for social media audiences.

- **Voiceover Recording:**

Recording clear and engaging voiceovers that complement the tone and style of the video content.

- **Video Production and Editing:**

Filming and editing videos using tools such as CapCut and Canva, ensuring high-quality output with proper visuals, transitions, and pacing.

- **Content Optimization:**

Tailoring content based on platform-specific requirements for TikTok, Instagram, and Facebook to maximize reach and engagement.

- **Publishing and Scheduling:**

Uploading content through platforms such as Meta Business Suite and TikTok, ensuring timely posting aligned with trending topics.

- **Trend Analysis:**

Observing trending formats, sounds, and audience behavior to continuously improve content performance.

- **Breaking News Adaptation:**

Quickly converting urgent and high-impact news into engaging video formats during major national events.

Activities in Coordinating with Co-Workers

Collaboration with team members was an essential part of the internship. Working in a fast-paced media environment required constant communication and coordination with colleagues.

• **Editorial Coordination:**

Collaborated with the editorial team to identify important and trending news stories suitable for video content.

• **Supervisory Guidance:**

Worked under the supervision of Rhicha Shrestha, receiving feedback on scripts, tone, and content direction to ensure alignment with the company’s strategy.

• **Team Discussions:**

Participated in discussions regarding content ideas, trending topics, and audience engagement strategies.

• **Content Review Process:**

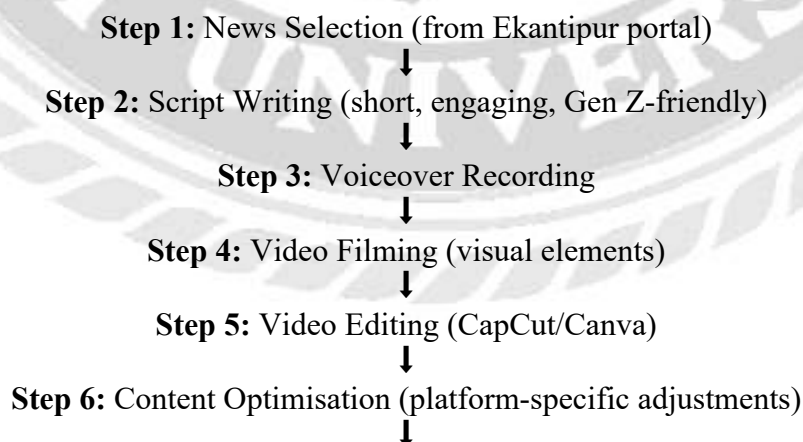
Shared drafts and edited videos with team members for feedback and improvement before publishing.

• **Real-Time Coordination:**

During high-pressure situations such as political events, coordinated closely with the team to ensure quick turnaround and timely content delivery.

2.3. *Job Process Diagram*

Below is a step-by-step breakdown of my job responsibilities and the associated workflows:



Step 7: Publishing (TikTok, Instagram, Facebook)



Step 8: Performance Monitoring (views, engagement, reach)

Table 2: Job Process Diagram

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

During the internship, I made significant contributions to the digital content strategy of the organization, particularly in enhancing audience engagement and expanding reach among younger demographics.

- **High-Impact Content Creation:**

Produced multiple high-performing videos during critical national events such as political unrest and government formation. Four videos crossed **1 million views**, including one exceeding **3 million views** and two surpassing **2 million views**, demonstrating strong audience engagement.

- **Audience Growth Contribution:**

Contributed to a substantial increase in social media following, with the platform growing from approximately **99,000 followers to over 155,000 followers** during the internship period.

- **Consistent Content Performance:**

Regularly created content that achieved over **100,000 views**, indicating sustained audience interest and effective content strategy.

- **Gen Z Engagement Strategy:**

Played a key role in transforming traditional news into relatable and engaging formats aligned with Gen Z preferences, supporting the company's rebranding efforts.

- **Efficiency Improvement:**

Improved personal productivity by reducing content production time significantly, being able to script, produce, and edit a complete video within approximately one hour.

- **Adaptability Under Pressure:**

Successfully handled high-pressure situations by producing back-to-back content during major national events, ensuring timely and relevant news delivery.

Chapter 3: Learning Process

3.1 *Problems/Issues of the Company*

During the internship at Kantipur Television, several challenges were observed, particularly in adapting to the rapidly evolving digital media environment.

One major issue was the **declining engagement with traditional news formats**, especially among younger audiences. Gen Z users tend to avoid long-form textual news, making it difficult for conventional journalism to maintain relevance.

