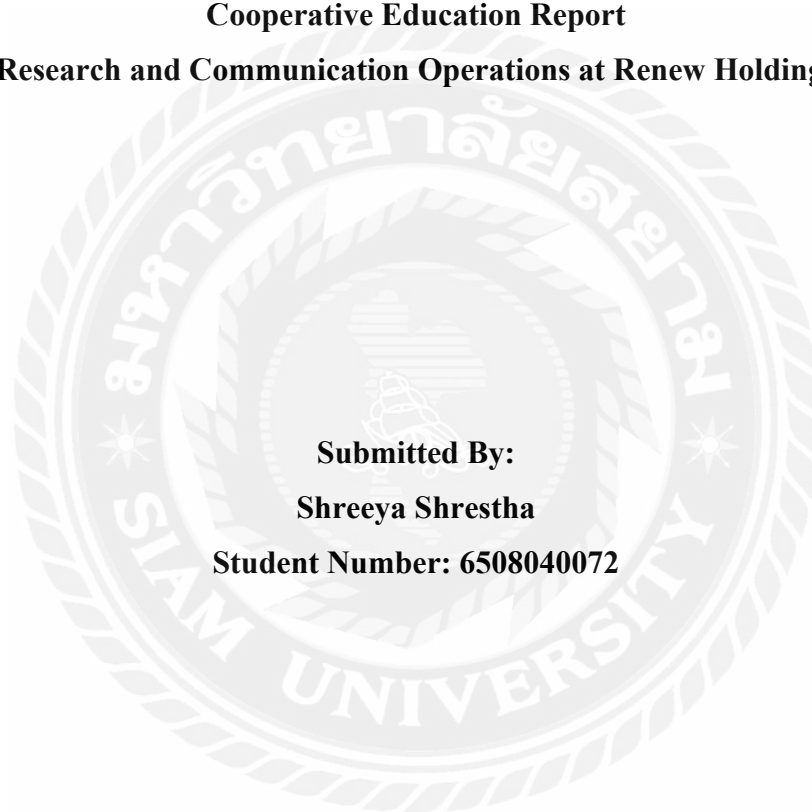




Cooperative Education Report
“Research and Communication Operations at Renew Holdings”



Submitted By:
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**This report is submitted in partial fulfillment of the
Requirements for Cooperative Education**

Faculty of Business Administration
Semester/Academic Year: 2/2025

Siam University

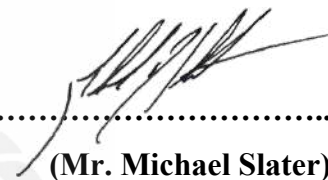
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Abstract

The Cooperative Education Report, titled “Research and Communication Operations at Renew Holdings,” emphasizes practical exposure to research and communication functions in the growing energy sector. The research component focused on understanding Nepal's renewable energy sector, including market trends, industry dynamics, and import and export data. Similarly, in the communication context, it focused on supporting organizational activities through coordination, documentation, and internal information flow.

The objective of the study included: (1) gaining a practical understanding of research application in a business environment; (2) developing communication and coordination skills in a professional setting; and (3) understanding how research and communication align to support organizational growth and decision-making.

I worked as an intern at Renew Holdings, where my primary responsibilities included conducting market research, analyzing data, and preparing communication posts. This internship experience allowed me to apply theoretical knowledge in a practical setting while developing my analytical and communication skills. Overall, the experience contributed to my professional growth and helped me understand workplace dynamics in a growing organization.

Keywords: Research, Communication, Energy Sector, Renewable Energy, Internship

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I would like to express my sincere gratitude to Renew Holdings for offering me the opportunity to undertake the course of cooperative education in its marketing department. This valuable experience has helped me to connect academic learning with practical workplace learning and its implementation. I am especially grateful to my academic advisor, Mr. Michael Slater, for his continuous support and guidance throughout my internship journey. His academic support played a crucial role in completing this learning experience.

I would also like to thank my job supervisor, Mr. Bidur Raj Gautam, for his mentorship, guidance, cooperation, and for sharing his professional knowledge during my internship. His support, along with the collaborative environment within the marketing team, greatly contributed to improving my skills and practical understanding.

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List of Abbreviations

MWp: Megawatt Peak

KWp: Kilowatt Peak

BBSM: Bhat Bhateni Super Market

SWOT: Strengths, Weaknesses, Opportunities, and Threats

BESS: Battery Energy Storage System

PV Cells: Photovoltaic Cells

Chapter 1: Introduction

Renew Holdings Pvt. Ltd is a renewable energy company located in Nepal, focused on developing large-scale energy projects, particularly in solar and hydropower. The company is currently running two major hydropower projects in Humla Karnali (Western Nepal) and solar installations for the top Retail Giant Company, Bhatbhateni Supermarket, and its 27 outlets across Nepal. It operates with a project-based approach, targeting industrial and commercial clients. Its sister company, Urja Global, focuses on providing solar solutions for households and small-scale businesses, creating a comprehensive energy service ecosystem.



Figure 1: Company Logo

1.1 Company Profile

Renew Holdings is an emerging player in Nepal's renewable energy and infrastructure sector, focused on developing sustainable energy solutions and contributing to the country's growing power demand. Established with strong backing from prominent business figures and investors, the company reflects a strategic commitment to expanding clean energy initiatives in Nepal.

With the energy sector currently experiencing rapid growth, Renew Holdings is positioning itself as a forward-looking organization aiming to support long-term energy security and infrastructure development.

The company is actively involved in renewable energy projects and related infrastructure, working towards efficient project execution and sustainable operations. Although still in its early phase of development, Renew Holdings has demonstrated strong potential through its investments and involvement in energy-related ventures. Its operations emphasize innovation,

collaboration, and adherence to regulatory standards, which are essential in Nepal's evolving energy landscape.

1.1.1 Company Vision

To build a cleaner, greener, and self-sustaining energy future where renewable power drives national prosperity and positions Nepal as a leading renewable energy hub in South Asia

1.1.2 Company Mission

To build an integrated renewable energy ecosystem by developing sustainable hydropower and solar projects, advancing green technologies like energy storage and hydrogen, strengthening national and cross-border transmission networks, and ensuring financial and environmental sustainability in every initiative.

1.1.3 Company's Core Objectives

- **Develop a Sustainable Renewable Energy Ecosystem:** Build an integrated energy ecosystem that includes hydropower, solar energy, and green technologies to contribute to long-term sustainability.
- **Promote clean energy advancement and development in Nepal:** To actively promote the expansion of renewable energy initiatives that uphold environmental protection, enhance quality of life, and promote economic development.
- **Strengthen Project Development Capabilities:** To find, organise, and create sustainable renewable energy projects by matching investment objectives with long-term sustainability, innovation, and feasibility.
- **Ensure Efficient Project Execution and Management:** To implement effective project and asset management techniques that maximise output, lower risks, and guarantee energy projects' profitability.
- **Expand Energy Generation, Transmission, and Trade:** To expand operations in the areas of transmission infrastructure, cross-border energy trading in regional markets, and electricity generation (solar and hydropower).

- **Leverage Expertise and Industry Knowledge:** To utilize the team’s extensive experience in infrastructure development and project management to successfully execute complex renewable energy projects.
- **Commit to Environmental and Social Responsibility:** To promote clean energy solutions and reduce ecological impact while making a positive contribution to society in order to uphold the protection of the environment.

1.1.4 Strategies of the Company

Renew Holdings Pvt. Ltd. integrates innovative technology, investment expertise, and strategic alliances to strengthen its position in the energy industry while aligning its plans with Nepal's growing renewable energy needs. The company’s strategies are:

- **Implement a Project-Centric Approach to Development:** Systematically carry out projects through phases such as development, management, and creation, ensuring effectiveness from inception through operation.
- **Utilise Strategic Commercial Partnership:** To implement rooftop solar solutions in collaboration with major commercial industries such as Bhat Bhateni Supermarket and departmental store, Kathmandu Steels, using high-visibility infrastructure to scale solar adoption and demonstrate commercial feasibility.
- **Implement Agrivoltaics Through Phased Execution:** By integrating solar panels with agricultural land, collaborating with regional stakeholders, and ensuring both energy production and agricultural productivity, the 1000 MWp agrivoltaics project will be developed gradually.
- **Boost Due Diligence in Technology and Finance:** To guarantee that, before implementation, every project is subjected to thorough feasibility studies, financial assessments, and regulatory compliance checks.
- **Leverage Cross-Border Market Opportunities:** To actively engage in bilateral agreements and trading platforms in regional electricity markets like Bangladesh and India.

