

Summer Internship project (2018)

On

Online marketing & promotion of NGO through social media



**WECAN
SCHOOLS**

By

Shivanshu Dadich

2016bba017



Under the supervision of

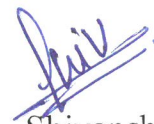
Dr. Manoj Kumar Bhatia

Institute Of Management

JK Lakshmipat University, Jaipur

DECLARATION

I Shivanshu Dadich declare that the work presented on this project entitled "Promotion of an organization through social media" submitted to JK Lakshmipat University is an authentic record of work and it has neither been submitted nor published anywhere. I further declare that if the statement cited above found false, I would be liable to be disqualified, at any stage.

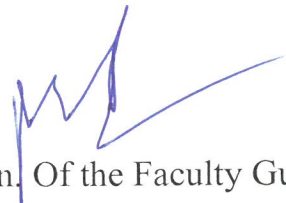


Shivanshu Dadich

2016bba017

CERTIFICATE

It is certified that the summer internship report on
“Online Marketing & Promotion of NGO through social media”
Submitted by Shivanshu Dadich (2016bba017) student of BBA from
Institute of Management JK Lakshmipat University, Jaipur is an
original piece of research work carried out by the
candidate under my supervision.



Sign. Of the Faculty Guide

Dr. MK Bhatia



INTERNSHIP CERTIFICATE

This certificate is awarded to

Shivanshu Dadich

in appreciation for his successful work as an intern at WECAN SOCIETY. The internship was conducted between 15th May, 2018 to 30th June, 2018.

During this period he successfully completed his project on

"Promotion of Organisation Through Social Media"

Shreya S. Nayyar
HR Head

We wish him all the best for his future endeavors.

Jameel A. Khan
Director

Acknowledgement

Wecan Society has given me an opportunity to get industrial exposure in the field of HR and Marketing especially on promotion of an organization through social media. I sincerely acknowledge this support and opportunity provided by the organization to me. During my work, I had great support from all the executives and operatives. I extend my sincere thanks to all of them.

I am highly indebted to Mr. Jameel Khan (Director), Mrs. Shreya Nayyar (HR Head) & Miss Srishti Sharma (RDM Manager) for their guidance as well as for providing necessary information regarding the project and support in completing the project.

I would like to express my gratitude towards my parents & members of JK Lakshmipat University for their kind co-operation and encouragement which help me in completion of this project.

My thanks also go to my mentor & coordinator Dr. Manoj Kumar Bhatia who constantly urged me to complete this project and give his precious time in developing the project and providing me insight into the issues.

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Executive Summary

Project Title –

Online marketing & promotion of NGO through social media.

In this piece of work done during the internship at WeCan schools emphasized me to work upon the topic that is Promotion of an organization through social media. For this purpose, I do promotion of the school via. Social media sites such as Facebook, Instagram, YouTube, LinkedIn & twitter. Under this I have to post pictures of the school so that the viewers & followers get connected with what is currently happening in the school.

Along with posting pictures for the organization I suggested to make videos of the students who are taking the benefits of the concession policy provided by the organization and post them on social media so that people get aware about the concession policy and are able to send their student to school if they can't afford it.

I have also given an idea to prepare a skit to promote that the people, who want to donate money in school can adopt a child whose family is not able to afford it and create a platform for that child towards education & his/her bright future.

Objectives –

Promotions of the organization

Promoting “WOMENCAN” project

Finding donors for the students

Industry & company overviews:

Organization – Education

Founded – 2003

Founder – Jameel Khan

Head office – Jaipur

Branches - 09

Key People –

Alka Luhadiya (Academic head)

Srishti Sharma (RDM manager)

Shreya Nayyar (HR head)

Anita Gupta (Finance head)

Tarun Kumar (CAO)

No. of employees – 250

No. of students – 3,500

Website – www.wecanschool.org

WeCan is a registered Non-Government Organization, **working in education sector since 2003**. Currently, WeCan runs 9 Schools with more than 3500 students in the walled city area of Jaipur. Most of our students belong to the economically weaker sections of society. WeCan also provides scholarships and fee waivers to almost 2000 students.