Another challenge was the **pressure of real-time content production**, particularly during major political events such as elections and government formation. The need to produce accurate yet engaging content within a short time frame created operational stress.

Additionally, there was a **gap in aligning traditional journalism tone with modern digital communication styles**, making it challenging to balance credibility with entertainment.

3.2 *Proposed solutions to the identified Problems*

To address these issues, several practical solutions can be implemented:

Firstly, increasing the focus on **short-form video content** can significantly improve engagement. Converting complex news into visually appealing and concise formats helps capture audience attention and improves information retention.

Secondly, implementing a **structured content workflow system** can help manage time pressure during peak news cycles. Pre-planned templates, scripting formats, and editing guidelines can speed up production without compromising quality.

Thirdly, adopting a **hybrid communication style** that blends journalistic integrity with relatable storytelling can bridge the gap between traditional and digital audiences. This ensures that content remains both credible and engaging.

3.3 *Recommendations to the Company*

Based on the internship experience, the following recommendations are suggested:

- **Strengthen Gen Z-focused Content Strategy:**

Continue investing in content tailored specifically for younger audiences using trends, humor, and relatable language.

- **Invest in Advanced Digital Tools:**

Utilizing more advanced editing and analytics tools can improve content quality and performance tracking.

- **Develop a Dedicated Short-Form Content Team:**

A specialized team focused solely on reels and short videos can improve efficiency and consistency.

- **Enhance Data-Driven Decision Making:**

Regular analysis of engagement metrics can help refine content strategies and improve performance.

- **Provide Continuous Skill Development Opportunities:**

Training programs for employees in digital media trends and tools can enhance overall productivity and innovation.

3.4 Learning Outcome from the Co-Op Studies

The co-operative study provided significant practical exposure and learning opportunities. One of the key outcomes was gaining a deeper understanding of how digital media operates in a real-world setting.

The internship enhanced my ability to work under pressure, manage time effectively, and adapt quickly to changing situations. It also helped me understand the importance of audience-centric content creation and the role of creativity in communication.

Furthermore, the experience improved my confidence in handling professional responsibilities and working in a team-oriented environment.

3.5 Application of the Knowledge from Coursework to the Real Working Situation

The internship allowed me to apply various theoretical concepts learned during my academic coursework into practical scenarios.

Concepts from **consumer behavior** were applied while understanding audience preferences and creating content that appeals to Gen Z viewers. Similarly, **digital marketing principles** were used in optimizing content for different social media platforms.

Knowledge of **branding and communication strategies** helped in aligning content with the company's goal of repositioning itself for younger audiences. Additionally, time management and project management concepts were applied in handling multiple tasks efficiently.

3.6 Special Skills and New Knowledge Gained

The internship contributed significantly to both personal and professional skill development. It enhanced my ability to think creatively, communicate effectively, and produce high-quality content within limited time.

I developed a better understanding of how media organizations function and how content strategies are designed to meet audience expectations. The experience also improved my problem-solving abilities and adaptability in a fast-paced work environment.

Technical Skills Learned:

- Scriptwriting for short-form digital content
- Video editing using CapCut
- Content design using Canva
- Voiceover recording and audio synchronization
- Social media management using Meta Business Suite and TikTok
- Understanding platform algorithms and engagement metrics
- Content optimization for different digital platforms

Chapter 4: Conclusion

1.1 Summary of Highlights of My Co-Op Studies at KMG

The co-operative study at Kantipur Television was a highly enriching and practical learning experience that provided deep insights into the digital media industry. One of the key highlights of the internship was the opportunity to work as a Social Video Producer, where I actively contributed to transforming traditional news into engaging short-form content.

A major achievement during the internship was the creation of multiple high-performing videos, particularly during significant national events such as political unrest and government formation. Several videos crossed one million views, including one exceeding three million views, demonstrating strong audience engagement and content effectiveness.

Additionally, the internship contributed to measurable growth in the organization's social media presence, with follower count increasing significantly. The experience of working in a fast-paced environment, handling real-time content production, and contributing to the company's Gen Z-focused rebranding strategy were among the most valuable highlights of this co-op study.

1.2 My Evaluation of the Work Experience

The overall work experience was highly positive and aligned with my academic background in marketing and interest in digital media. The internship provided a practical platform to apply theoretical knowledge and develop industry-relevant skills.

One of the most valuable aspects of the experience was the opportunity to work under real-world pressure, especially during major news events. This helped me improve my efficiency, time management, and ability to deliver quality work within tight deadlines.