Through these strategies, Renew Holdings ensures effective project execution and steady expansion within the renewable energy sector.

1.1.5 Project Portfolio

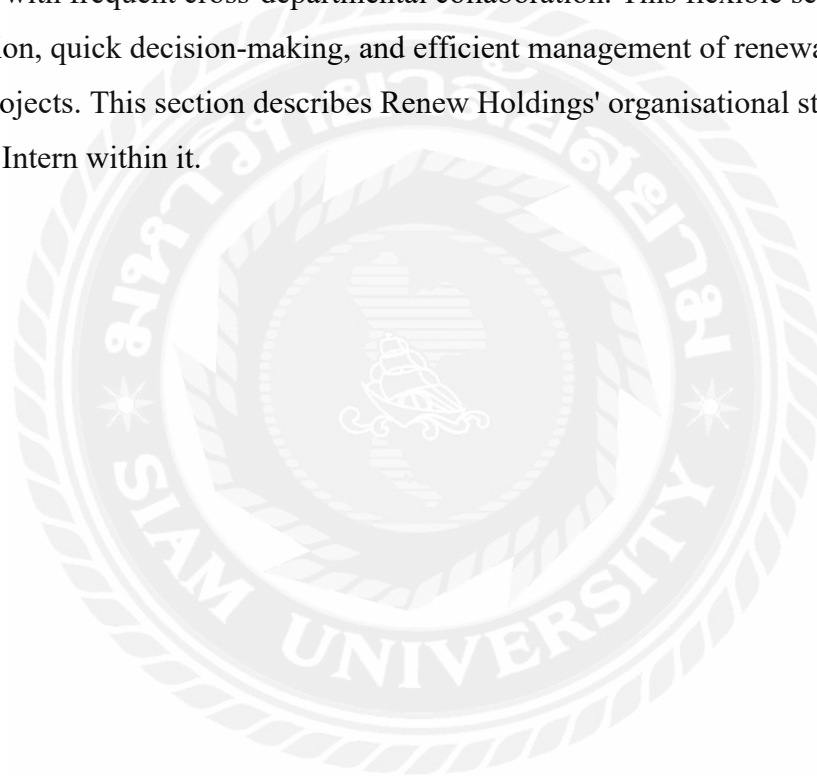
Renew Holdings Pvt. Ltd. responds strategically to Nepal's changing energy needs by maintaining a diverse project portfolio that includes hydropower, commercial rooftop solar, and agrivoltaics. Projects like Humla Karnali I and Humla Karnali II, which contribute to utility-scale electricity generation, are part of its hydropower portfolio. In order to support decentralised energy solutions in commercial infrastructure, the company also works with Bhat-Bhateni Supermarket & Departmental Store to install solar panels on rooftops. Its emphasis on sustainable land use is further highlighted by the 1000 MWp agrivoltaics project. This portfolio as a whole shows a systematic and balanced approach to the development of renewable energy.

S.N	Projects		Estimated Energy Generation
1	Hydropower	Humla Karnali I	300.44 MWp
		Humla Karnali II	304 MWp
2	Rooftop Solar Installation (Commercial)	Kathmandu Steels	1994 KWp
		Across 26 Outlets of BBSM Retail Across Nepal	1000MWp
3	Agrivoltaics		12.5 MWp

Table 1: Project Overview of Renew Holdings

1.2 Organisational Structure

The organizational structure at Renew Holdings helps in understanding how different functions work together to support project execution, ensure operational efficiency, and strengthen the company's position in the growing energy sector. Renew Holdings' organisational structure makes it easier to understand how various departments collaborate to support project execution, ensure operational efficiency, and strengthen the company's position in the expanding energy sector. The structure is not very segmented because the company is still in its early stages. At this point, the teams are primarily divided into the Finance and Administration team and the Technical team, with frequent cross-departmental collaboration. This flexible setup allows for better coordination, quick decision-making, and efficient management of renewable energy and infrastructure projects. This section describes Renew Holdings' organisational structure and my role as a Co-Op Intern within it.



1.2.1 Diagram of the Organisational Structure

The diagram below shows the simplified organisational structure of Renew Holdings

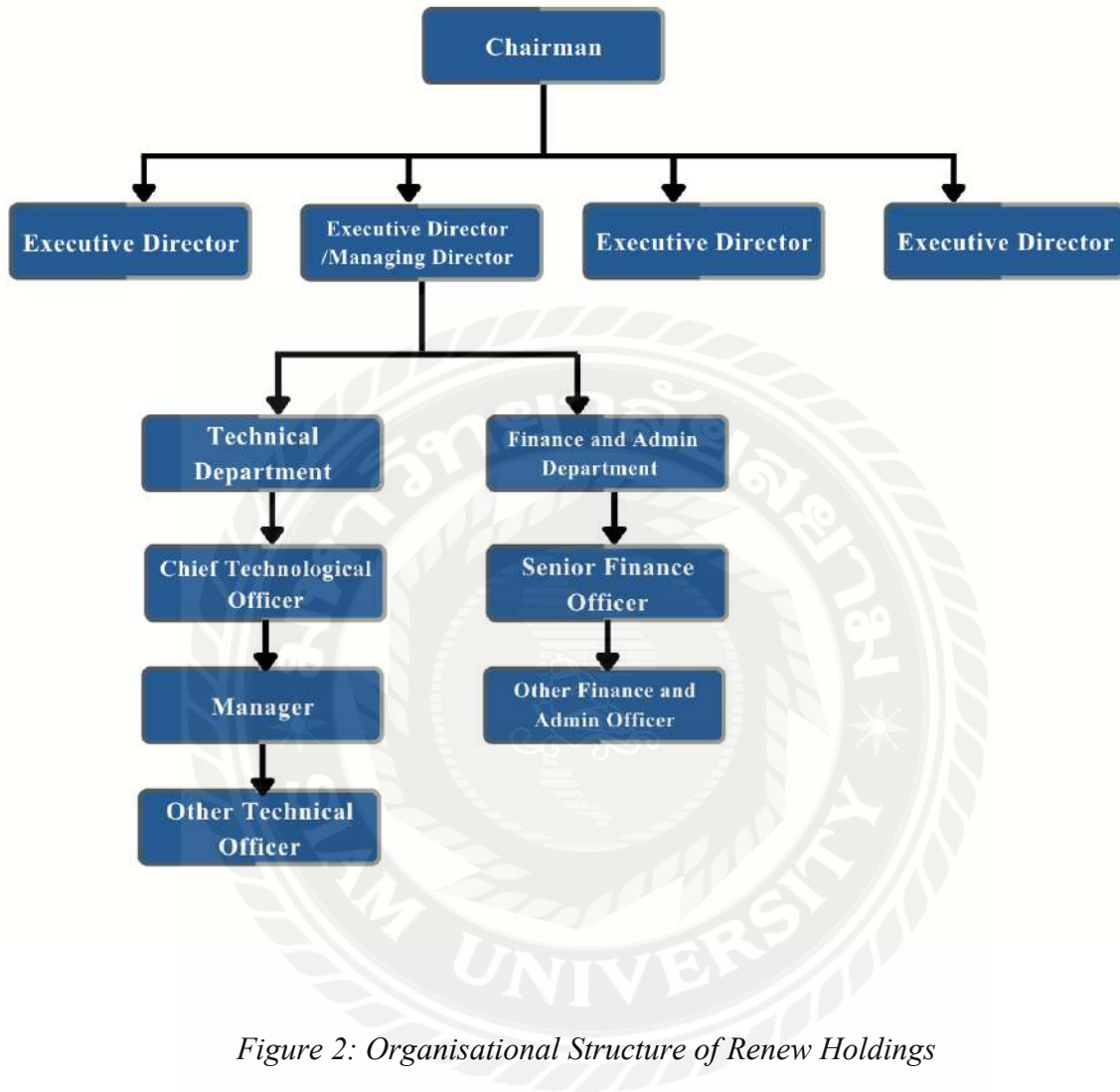


Figure 2: Organisational Structure of Renew Holdings

Renew Holdings' organisational structure is meant to facilitate coordination and operational effectiveness within the company's expanding renewable energy division. The organization's structure is relatively flexible because it is still in its initial phases of development, and departments collaborate closely to guarantee efficient project execution, communication, and administrative operations. The Executive Director/Managing Director oversees the Technical Department and the Finance and Administration Department, which are the organization's two main divisions.