Ours is an organization with a unique revenue model and with a team of almost 250 staff Wecan Kindersley created a school which was not merely bricks, mortar and books, but it was something more valuable – it taught students living with

human ideals, creativity and resourcefulness. Through WeCan Kindersley, we wanted our students to dream, think beyond limitations and boundaries

Our founder and mentor Jameel Khan founded the organization in 2006, when the first of WeCan Kindersley International School opened its doors to 40 students in Jaipur. Since then, WeCan Kindersley International School has been continuously growing, offering quality education to thousands of students. Located within the bare ranges of the ancient Aravalli Hills and in the grandeur of Jaipur, WeCan Kindersley International School amalgamates a harmony of antiquity and novelty.

The WeCan Kindersley experience allows students to demonstrate knowledge and skills that are challenged in a vibrant and motivated learning environment.

WeCan Kindersley International Primary School curriculum is meticulous in ensuring that each student is acknowledged and valued, with wide enough scope to excel in a variety of academic, athletic, and extracurricular activities.

Transforming the concept of education in a way that talents and the true potential of are developed in pursuit of creativity, innovation and achievement. Through deployment of the best practices in school, we wish to provide an ambience where the knowledge gained is transformed into wisdom.

- Promotes excellence in who the students are and what they know.
- Recognizes and maximizes the potential of each student for the overall development.
- Acts in accordance with the institutional values: trust, respect, responsibility, justice, kindness and community.
- Uses English as the main medium of communication.
- Institutes and maintain a classroom environment that promotes student learning.
- Uses assessments to support student learning.
- Uses teaching strategies that are based on research.
- Establishes and promotes appropriate student behavior.
- Recognizes and supports the school's governance, follows and respects its norms, and looks after the reputation of the School in different scenarios.

- Believes in motivating the students rather than using any harsh language or punishment for improvement.
- At WeCan trainings form an integral part of a Teacher's schedule. The management arranges for regular training sessions for its teachers and it is mandatory for teachers to actively attend all the sessions.
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- WeCan Kindersley firmly believes that Academics form the back bone of any educational organization and is determined to deliver the best learning and teaching experiences to every student .

Motto - Knowledge & Wisdom for Bliss

Vision - Enhance Knowledge of Our Students with Ethical & Global Horizon and Enable & Equip Them To Transform This Knowledge Into Wisdom

ACADEMICS

PRE-PRIMRY

The curriculum at WeCan is designed to meet the needs of a child. Understanding the learning requirements of a child at different ages is the key feature around which the curriculum revolves. It is also ensured that the curriculum is framed in such a manner that it contains lot of activities and practical teaching practices to develop the interest of the students.

Understanding the need and ability of a pre – schooler, we have introduced basic compulsory exercises with them to strengthen the Gross Motor skills. Similarly, fine motor activities like coloring, scribbling, paper folding, sponge dabbing, paper crumbling, playing with dough, paints and various other art and craft activities are being practiced on a wider scale for better eye – hand and finger coordination .

PRIMARY

A child steps into the primary level of the school from the interesting, fun filled and active environment of the preprimary level. His/her is acquainted with the alphabets, numbers and certain basic concepts. His writing skills have developed from holding a pencil to writing sentences. By the time he enters the primary level he is trained to read, write and be aware about his surroundings. This transition from preprimary to primary level is a big leap and an important phase in the life of the child as a student.

WeCan Kindersley as an educational institute understands and realizes the importance of this transition and so every measure is taken to provide a relaxed, active and interactive environment to the students. Academics and activities are blended together to build a strong foundation strengthened by clear concepts.

MIDDLE

Middle School comprises of classes from VI to VIII. It is the phase which is accompanied by lot of changes in a child's life. During the middle school a child experiences his/her first few teenage years. So it is during this phase that apart from noted physical growth, a child reflects a more mature behavior. As a student a child knows all the basic concepts in different subjects done at the primary level. His writing and reading skills are well developed. But with growing years his imagination is also growing and the curiosity is increasing manifolds. So a student at middle school is ready to explore and learn more. A sound academic foundation at the middle school forms a strong base for the high school studies.