The work environment was supportive, with guidance from supervisors and collaboration with team members contributing to continuous learning. However, the role also required a high level of adaptability and creativity, as content needed to be consistently engaging and relevant.

Overall, the internship significantly enhanced my professional capabilities and prepared me for future roles in digital content creation and marketing.

1.3 Limitations of My Co-Op Studies

Despite the valuable learning experience, there were certain limitations during the co-op study.

Firstly, the scope of work was primarily focused on short-form video content, which limited exposure to other areas of media operations such as long-form journalism, strategic planning, and in-depth analytics.

Secondly, due to the fast-paced nature of the work, there was limited time for detailed feedback and reflection on each piece of content. This sometimes restricted opportunities for deeper learning and experimentation.

Additionally, access to advanced tools and detailed performance analytics was limited, which could have further enhanced understanding of audience behavior and content optimization strategies.

1.4 Recommendations for the Company

Based on the internship experience, the following recommendations are suggested for further improvement:

- **Expand Content Diversity:**

While short-form content is effective, incorporating a mix of formats such as explainer videos and long-form digital content can enhance audience engagement.

- **Strengthen Analytics Utilization:**

Providing deeper access to performance metrics and insights can help content creators make more data-driven decisions.

- **Increase Training Opportunities:**

Regular workshops on digital trends, editing tools, and storytelling techniques can enhance employee skills and productivity.

- **Enhance Content Planning:**

Developing a more structured content calendar can improve efficiency, especially during high-pressure news cycles.

- **Encourage Creative Experimentation:**

Allowing more flexibility for content creators to experiment with new formats and ideas can lead to innovation and improved audience engagement.

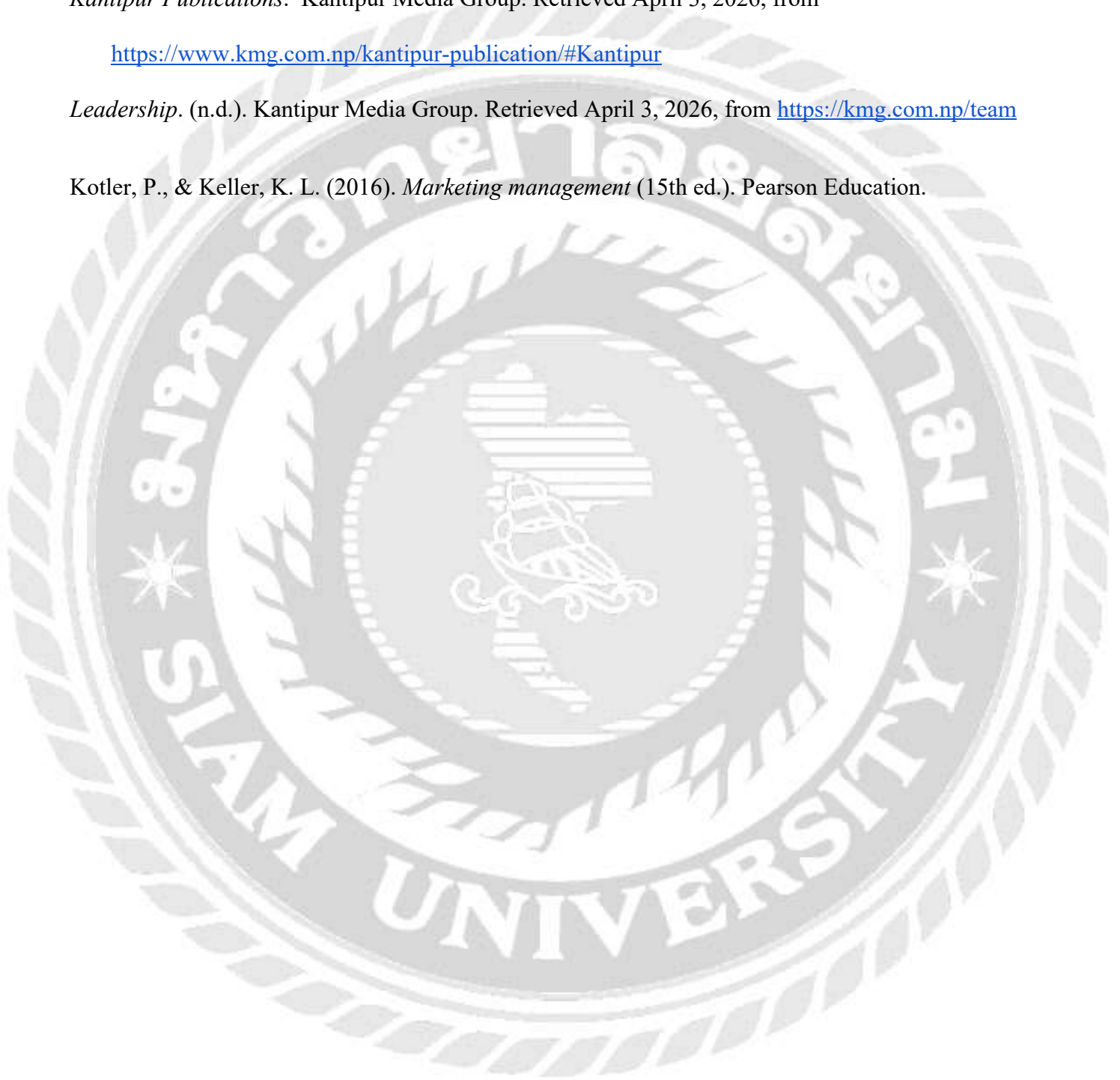
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Appendices