- **Technical Department:**

The Technical Department is responsible for managing the operational and technical aspects of renewable energy projects. For renewable energy systems like solar and hybrid projects, it is responsible for project planning, technical analysis, installation coordination, and monitoring. In addition, the department oversees technical research, feasibility of projects, and equipment and energy operations coordination. The Chief Technological Officer and technical officers collaborate within this department to guarantee successful project execution and operational effectiveness.

- **Finance and Administration Department:**

The company's administrative and financial operations are managed by the Finance and Administration Department. Budgeting, financial reporting, record keeping, administrative coordination, and maintaining the organization's operational support are all under its authority. Additionally, the department helps with internal and external stakeholder coordination, documentation, and organisational planning. Together with other finance and administrative officers, the Senior Finance Officer helps the business run smoothly on a daily basis.

The departments cooperate and assist one another to guarantee efficient operations and efficient coordination throughout the company. Since Renew Holdings is still in its early stages of expansion, effective project and operational management depends heavily on cross-functional teamwork.

1.2.2 My Job Position

During my internship at Renew Holdings, I contributed as a Research and Communication Intern. I worked as a Research and Communication Intern at Renew Holdings Pvt. Ltd. My duties included conducting in-depth research on various solar energy system components, including their technical aspects, import-export information, suppliers, and the competitive

landscape. I supported the team by analyzing different market dynamics and trends, gathering different insights.

In addition to research, I worked in communications, creating and managing content for the company's digital presence. This involved creating expert content for the main business, Renew Holdings, and its sister company, Urja Global (which focuses on the residential sector), primarily for social media platforms such as LinkedIn. Through this, I also contributed to improving and enhancing the company's visibility and positioning.

1.2.3 My Job Position in the Company's Organisational Structure

I was assigned to Renew Holdings as a Co-Op Intern, where I assisted the communications department and collaborated closely with the project manager. Research and content creation were the main responsibilities of my position, specifically in the technical and energy fields. Researching trends in renewable energy, project technical details, and industry-relevant import-export data were my responsibilities. These insights eventually supported both internal understanding and external communication.

Although in an entry-level position, I was able to contribute to both research and communications. It helped create content for digital platforms, prepare communication posts, and highlight the company's initiatives. I also learned further about the technical and operational aspects of the energy industry as a result of my research.

I was exposed to how various departments collaborate in this role, particularly how communication supports effectively presenting the company's work and how research supports decision-making. Overall, it made it easier for me to understand how a developing energy company operates and contributes to Nepal's growing renewable energy industry.



Figure 3: My Job Position in Renew Holdings

1.3 My motive to choose Renew Holdings as my Co-Op Studies Workplace

Renew Holdings is a rapidly expanding company in Nepal's renewable energy sector, with strong support from notable business leaders, including seasoned investors, which is the primary reason for selecting it as my Co-Op Studies Workplace. Given how rapidly the energy industry is growing, I thought that working for such a company would offer worthwhile exposure and opportunities for hands-on learning. Renew Holdings, a growing company in infrastructure and renewable energy, allowed me to observe and participate in real projects. I gained firsthand knowledge of project management, planning, and the overall operations of a dynamic energy company through this experience.

1.4 Strategic Analysis of the Company (SWOT Analysis)

<p>Strengths</p> <ul style="list-style-type: none"> • Works in multiple areas • Focus on solar + hydro combination: • Investment-focused approach • Modern company mindset: 	<p>Weakness</p> <ul style="list-style-type: none"> • Depends on Nepal’s weak transmission system • Still growing brand • Complex operations • Needs high investment
<p>Opportunities</p> <ul style="list-style-type: none"> • Electricity export is increasing • Industries need reliable electricity • Government focus on renewable energy • Shift from single projects to systems 	<p>Threats</p> <ul style="list-style-type: none"> • Government delays • Strong competition in hydropower • Overdependence on hydropower in Nepal • Financial risks

Figure 4: SWOT Analysis of the Company

Strengths

- **Works in multiple areas (not just generation):** Involved in planning, financing, and energy trade, which gives better control over projects
- **Focus on solar + hydro combination:** Helps solve seasonal issues in Nepal’s energy supply
- **Investment-focused approach:** Projects are designed keeping investor returns in mind, making them more practical
- **Modern company mindset:** Looks at new areas like storage and hydrogen, not just traditional hydropower

Weakness

- **Depends on Nepal's weak transmission system:** Even if projects are ready, electricity may not be efficiently distributed
- **Still growing brand:** Not as established as older hydropower companies in Nepal.
- **Complex operations:** Handling many areas (finance, tech, trade) can slow decision-making
- **Needs high investment:** Large projects require continuous funding, which can be challenging

Opportunities

- **Electricity exports are increasing:** Nepal is selling power to India, creating more demand for projects.
- **Industries need reliable electricity; businesses are shifting toward stable, clean energy sources.**
- **Government focuses on renewable energy:** Policies are gradually supporting private sector involvement.
- **Shift from single projects to systems:** The market is moving toward integrated energy solutions, which matches Renew's model.

Threats:

- **Government delays:** Approvals and policies in Nepal can slow down projects
- **Strong competition in hydropower:** Many companies are already established in this sector
- **Overdependence on hydropower in Nepal:** Slows adoption of solar and new technologies
- **Financial risks:** Currency fluctuations and investment risks can affect project returns

1.5 Objective of Co-Op Studies

This report summarises the lessons I learned while working as a Co-Op Intern at Renew Holdings for my Co-Operative Education Studies. This report has both academic and professional goals. It allowed me to gain practical experience in the operations of a top infrastructure and renewable energy company in Nepal while applying what I had learned in the classroom to real-world scenarios.

The main objectives of Co-Op studies are given below:

- To apply academic knowledge in a practical environment, I wanted to observe how the concepts I had learned in class, such as project management, operations, and business processes, were applied in real-world projects. I was able to make the connection between theory and practice by working closely with the teams.
- To understand the working dynamics of the growing energy sector, I gained insight into how Renew Holdings efficiently plans and implements renewable energy and infrastructure projects while adhering to industry regulations by helping with project documentation, coordination, and daily operational tasks.
- To enhance professional abilities and preparedness for the workplace: My organization, attention to detail, and professional communication skills all improved as a result of managing documentation and working with teams.

Chapter 2: Co-Op Studies Activities

2.1 My Job Description

I worked as a Co-Op Intern in an entry-level role with the Operations and Project Management team at Renew Holdings. Intending to share project updates, industry insights, and promotional content, I was responsible for conducting research and writing communication posts for the company. From researching industry trends to creating content that effectively communicates with stakeholders, the role offered practical exposure to the operations of a developing energy company. I gained important practical knowledge from this experience about how Renew Holdings runs its business, interacts with its audience, and supports Nepal's quickly growing renewable energy industry.

2.2 My Job Responsibilities

My key Responsibilities as a Research and Communication Intern at Renew Holdings were as follows:

- **Research and Data Analysis:**

- Conducted technical and renewable energy research to support business operations.
- Gathered and examined import-export information about energy-related materials and equipment
- Studied market progress, industry trends, and project-related data

- **Communication and Content Development:**

- Developed content for the company's digital platforms
- Transformed technical and research findings into simplified and engaging content
- Assisted in highlighting company projects, updates, and industry insights

- **Assistance with Project Coordination:**

- Closely collaborated with the project manager to understand ongoing initiatives
- Helped arrange updates and project information for communication.
- Supported coordination between different team members when required

- **Cross-Functional Collaboration:**

- Assisted the communications division with the creation and implementation of content
- Collaborated with members of the administrative and technical teams to obtain relevant information.

2.3 Activities in Coordinating with Co-Workers

During my internship at Renew Holdings, working together and coordinating with coworkers was crucial to my everyday tasks. I actively assisted the communications and research departments by collaborating closely with team members to collect precise data and ensure the company's content was up to date and relevant. Smooth coordination while conducting research, creating communication posts, and sharing project-related updates was made possible by the team's effective communication.

To understand ongoing projects and incorporate my research and content appropriately, I collaborated closely with the project manager. To support my research, I also worked with the technical team to gather technical data, industry insights, and information on renewable energy projects. Additionally, when necessary, I worked with the Finance and Administration team to understand import-export data and other operational information relevant to my research. I collaborated with team members to create and improve content for digital platforms to support the communications function.

Towards the end of my internship, I made sure that my research materials and content drafts were properly organised so that the team could easily access and utilise them. This facilitated

seamless coordination within the company and preserved continuity in ongoing work. I experienced a collaborative working environment where individuals contributed across multiple functions.

Working in such an environment improved my teamwork, communication, and coordination abilities with various team members. It also made it easier for me to comprehend how teamwork promotes effective operations in a developing business in Nepal's renewable energy sector.



2.4 Job Process Diagram

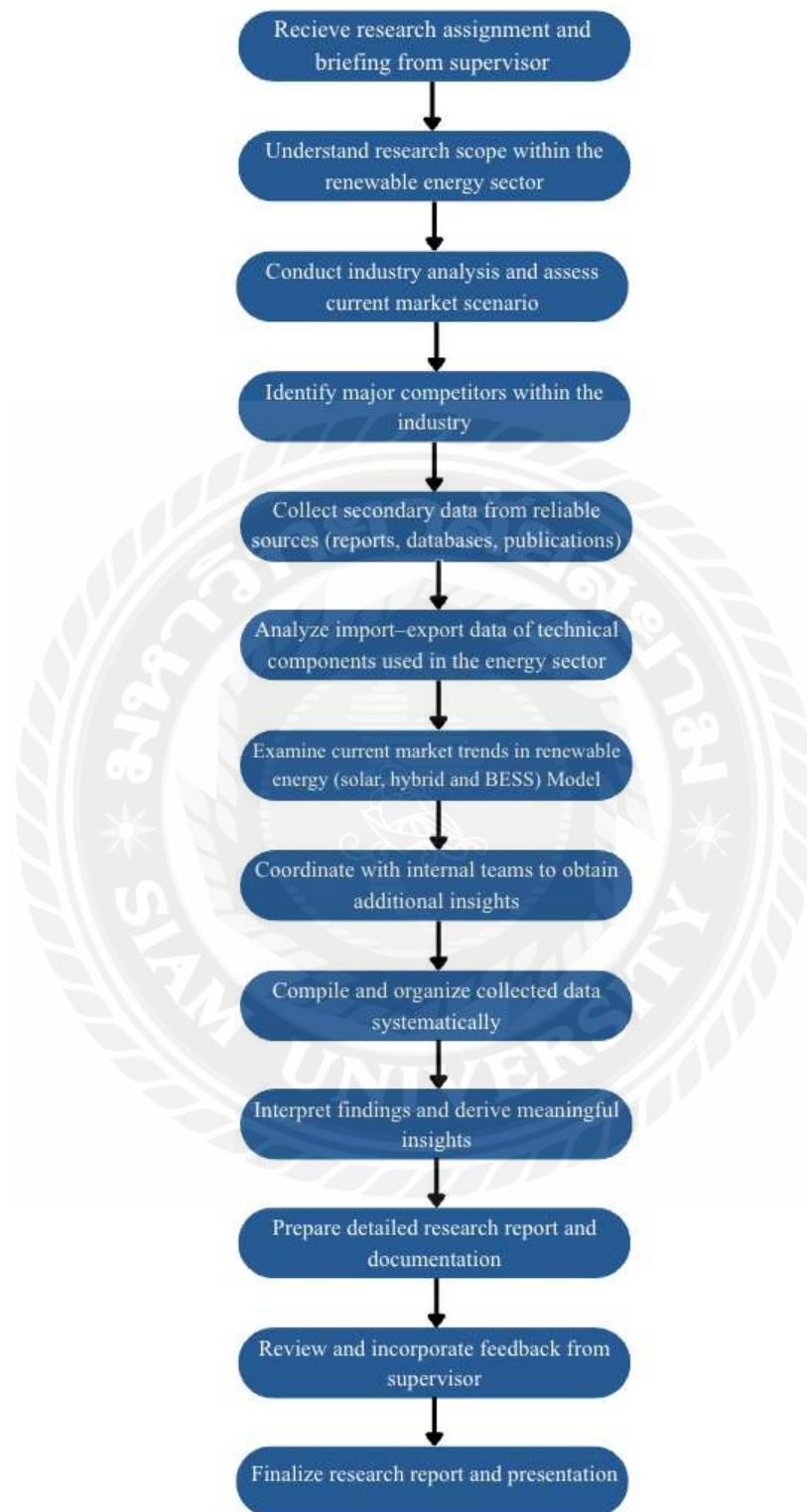


Figure 5: Job Process Diagram for Research Role

Job Description for the role of Research:

The figure above shows the systematic approach I used when performing research-related duties at Renew Holdings. The process began with my supervisor assigning me research tasks and advising me on the specific objectives and level of the work. I conducted industry analysis to understand the current market and overall industry landscape.

I found major competitors in the renewable energy industry as part of the research process, and I gathered secondary data from reputable sources like government publications, industry reports, databases, and internet resources. Then I reviewed import-export data related to technical components utilised in the energy industry, specifically those connected to PV modules and solar energy projects.

Examining recent developments in renewable energy technologies, such as solar, hybrid, and battery energy storage systems (BESS), was another component of the process. When necessary, I worked with internal teams to obtain additional information and improve the study's accuracy. I collaborated with internal teams as needed to get new insights and enhance the research's accuracy.

After gathering the required data, I slowly compiled and arranged the information to facilitate analysis and interpretation. I gained valuable insights into market trends, industry advancements, and competition from the results.

Finally, I prepared detailed research reports and documentation, incorporated my supervisor's feedback, and finalized the reports and presentations accordingly. I gained hands-on experience in research methods, industry analysis, data interpretation, and professional reporting in Nepal's renewable energy sector.