Table 3: My Daily Work Update Log

		<i>Tasks completed</i>		
<i>Date</i>	<i>Day</i>	<i>Video titles</i>	<i>Voiceover topics</i>	<i>Breaking news</i>
<i>Dec 24 2025</i>	<i>wednesday</i>		<i>X's marketing</i>	
<i>Dec 25 2025</i>	<i>thursday</i>	<i>Graduates from TU</i>	<i>Devghat plastic ban</i>	
<i>Dec 26 2025</i>	<i>friday</i>	<i>smart driving license</i>	<i>senior citizen's day, land update</i>	
<i>Dec 27 2025</i>	<i>saturday</i>	<i>hazy weather in terai</i>		
<i>Dec 28 2025</i>	<i>sunday</i>			
<i>Dec 29 2025</i>	<i>monday</i>	<i>Sauraha tourism</i>	<i>meena dd award</i>	
<i>Dec 30 2025</i>	<i>tuesday</i>	<i>Nepal's election</i>	<i>commerce department</i>	
<i>Dec 31 2025</i>	<i>wednesday</i>	<i>Chinese startup</i>	<i>Tharu samudaya, election</i>	
<i>Jan 1 2026</i>	<i>thursday</i>	<i>electoral alliance</i>	<i>Topi diwas, poultry business</i>	
<i>Jan 2 2026</i>	<i>friday</i>	<i>Kp oli statement, foreign employment</i>	<i>SEE students, Rasua naka</i>	
<i>Jan 3 2026</i>	<i>saturday</i>	<i>cricket worldcup</i>		
<i>Jan 4 2026</i>	<i>sunday</i>			
<i>Jan 5 2026</i>	<i>monday</i>	<i>Kp oli statement</i>	<i>nepal's industry</i>	
<i>Jan 6 2026</i>	<i>tuesday</i>	<i>Junk food ads</i>	<i>4g network, chitwan business, big political statement</i>	
<i>Jan 7 2026</i>	<i>wednesday</i>	<i>who gets to vote</i>	<i>tuna fish, Srijana Oli</i>	

<i>Jan 8 2026</i>	<i>thursday</i>	<i>why did Kulman Ghising resign</i>	<i>congress crisis, America decision</i>	
<i>Jan 9 2026</i>	<i>friday</i>	<i>shoot of DIML</i>		
<i>Jan 10 2026</i>	<i>saturday</i>	<i>DIML of Rupa Khadka</i>		
<i>Jan 11 2026</i>	<i>sunday</i>			
<i>Jan 12 2026</i>	<i>monday</i>	<i>Congress Mahadiveshan</i>	<i>JASAPA & LOSAPA, Petrol import</i>	
<i>Jan 13 2026</i>	<i>tuesday</i>	<i>Nepali Congress report</i>	<i>congress, shubhang pradhan's chess case</i>	
<i>Jan 14 2026</i>	<i>wednesday</i>	<i>Nurses case</i>	<i>Struggle in KTM</i>	
<i>Jan 15 2026</i>	<i>thursday</i>	<i>Division in congress</i>	<i>power clash in congress</i>	
<i>Jan 16 2026</i>	<i>friday</i>	<i>Faceoff kp oli and balen</i>	<i>Gen z martyrs</i>	
<i>Jan 17 2026</i>	<i>saturday</i>	<i>Faceoff kp oli and balen + samir tamang</i>		
<i>Jan 18 2026</i>	<i>sunday</i>			
<i>Jan 19 2026</i>	<i>monday</i>	<i>Tudikhel news</i>	<i>Election fever, gagan thapa</i>	<i>mahabir pun resigns</i>
<i>Jan 20 2026</i>	<i>tuesday</i>	<i>Election candidate criteria</i>	<i>mahabir pun resigns, mahar to fight election</i>	
<i>Jan 21 2026</i>	<i>wednesday</i>	<i>end of deuba's political journey</i>	<i>22 arba revenue</i>	
<i>Jan 22 2026</i>	<i>thursday</i>	<i>Total candidates (deewangi)</i>	<i>election commission asks clarity, palpa security</i>	
<i>Jan 23 2026</i>	<i>friday</i>	<i>Creativity v/o video</i>	<i>basanta panchami, gagan thapa</i>	<i>Gold prices</i>
<i>Jan 24 2026</i>	<i>saturday</i>	<i>Situation of AI, v Voters anticipation</i>		