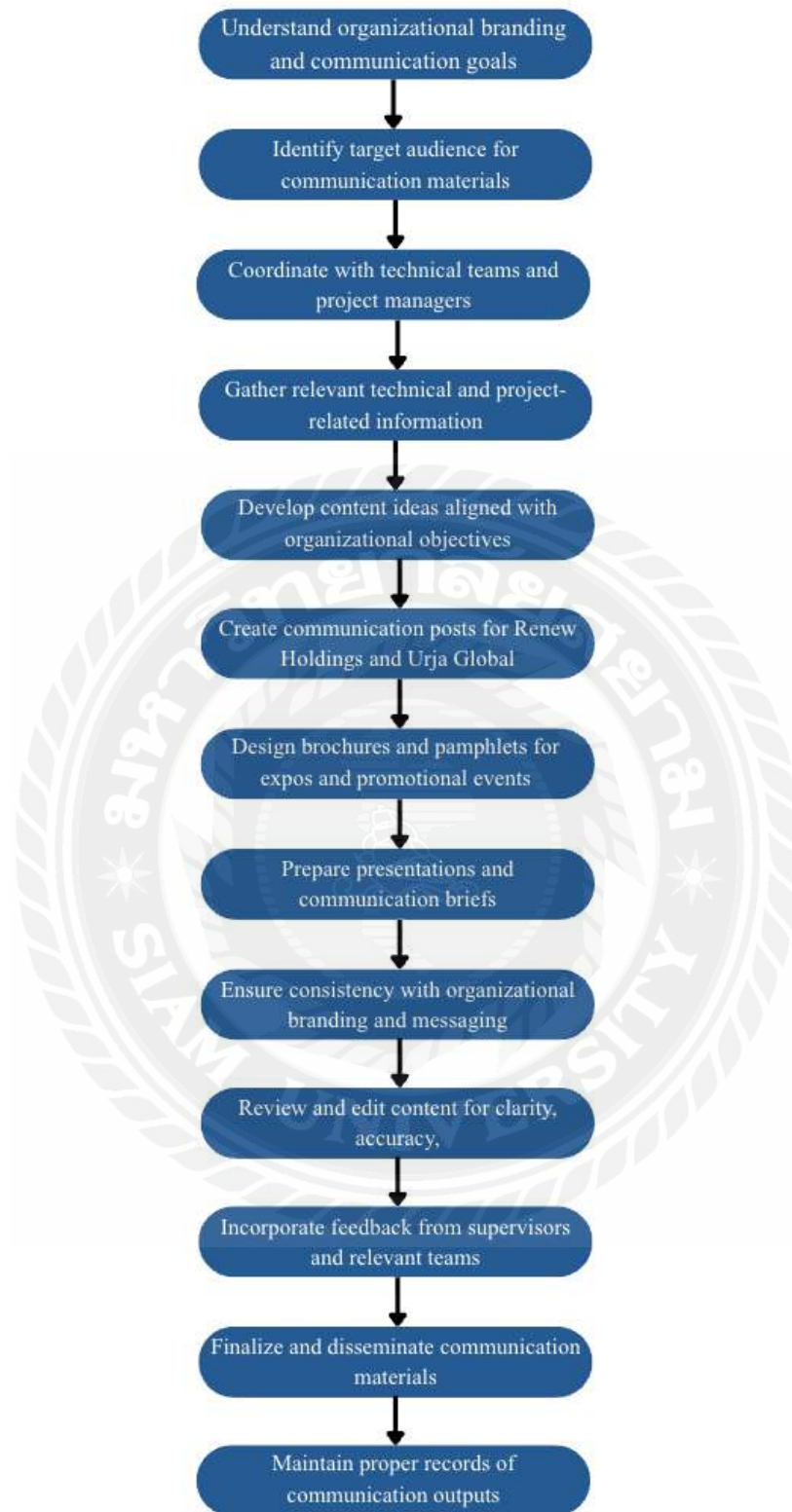


Figure 6: Job Process Diagram for Communications Role

Job Description for the role of Communications

The figure above illustrates the process followed during my communication-related responsibilities at Renew Holdings. To ensure that all communication materials reflected the company's professional image and overall vision, the process began by understanding the organization's branding objectives and communication goals. After understanding the communication goals, I identified the target audience for various communication materials and worked with project managers and technical teams to obtain reliable technical and project-related data. This made it easier to ensure that the content was informative and aligned with the business's operations in the renewable energy industry.

I created communication materials and content ideas for Urja Global and Renew Holdings based on the information gathered. In addition to designing brochures, pamphlets, and promotional materials for expos and other marketing activities, my duties included writing content posts for professional platforms such as LinkedIn. Additionally, I helped prepare communication briefs and presentations as required.

I made sure that the content followed the company's branding and messaging guidelines. To enhance presentation quality, accuracy, and clarity, the prepared materials were examined and revised. Before finalising the communication outputs, feedback from relevant teams and supervisors was taken into consideration. My practical understanding of corporate communication, content creation, branding consistency, and professional communication techniques in the renewable energy sector has improved as a result of this entire process.

2.5 Contribution as a Co-op Student in the Company

My main contribution as an intern was effectively supporting Renew Holdings' research and communication efforts. My research on import-export data, technical aspects, and trends in renewable energy gave the team valuable information for internal and external communication. I also contributed by developing communication posts that highlighted the company's projects, industry updates, and overall presence in the energy sector.

I facilitated the flow of accurate information across departments by collaborating closely with the Project Manager and coordinating with the Technical and Finance & Administration teams. This guaranteed that the content created was trustworthy, appropriate, and in accordance with ongoing initiatives. I also kept well-organised records of research results and content drafts, which enhanced team accessibility and productivity.

To facilitate an effortless transition and maintain workflow continuity, I ensured that my research materials and ongoing tasks were properly handed over at the end of my internship. In addition to supporting the company's research and communication operations, these contributions gave me a better understanding of how coordination, information, and content creation contribute to the overall effectiveness of a developing energy company like Renew Holdings. Overall, I helped the organization establish its presence in Nepal's growing renewable energy sector while providing steady day-to-day support.

Chapter 3: Learning Process

3.1 Problems/Issues of the Company

During my internship at Renew Holdings, I observed a number of real-world issues related to the management and operation of renewable energy projects. Many of the problems were driven by external logistical challenges, reliance on imported technical components, and regulatory procedures, as the company operates in Nepal's expanding energy sector. These issues had a direct impact on project execution schedules, coordination, and overall operational effectiveness. They also offered insights into the difficulties Nepali energy companies face.

3.1.1 Problem Statement

Renew Holdings' operational efficiency was impacted by external transportation and customs-related disruptions, reliance on imported solar components, and regulatory compliance requirements. These difficulties disrupted workflow continuity, delayed project execution, and highlighted the need for improved supply chain planning, coordination, and policy support in Nepal's renewable energy industry.

3.1.2 Major Problems Identified

- 1. Legal Restrictions and Government Intervention:** Nepal's renewable energy industry is governed by numerous laws and regulations, particularly those governing solar energy projects, hydropower operations, and collaboration with the Nepal Electricity Authority (NEA). Project timelines and operational efficiency were occasionally impacted by approval processes, policy-related delays, and regulatory compliance requirements. These restrictions highlighted the complexity of operation within Nepal's energy sector.
- 2. High Dependency on Imported Raw Materials and Technical Components:** The majority of the technical components needed to install solar energy systems, such as PV modules and related equipment, are imported. Due to this reliance on foreign suppliers, the company was more vulnerable to import-related uncertainties, price fluctuations, and

supply delays. Additionally, it made it difficult to keep operational planning and project timelines consistent.

- 3. External Uncertainty and Transportation Challenges:** The delivery of imported technical materials was significantly affected by external factors, including delays in customs clearance, roadblocks, transportation disruptions, and border-related issues. Since renewable energy projects rely on the timely availability of equipment, such disruptions affected installation schedules and overall project execution.
- 4. Limited Availability of Reliable Market Data:** It was difficult to find up-to-date, comprehensive data for researching competitors and technical component import and export trends. The majority of the data had to be gathered from secondary sources, including government publications and outside reports, which occasionally restricted the scope and accuracy of the analysis.

3.2 Proposed Solutions to Identified Problems

The following solutions are suggested to improve Renew Holdings' effectiveness, coordination, and learning environment, in light of the challenges I encountered during my internship.

- 1. Strengthening Regulatory Coordination and Compliance Management:** Renew Holdings can create a more organised compliance management procedure, as renewable energy projects in Nepal must comply with regulations and obtain approvals from the Nepal Electricity Authority (NEA). Project approval and implementation delays could be minimised by keeping accurate records, designating specific staff for regulatory coordination, and providing frequent updates on policy modifications.
- 2. Supply Chain Management and Diversification:** Renew Holdings should diversify its supplier network rather than relying solely on a limited number of foreign suppliers, given the company's heavy dependence on imported PV modules and technical components. The risk of supply shortages, delivery delays, and price fluctuations can be minimised by building long-term relationships with several reliable suppliers. The

company can also explore possibilities for maintaining backup suppliers to ensure continuity in project operations.

- 3. Improved Logistics and Contingency Planning:** The business should strengthen its logistics planning and risk management procedures to mitigate the impact of border-related issues, customs delays, and transportation disruptions. Project delays can be minimised with advanced shipment scheduling, alternate modes of transportation, and appropriate inventory planning for crucial technical components. In the event of unexpected external disruptions, maintaining safety stock of necessary materials would further support uninterrupted project implementation.
- 4. Improving Research Data Collection and Record Maintenance:** Renew Holdings can keep well-organised records of prior research, import-export data, and competitor-related information in shared folders or spreadsheets to reduce the difficulty of locating trustworthy market information. This would reduce the time spent searching external sources and make information easier to access for upcoming projects. To maintain more consistent and easily accessible data for research purposes, the company can also routinely gather and update information from government reports, NEA publications, and industry news.

3.3 Recommendation to the Company

The following recommendations are proposed to improve the operational efficiency and overall workflow at Renew Holdings:

- 1. Increase Focus on Long-Term Supply Chain Planning:** The company should focus primarily on establishing long-term partnerships with dependable foreign suppliers and keeping backup sourcing options because renewable energy projects heavily rely on imported technical components. This would reduce the risks posed by changes in import conditions and supply delays.

- 2. Strengthen Market Research and Industry Monitoring:** The renewable energy sector is growing and changing quickly. Accordingly, the company would be better positioned to make strategic decisions and spot future business opportunities if it regularly monitored market trends, competitors' activity, government policies, and technological advancements.
- 3. Enhance Digital Presence and Communication Activities:** Renew Holdings may focus more on maintaining regular communication through digital channels. since these platforms are crucial for professional visibility and corporate branding. This would improve the company's market reach, public recognition, and professional image.
- 4. Encourage Greater Use of Digital Tools and Technologies:** The business can progressively implement modern digital tools for communication, research documentation, project management, and operational tracking. This would boost the **organization**, productivity, and efficiency of the business.
- 5. Focus on Risk Management and Contingency Planning:** The company should improve its risk management and contingency planning procedures to reduce operational disruptions, as renewable energy projects are affected by external factors such as delays in customs, transportation, and regulatory processes.

3.4 Learning Outcome from Co-Op Studies

My internship at Renew Holdings gave me hands-on experience in the operational, communication, and research aspects of Nepal's renewable energy industry. I gained a better understanding of how a developing company operates and the difficulties faced by the energy sector.

Major learning outcomes are listed below:

- The significance of competitor analysis and market research in analysing business position and industry trends.
- The function of import-export data analysis in understanding the technical component requirements and supply chain in the renewable energy industry.

- The way Nepal's renewable energy operations are affected by laws, NEA compliance requirements, and external logistical obstacles.
- The importance of efficient coordination and communication between various teams for efficient project execution and workflow.
- The process of creating content for professional communication on social media sites like LinkedIn to increase brand recognition.
- The value of adaptability, collaboration, and problem-solving in a growing company.

Overall, the co-op experience strengthened my research and communication abilities, gave me significant exposure to Nepal's renewable energy sector, and its working procedure.

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

During my internship at Renew Holdings, I was able to apply theoretical ideas and practical skills from my academic coursework to real-world work settings. My academic knowledge gave me a solid foundation in research, marketing, management, communication, and analytical thinking, which helped me perform well during the internship tenure.

When conducting market competitor analysis and examining import-export data related to technical components utilised in the renewable energy sector, knowledge from courses like Research Methodology and Data Analysis proved helpful. These courses improved my analytical and decision-making skills and helped me interpret information.

Similarly, I was able to create effective communication posts for digital platforms like LinkedIn. to concepts I learned from Marketing, Brand Management, and Integrated Marketing Channels. By understanding brand positioning, maintaining consistent messaging, and coordinating across communication channels, I created content that increased audience engagement while preserving the company's professional image. The consistency across various communication platforms was further ensured by the concept of integrated marketing communication.

Additionally, my use of digital platforms for research, documentation, and communication activities was helped by my theoretical understanding of digital tools, business applications, and academic coursework involving presentations and analysis. Overall, the theoretical knowledge I gained from my academic studies helped me to perform well during the internship. My confidence was strengthened, and my understanding of how academic learning can be applied in actual organisational settings was further enhanced.

3.6 Special Skills and New Knowledge Gained

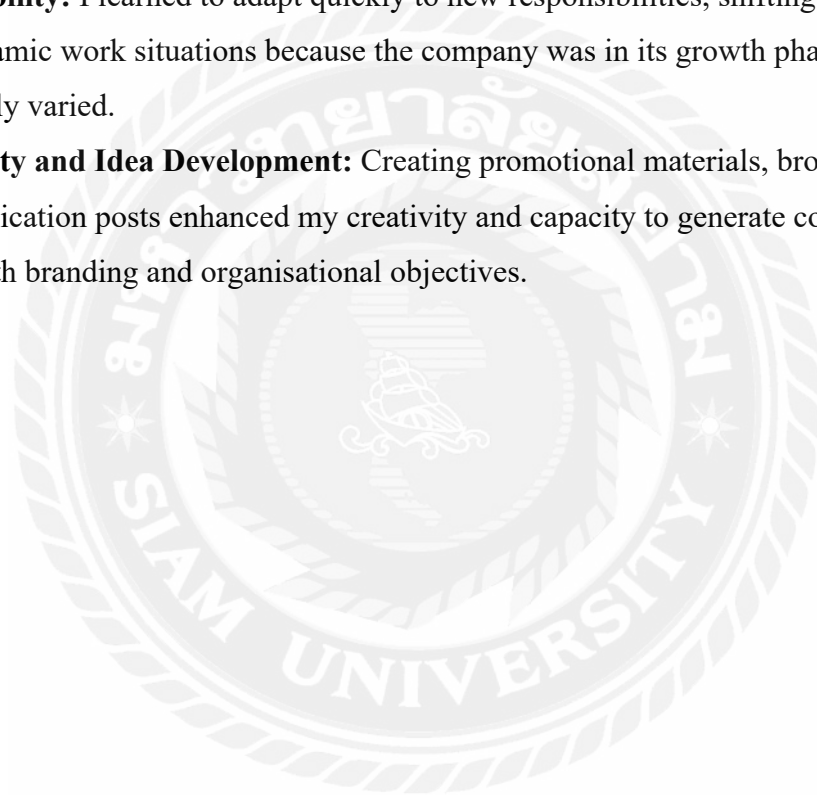
My internship at Renew Holdings provided me with practical knowledge in research, communication, and operational activities related to Nepal's renewable energy industry. My professional development was supported by the internship, which helped me acquire soft as well as technical skills.

The major technical skills that I learned are:

- 1. Market and Competitor Research:** I learned how to conduct research on competitors operating within the renewable energy sector and analyze industry trends and business positioning.
- 2. Analysis of Import-Export Data:** I gained practical experience in studying import-export data related to technical components used in solar energy projects. This helped me determine the import-export ratio, and I found that the bargaining power of suppliers is high due to heavy dependence on imports of raw materials.
- 3. Digital Communication and Content Development:** I also gained experience preparing social media posts for platforms such as LinkedIn, which improved my understanding of professional communication and consistent branding practices.
- 4. Industry Knowledge in the Renewable Energy Sector:** This internship also provided me with practical knowledge in Nepal's Renewable Energy Sector. The operational challenges faced, the working dynamics, and its future, I got to know about these factors in detail.

Major Soft Skills that I learned are as follows:

- 1. Communication Skills:** Regular interaction with technical teams, project managers, and supervisors improved my written and verbal professional communication skills. Creating presentations and communication materials improved my content-writing abilities as well.
- 2. Team Work and Collaboration:** I was able to understand the value of cooperation, coordination, and maintaining professional interactions in a work environment by working closely with various teams within the company.
- 3. Adaptability:** I learned to adapt quickly to new responsibilities, shifting requirements, and dynamic work situations because the company was in its growth phase and tasks frequently varied.
- 4. Creativity and Idea Development:** Creating promotional materials, brochures, and communication posts enhanced my creativity and capacity to generate content ideas that align with branding and organisational objectives.



Chapter 4: Conclusion

4.1 Summary

My Co-Op at Renew Holdings was a rewarding and enlightening educational experience. It gave me invaluable insight into how a developing renewable energy company operates in the real world. I was able to put my academic knowledge to use in a real-world situation while honing my professional and technical skills.

Throughout the internship, I was able to:

- Get practical experience in research and communication roles, such as researching trends in renewable energy, analysing import-export data, and creating company communication posts.
- Develop my research, communication, and analytical abilities by consistently participating in industry-related studies and content creation.
- I worked closely with the project manager and cross-functional teams, such as Technical and Finance & Administration, in a flexible, cooperative setting.
- Gain a practical understanding of the energy industry, including how companies communicate their work to stakeholders, how technical information is used, and how projects are planned.
- Enhanced my enthusiasm for corporate communication in the energy sector, especially in translating technical data into clear, engaging content.

Overall, this internship provided me with a strong foundation in understanding how a growing energy company operates. It also encouraged me to explore the role of research and communication in supporting business growth and building a strong presence in Nepal's expanding renewable energy sector.

4.2 Evaluation of Work Experience

My internship at Renew Holdings has been a really fulfilling and educational experience. Considering the fact that working in the renewable energy industry and participating in research and communication activities were relatively new to me, I am quite happy with the exposure, advice, and assistance I received during the internship. My research skills, communication abilities, and adaptability in a professional work setting have all been greatly enhanced by this experience.

The practical experience I gained was extremely beneficial, particularly in researching energy trends, analyzing import-export data, and creating communication posts. My learning process was improved by being assigned worthwhile tasks and having the chance to collaborate closely with the project manager. Team members were friendly and eager to help me when I needed it, and the work atmosphere was encouraging and cooperative.

Over time, I developed a growing interest in corporate communication within the energy sector, particularly in how technical and research-based information can be effectively presented to different audiences. All things considered, working at Renew Holdings has been both personally and professionally fulfilling, inspiring me to learn more about the importance of communication and research in Nepal's quickly growing energy sector.

4.3 Limitations of Co-Op Studies

During my internship at Renew Holdings, several constraints limited the scope and depth of my learning. Even though these difficulties are typical of expanding businesses, they brought to light crucial areas for development and critical comprehension. The main limitations I noticed were:

- **Early-Stage Organisational Structure:** The organisational structure is not very structured because the company is still in its early stages of development. This occasionally led to overlapping duties and a lack of clear roles, which could affect workflow clarity and accountability.