Jan 25 2026	sunday			
Jan 26 2026	monday	guess who's lying	national flag, QR payment in India	
Jan 27 2026	tuesday	gold prices	silver shortage, diesel import	
Jan 28 2026	wednesday	streets of KTM		
Jan 29 2026	thursday	youth leaders content	haze and airport, deuja	gold prices
Jan 30 2026	friday	creator's mela leave		
Jan 31 2026	saturday	chakre milan		
Feb 1 2026	sunday			
Feb 2 2026	monday	kantipur max hd shoot	school case	
Feb 3 2026	tuesday	kantipur max hd shoot	insurance	
Feb 4 2026	wednesday	rules to follow	transmission line, myagdi road	
Feb 5 2026	thursday	kantipur max hd shoot	rajesh hamal, ballot paper	
Feb 6 2026	friday	tiktok awareness, valentines week	kp oli election	
Feb 7 2026	saturday	Kantipur max hd, election special weather		
Feb 8 2026	sunday			
Feb 9 2026	monday	ICC team highlight	election, MCC	
Feb 10 2026	tuesday	Gen z protest, Use of Tech	LPG shortage, entering India	
Feb 11 2026	wednesday	Kantipur max HD	vote rules	
Feb 12 2026	thursday	Embossed number plate,	renu dahal,	Nepal lost match

		<i>falgun 3 manifesto</i>		
<i>Feb 13 2026</i>	<i>friday</i>	<i>3 batting moments</i>	<i>58 crore ghotala case, dahal to protct dignity</i>	
<i>Feb 14 2026</i>	<i>saturday</i>	<i>ICC highlights</i>		
<i>Feb 15 2026</i>	<i>sunday</i>			
<i>Feb 16 2026</i>	<i>monday</i>	<i>ICC highlights</i>	<i>election COC, ELECTION CAMPAIGN</i>	
<i>Feb 17 2026</i>	<i>tuesday</i>	<i>Startup loan</i>	<i>Parties spending, Campaign of election,</i>	
<i>Feb 18 2026</i>	<i>wednesday</i>	<i>ICC top sixes</i>		
<i>Feb 19 2026</i>	<i>thursday</i>	<i>airport fail</i>	<i>weather update,, cooperative</i>	
<i>Feb 20 2026</i>	<i>friday</i>	<i>Public bus shoot, AI dependency</i>	<i>tiktok video</i>	
<i>Feb 21 2026</i>	<i>saturday</i>	<i>Railway promises</i>	<i>lawsuit at meta,</i>	
<i>Feb 22 2026</i>	<i>sunday</i>			
<i>Feb 23 2026</i>	<i>monday</i>	<i>petrol prices</i>	<i>Election commission, India vs SA</i>	<i>bus accident</i>
<i>Feb 24 2026</i>	<i>tuesday</i>	<i>FDI limit</i>	<i>road accidents</i>	
<i>Feb 25 2026</i>	<i>wednesday</i>	<i>Ads in tv</i>	<i>Ballot box</i>	
<i>Feb 26 2026</i>	<i>thursday</i>	<i>leave for cousin's wedding</i>		
<i>Feb 27 2026</i>	<i>friday</i>	<i>National airlines</i>	<i>commission monitoring, social media toxicity</i>	
<i>Feb 28 2026</i>	<i>saturday</i>	<i>process of budget</i>		
<i>Mar 1 2026</i>	<i>sunday</i>			
<i>Mar 2 2026</i>	<i>monday</i>	<i>holi</i>		
<i>Mar 3 2026</i>	<i>tuesday</i>	<i>Import of EV</i>	<i>social media campaign, international border</i>	

<i>Mar 4 2026</i>	<i>wednesday</i>	<i>War in west aisa</i>	<i>vandalism case</i>	<i>Manoj arrested, JSP arrested</i>
<i>Mar 5 2026</i>	<i>thursday</i>	<i>tiktok live</i>	<i>what did PM say</i>	<i>balen shah voting, voting suspended</i>
<i>Mar 6 2026</i>	<i>friday</i>	<i>Tiktok live, rishi dhamala</i>		<i>Rsp wins</i>
<i>Mar 7 2026</i>	<i>saturday</i>	<i>Respect power banana</i>		<i>mahabir pun, Gen z protest, karki commission</i>
<i>Mar 8 2026</i>	<i>sunday</i>			
<i>Mar 9 2026</i>	<i>monday</i>	<i>Tiktok live, criminal investigation</i>		
<i>Mar 10 2026</i>	<i>tuesday</i>	<i>MP Pun, Government formation</i>		
<i>Mar 11 2026</i>	<i>wednesday</i>	<i>Vote value</i>	<i>big achievement health day</i>	<i>Inisha bk case</i>
<i>Mar 12 2026</i>	<i>thursday</i>	<i>Voters percentage</i>	<i>RSP sarkar</i>	<i>election police</i>
<i>Mar 13 2026</i>	<i>friday</i>	<i>Mayor to PM</i>	<i>gas shortage, private sector business</i>	<i>bus reaches ramechhap, KP Oli father</i>
<i>Mar 14 2026</i>	<i>saturday</i>	<i>RSP defeat</i>		
<i>Mar 15 2026</i>	<i>sunday</i>			
<i>Mar 16 2026</i>	<i>monday</i>	<i>road project</i>	<i>artificial shortage</i>	<i>petrol price, ck raut</i>
<i>Mar 17 2026</i>	<i>tuesday</i>	<i>Gen Z protest</i>	<i>3% threshold</i>	<i>Gagan resigns</i>
<i>Mar 18 2026</i>	<i>wednesday</i>	<i>Bikal poudel corruption</i>	<i>syafribesi, west asia tension, crocodile</i>	
<i>Mar 19 2026</i>	<i>thursday</i>	<i>5 arba budget</i>		<i>gagan thapa resigns</i>
<i>Mar 20 2026</i>	<i>friday</i>	<i>film corruption</i>		<i>Balen to take oath, hospital birthday</i>

<i>Mar 21 2026</i>	<i>saturday</i>	<i>Human rights council</i>		
<i>Mar 22 2026</i>	<i>sunday</i>			
<i>Mar 23 2026</i>	<i>monday</i>	<i>airport corruption</i>	<i>panic in constitution</i>	<i>gold prices</i>
<i>Mar 24 2026</i>	<i>tuesday</i>	<i>Cooperative case</i>	<i>trade dependency, chaitra 13</i>	<i>balen to take oath</i>
<i>Mar 25 2026</i>	<i>wednesday</i>	<i>Sick leave</i>		
<i>Mar 26 2026</i>	<i>thursday</i>	<i>statement of gen z protest</i>	<i>RSP prime minister</i>	<i>KP oli arrested, ramesh lekhak arrested, dead crows</i>
<i>Mar 27 2026</i>	<i>friday</i>	<i>Xtreme</i>		<i>deepak khadka arrested</i>
<i>Mar 28 2026</i>	<i>saturday</i>	<i>balen sarkar day 2</i>		<i>Rekha sharma arrested</i>
<i>Mar 29 2026</i>	<i>sunday</i>			
<i>Mar 30 2026</i>	<i>monday</i>	<i>money laundering</i>	<i>Balen shah forms his team</i>	
<i>Mar 31 2026</i>	<i>tuesday</i>	<i>Corruption story</i>	<i>scam ads, electricity import</i>	<i>CDO arrested</i>
<i>Apr 1 2026</i>	<i>wednesday</i>	<i>Nepal airlines, april fools</i>	<i>SEE psychosocial councillor</i>	
<i>Apr 2 2026</i>	<i>thursday</i>	<i>delayed projects</i>	<i>inisha bk, artemis 2</i>	
<i>Apr 3 2026</i>	<i>friday</i>	<i>Deepak bhatta corruption</i>	<i>remittance, trade deficit</i>	
<i>Apr 4 2026</i>	<i>saturday</i>	<i>Shankar agrawal arrest</i>		
<i>Apr 5 2026</i>	<i>sunday</i>			
<i>Apr 6 2026</i>	<i>monday</i>	<i>No government ads</i>	<i>Crude oil prices</i>	
<i>Apr 7 2026</i>	<i>tuesday</i>	<i>Digital reform plans</i>	<i>Local election</i>	<i>Emergency cabinet meeting</i>