- **Limited Data Accessibility and Reliability:** I encountered difficulties in obtaining current, organised, and credible datasets when researching energy trends and import-export data. This restricted the scope of the analysis and sometimes required the use of secondary or incomplete sources.
- **Limited Direct Exposure to Core Technical Operations:** Despite working closely with the project manager, I was mainly involved in research and communication tasks and had little direct exposure to field-level operations and technical project implementation.
- **Evolving Work Processes:** As a developing business, some procedures were still being developed. A greater degree of flexibility and self-direction was needed because the absence of standard operating procedures occasionally led to inconsistent workflow.

4.4 Recommendation for the Company

Based on my experience, I would like to recommend the following changes to improve future Co-Op students' educational experience at Renew Holdings:

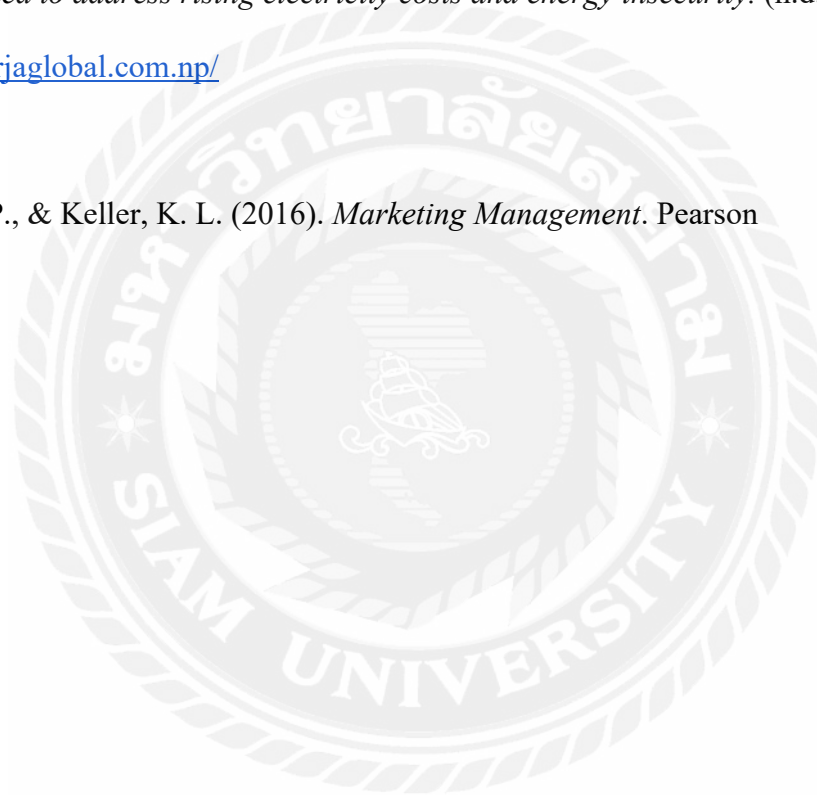
- **Clear Role Definition and Task Allocation:** Since the company is still in its early stages, it would be beneficial to define clear roles and responsibilities for interns in order to prevent confusion and guarantee more structured learning across research, communication, and project-related tasks.
- **Regular Feedback and Mentorship Sessions:** By providing ongoing guidance, regular feedback sessions would help interns stay in line with expectations, enhance their performance, and get more out of the learning process.
- **Increased Exposure to Technical and Project Operations:** To gain a better understanding of real-world project execution in the energy sector, interns should be provided with opportunities to observe or participate, even at a basic level, in ongoing technical projects.
- **Stronger Internal Communication Systems:** Increasing team coordination through shared platforms or frequent updates would help interns finish tasks more quickly.

References

Who We Are - Renew Holdings | Empowering Nepal's Future through Renewable Energy. (n.d.). <https://www.renewholdings.com.np/about.html>

Urja Global Urja Solar Pvt. Ltd. is a Nepal-based renewable energy company established to address rising electricity costs and energy insecurity. (n.d.). <https://urjaglobal.com.np/>

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson



Appendices

Week	Day No.	Date	Day of Week	Task Assigned / Completed
Week 1	Day 1	02/01	Sunday	Introduction and Orientation to the Company. Initial Research on the company itself and its close competitors in the market.
Week 1	Day 2	02/02	Monday	Research on HS codes for Photovoltaic solar cells and raw silica to track Nepal's trade data.
Week 1	Day 3	02/03	Tuesday	Data extraction from the government website regarding solar panel imports and exports from primary sources like India and China. Research on which other countries could be an alternative for the imports of Solar cells in Nepal.
Week 1	Day 4	02/04	Wednesday	Drafted LinkedIn post focusing on what Renew Holdings is and its vision for Nepal's energy independence.
Week 1	Day 5	02/05	Thursday	Coordination with the technical team for project updates on the Humla Hydropower project.
Week 1	Day 6	02/06	Friday	Analysis of import volume vs. domestic demand for silica-based raw materials in PV manufacturing.

Week 2	Day 1	02/08	Sunday	Identifying the most prominent global suppliers for high-efficiency solar cells for rooftop commercial projects.
Week 2	Day 2	02/09	Monday	Content creation: Developing a case study on Bhatbhateni Supermarket's transition to rooftop solar for LinkedIn.
Week 2	Day 3	02/10	Tuesday	Updating the LinkedIn post on how many Bhatbhateni outlets we have successfully installed solar at.
Week 2	Day 4	02/11	Wednesday	Weekly progress report on Nepal's import trends for solar components in the current fiscal year.
Week 2	Day 5	02/12	Thursday	Comparing tariff structures of imported PV cells vs. potential local assembly benefits.
Week 2	Day 6	02/13	Friday	SHIVARATRI HOLIDAY

Week 3	Day 1	02/15	Sunday	Debriefing meeting with the Project Manager to evaluate initial
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				research conclusions on tariff impacts.
Week 3	Day 2	02/16	Monday	Gathering technical specifications and industry trend reports on Battery Energy Storage Systems (BESS) globally.
Week 3	Day 3	02/17	Tuesday	Transformed complex technical data on BESS technologies into simplified, engaging content summaries
Week 3	Day 4	02/18	Wednesday	Collaborated closely with the communications division to build content for the BESS model
Week 3	Day 5	02/19	Thursday	Created digital drafts and informational posts showcasing structural developments of the Humla Hydropower project.
Week 3	Day 6	02/20	Friday	Compiled weekly data analysis on BESS system viability within commercial sectors in urban Nepal.

Week 4	Day 1	02/22	Sunday	Conducted an intensive market analysis tracking key competitor communications and digital platform strategies.
Week 4	Day 2	02/23	Monday	Collaborated with the technical team to collect historical carbon offset data from Bhatbhateni rooftop solar units.
Week 4	Day 3	02/24	Tuesday	SICK LEAVE
Week 4	Day 4	02/25	Wednesday	Created a post for Holi for both Urja Global and Renew Holdings
Week 4	Day 5	02/26	Thursday	Extracted secondary import-export records from government portals concerning industrial inverter components.
Week 4	Day 6	02/27	Friday	Creating the post regarding the company's vision and mission

Week 5	Day 1	03/01	Sunday	Analyzed the hydropower project of Humla I and II
Week 5	Day 2	03/02	Monday	HOLI HOLIDAY
Week 5	Day 3	03/03	Tuesday	HOLI HOLIDAY
Week 5	Day 4	03/04	Wednesday	ELECTION HOLIDAY
Week 5	Day 5	03/05	Thursday	ELECTION HOLIDAY
Week 5	Day 6	03/06	Friday	ELECTION HOLIDAY

Week 6	Day 1	03/08	Sunday	Women's Day Holiday
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Week 6	Day 2	03/09	Monday	Created a post on the operations and potential of the hydropower project of Humla I and II
Week 6	Day 3	03/10	Tuesday	Gathered info regarding the residential solar to post about Urja Global
Week 6	Day 4	03/11	Wednesday	Drafted co-branded communications and promotional text for collaborative efforts with Urja Global.
Week 6	Day 5	03/12	Thursday	Updated global supplier lists with cost tracking.
Week 6	Day 6	03/13	Friday	Developed a LinkedIn post emphasizing Renew Holdings' and its partnership with BBSM

Week 7	Day 1	03/15	Sunday	Reviewed metrics from the Humla Hydropower project to update progress data
Week 7	Day 2	03/16	Monday	Generated an educational infographic draft illustrating corporate cost savings achieved via commercial solar.
Week 7	Day 3	03/17	Tuesday	Gathered information from the monthly solar inspection at BBSM
Week 7	Day 4	03/18	Wednesday	Public Holiday(Ghode jatra)
Week 7	Day 5	03/19	Thursday	Coordinated with administrative and technical divisions to extract data on the reduced carbon emission out of solar installations in BBSM
Week 7	Day 6	03/20	Friday	gathered data of the company's nationwide provision of solar solutions