<i>Apr 8 2026</i>	<i>wednesday</i>	<i>New leadership roles</i>	<i>Petrol prices</i>	<i>Public transport fares</i>
<i>Apr 9 2026</i>	<i>thursday</i>	<i>Kantipur marathon</i>		<i>Oli and lekhak release</i>
<i>Apr 10 2026</i>	<i>friday</i>	<i>Leave</i>		
<i>Apr 11 2026</i>	<i>saturday</i>			
<i>Apr 12 2026</i>	<i>sunday</i>			
<i>Apr 13 2026</i>	<i>monday</i>	<i>Lumbini case</i>	<i>? in newspaper</i>	<i>China BYD</i>
<i>Apr 14 2026</i>	<i>tuesday</i>	<i>Nepali new year</i>		
<i>Apr 15 2026</i>	<i>wednesday</i>	<i>Cooperative scam</i>	<i>Job opportunity, restriction on gold</i>	
<i>Apr 16 2026</i>	<i>Thursday</i>	<i>Juvenile rehab</i>	<i>Passport delivery, driving license</i>	<i>Balen feature, price of diesel</i>
<i>Apr 17 2026</i>	<i>Friday</i>	<i>Provincial chief</i>	<i>Eye care</i>	
<i>Apr 18 2026</i>	<i>Saturday</i>	<i>Nepali congress</i>		
<i>Apr 19 2026</i>	<i>Sunday</i>			
<i>Apr 20 2026</i>	<i>Monday</i>	<i>Custom duty</i>	<i>Airfare</i>	
<i>Apr 21 2026</i>	<i>Tuesday</i>	<i>New budget</i>	<i>Investment commitment, corn farming</i>	
<i>Apr 22 2026</i>	<i>Wednesday</i>	<i>Middlemen arrest</i>		
<i>Apr 23 2026</i>	<i>Thursday</i>	<i>Businessmen arrest</i>	<i>MPs arrest</i>	
<i>Apr 24 2026</i>	<i>Friday</i>	<i>1 day 13 arrested</i>	<i>Slum crisis</i>	

Photo Gallery



Fig3: Xtreme campaign for IPL at Kantipur Max HD



Fig 4: Story boarding for Xtreme IPL



Fig 5: Me with KMG board



Fig 6: Me in my work desk



Fig 7: Birthday celebration at work

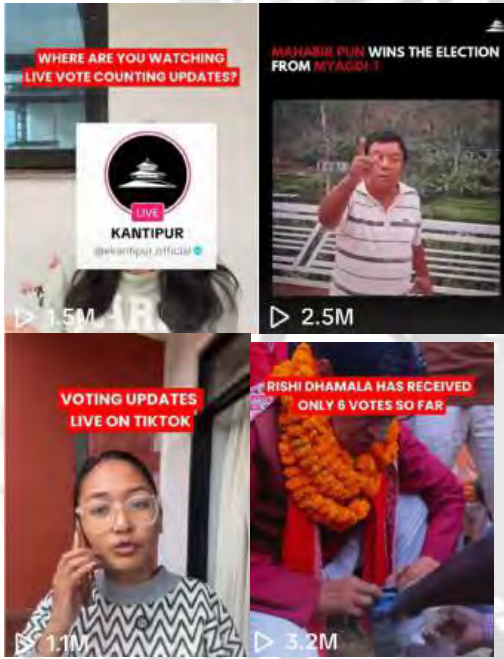
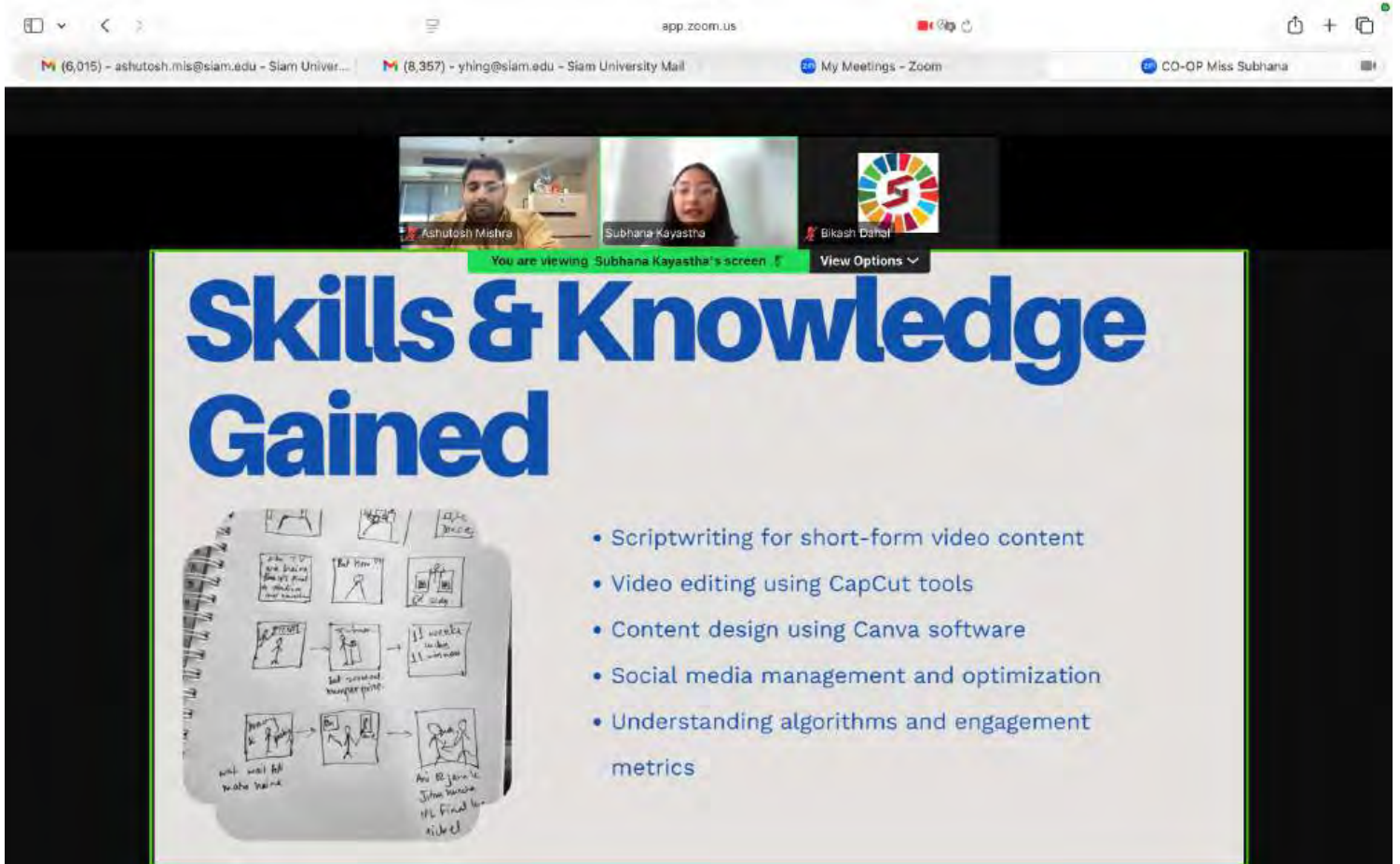


Fig 8: Videos that crossed a million views

Table 4: Picture gallery

Fig:9 Presentation of final report



The image shows a Zoom meeting interface. At the top, there are browser tabs for 'ashutosh.mis@siam.edu - Siam Univer...', 'yhing@siam.edu - Siam University Mail', 'My Meetings - Zoom', and 'CO-OP Miss Subhana'. The Zoom window shows three participants: Ashutosh Mishra, Subhana Kayastha, and Bikash Dahal. A status bar indicates 'You are viewing Subhana Kayastha's screen'. The main content is a presentation slide with the title 'Skills & Knowledge Gained' in large blue font. Below the title is a hand-drawn storyboard on a spiral notebook, showing a sequence of frames with stick figures and text. To the right of the storyboard is a bulleted list of skills and knowledge gained.

Skills & Knowledge Gained

- Scriptwriting for short-form video content
- Video editing using CapCut tools
- Content design using Canva software
- Social media management and optimization
- Understanding algorithms and engagement metrics