Week 8	Day 1	03/22	Sunday	Initiated a focused study evaluating Agrovoltaiacs
Week 8	Day 2	03/23	Monday	Consulted with the communications team to establish customized messaging targeted towards Agrovoltaiacs
Week 8	Day 3	03/24	Tuesday	Created an infographic to post on LinkedIn regarding Agrovoltaiacs
Week 8	Day 4	03/25	Wednesday	SICK LEAVE
Week 8	Day 5	03/26	Thursday	Edited the corporate investment slides based on the project manager's feedback regarding residential solar
Week 8	Day 6	03/27	Friday	Finalized the concept and the different techniques for installing

				residential solar
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Week 9	Day 1	03/29	Sunday	Created the informational post regarding the plug-and-play system of residential solar.
Week 9	Day 2	03/30	Monday	Collected basic details on major solar equipment suppliers from their public websites and organized them in an Excel sheet.
Week 9	Day 3	03/31	Tuesday	Worked with the project manager to gather simple progress updates on ongoing commercial rooftop solar installations.
Week 9	Day 4	04/01	Wednesday	Wrote a simple draft for a LinkedIn post highlighting the company's commitment to clean energy expansion.
Week 9	Day 5	04/02	Thursday	Looked up basic import data for solar panels and components on public government trade portals.
Week 9	Day 6	04/03	Friday	Put together a simple weekly summary of findings regarding local competitor activities and their public posts.

Week 10	Day 1	04/05	Sunday	Attended a short team meeting to note down communication and branding goals for the upcoming weeks.
Week 10	Day 2	04/06	Monday	Sketched simple layout ideas and wrote basic sentences for a promotional flyer intended for clean energy expos.
Week 10	Day 3	04/07	Tuesday	Checked the company's LinkedIn page to see which recent posts and updates got the most views and likes from followers.
Week 10	Day 4	04/08	Wednesday	Drafted simplified content explaining the long-term financial benefits of rooftop solar for local businesses and storefronts.
Week 10	Day 5	04/09	Thursday	Spoke with the technical staff to get an easy-to-understand explanation of how battery storage works for regular users.
Week 10	Day 6	04/10	Friday	Looked up recent online articles and news about new solar panel installations in Nepal to track market changes.

Week 11	Day 1	04/12	Sunday	Researched and compiled general information about how commercial solar panels reduce monthly electricity bills.
Week 11	Day	04/13	Monday	Proofread and checked for simple spelling or alignment errors in the

	2			company's promotional brochure drafts, and reviewed with technical teams
Week 11	Day 3	04/14	Tuesday	NEPALI NEW YEAR HOLIDAY
Week 11	Day 4	04/15	Wednesday	Searched online for potential commercial clients (like malls or large retail hubs) that could benefit from solar installations.
Week 11	Day 5	04/16	Thursday	Organized a basic log sheet tracking general inquiries received from business entities through our marketing channels.
Week 11	Day 6	04/17	Friday	Wrote a short brief summarizing the simple differences between small and large solar equipment packages for buyers.

Week 12	Day 1	04/19	Sunday	Small-Scale Residential Solar Roof Top Post
Week 12	Day 2	04/20	Monday	Wrote a LinkedIn draft focusing on how small solar micro-grids can bring electricity to remote villages in Nepal.
Week 12	Day 3	04/21	Tuesday	Contacted the technical team to collect simple status updates and field photos from the Humla Hydropower project site.
Week 12	Day 4	04/22	Wednesday	Set up a basic spreadsheet tracker to record all completed communication posts, active drafts, and upload dates.
Week 12	Day 5	04/23	Thursday	Updated the text and wording on standard marketing pamphlets based on feedback from the project manager.
Week 12	Day 6	04/24	Friday	Compiled a simple list of basic electricity usage facts about rural areas from public renewable energy reports.

Week 13	Day 1	04/26	Sunday	Looked through older trade summaries to extract basic figures on solar module imports over the last fiscal year.
Week 13	Day 2	04/27	Monday	Created a simple, easy-to-follow visual checklist on company branding colors to keep future online posts looking uniform.
Week 13	Day 3	04/28	Tuesday	Checked government portals for simple information regarding customs tax exemptions for solar technology elements.
Week 13	Day 4	04/29	Wednesday	Formatted and polished text layouts for internal team presentations to make them look tidy and professional.
Week 13	Day 5	04/30	Thursday	SICK LEAVE
Week 13	Day 6	05/01	Friday	MAY DAY HOLIDAY

Week 14	Day 1	05/03	Sunday	Read through online comments on company posts to understand what questions the audience asks most frequently.
Week 14	Day 2	05/04	Monday	Drafted a simple summary highlighting how many Bhatbhateni supermarket outlets have successfully set up rooftop solar.
Week 14	Day 3	05/05	Tuesday	Prepared a short corporate update draft to share internal project achievements and milestones with team members.
Week 14	Day 4	05/06	Wednesday	Read through basic educational materials about combining solar power with minor hydropower setups in Nepal.
Week 14	Day 5	05/07	Thursday	Wrote a simple LinkedIn post focusing on the general importance of using multiple renewable energy sources.
Week 14	Day 6	05/08	Friday	Handed over the finalized promotional and brochure text files to the communications manager for their review.

Week 15	Day 1	05/10	Sunday	Organized data from a basic client feedback sheet to see what business owners think about renewable energy setups.
Week 15	Day 2	05/11	Monday	Started structuring the basic outline and major descriptive sections for my final internship summary report.
Week 15	Day 3	05/12	Tuesday	Wrote down a quick, step-by-step checklist explaining how I gather import data from government trade websites.
Week 15	Day 4	05/13	Wednesday	Double-checked contact numbers, email addresses, and website links of international solar suppliers in our Excel file.
Week 15	Day 5	05/14	Thursday	Drafted a friendly social media post about my practical learning experiences as an intern at Renew Holdings.
Week 15	Day 6	05/15	Friday	Reviewed all my typed research notes and data drafts with the project supervisor to ensure everything is accurate.

Week 16	Day 1	05/17	Sunday	I gathered all my communication drafts, brochure texts, and Excel sheets and sorted them into tidy shared folders.
Week 16	Day 2	05/18	Monday	Created a basic handover note listing useful web links and research sources to assist the next incoming intern.
Week 16	Day 3	05/19	Tuesday	Handed over the final tracking sheets on competitor activities and online supplier profiles to the Project Manager.

Week 16	Day 4	05/20	Wednesday	Met with the technical and communication team members to ensure all requested project data was fully updated and saved.
Week 16	Day 5	05/21	Thursday	Completed sorting, renaming, and cleaning up all my digital content templates and files on the company computer drive.
Week 16	Day 6	05/22	Friday	Attended a final evaluation meeting with my supervisor to receive helpful feedback and officially wrap up my internship.



Photo Gallery



Figure 7: Monthly Inspection at the BBSM for the solar project



Figure 8: Filing document of Solar Report of 16 Outlets of BBSM

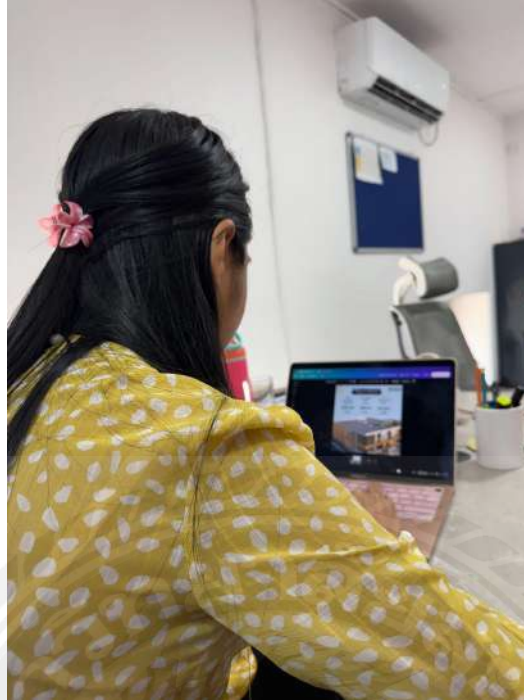


Figure 9: Preparing LinkedIn post for Renew Holdings



Figure 10: Picture with Group Supervisor