Middle School Education VI to VIII

The curriculum of Middle School actually aims to produce inspiring, confident and competent learners. Along with scholastic and non- scholastic subjects teachers motivate students to focus on their goals, assimilate knowledge, and develop skills and abilities. To meet the challenges of the changing world and to help students become responsible citizens' special emphasis is given to encourage group interactions, projects and practical based learning. Exposure to national and

international exchange program offers a pathway to earn advanced skills, recognition and seek avenues for setting their goals and careers.

HIGH

We are living in a knowledge dominated world where there is tremendous scientific and technological progress. To keep pace with the modern world and the latest information WeCan High School designs its own skill and activity based curriculum both in the junior and the Senior section.

Emeralds and glass will shine when the light is shed on them. At WeCan High School there is ample scope for the students to think for themselves, develop their own opinions and even go beyond the classroom. Under the able guidance of the teachers children learn the values of honesty, kindness, generosity, perseverance and respect in order to be more responsible, self-disciplined and global citizens.

Our core educational values are:

To foster love and grow by learning
To pursue Excellence through Innovation
Qualitative and child –centered education
Learning for refinement and discipline of human intellect
Instill spirit of tolerance and holistic education

WECAN EDGE

Our Curriculum is divided into two Categories- Scholastic and Non- Scholastic Activities. Under Scholastic Activities we have English, Mathematics, Social Studies (History and Geography), Science (Physics, Chemistry and Biology), Environmental Science, Communication, Moral Science, General Knowledge, Computer, Hindi Urdu and Sanskrit. Non Scholastic Activities are also included in the weekly timetable framework as Drawing, SUPW, Art and Craft, Debates, Quiz, Elocution, Calligraphy, Dramatics, Music, Dance and Activities related to nature.

Analysis

What is online advertising or promotion?

Online advertising or promotion is a marketing strategy that involves the use of the internet as a medium to obtain website traffic and target and deliver messages and information to the right consumers.

Online advertising is geared towards defining market through unique and useful applications. A major advantage of online advertising is the quick promotion of product or service information without geography boundary limits.

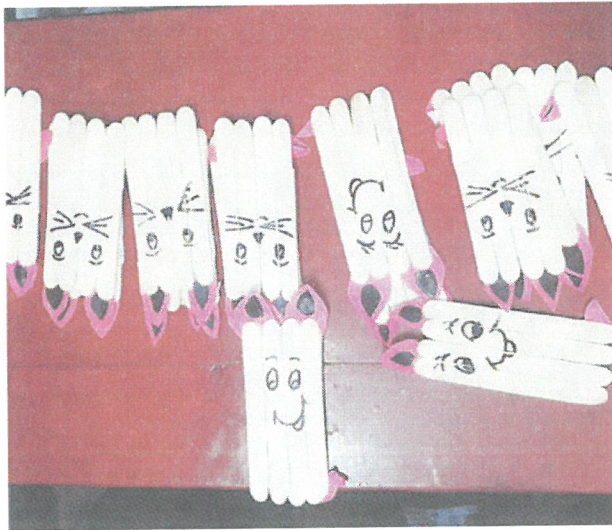
For the purpose of organization (WeCan) I used social media sites to promote the school.

I used four major sites which are –

Facebook

It is a free social networking web platform that promotes and facilitates interaction with the world.

In this we can post photos, videos and thoughts so that people get aware about ourselves. It is a good platform to promote about a product without incurring any cost.



On Facebook I have to post picture related to school so that viewers get aware about what is currently going in the organization. These posts are related to student activities, summer camp, classroom activities etc.

The motive to prepare skit was that people see it through on website and get aware about concession policy as well as to aware those people who want to donate some money in the organization so that the unprivileged students can afford the education.

During my internship I found one donor who want to donate the annual fees of a child. He donated rupees 18,000.

Thank you for your contribution 



me

to erowppi.saumitra

[Hide details](#)

From WeCan Society rdmwecan@gmail.com

To erowppi.saumitra@gmail.com

Date 22 Jun 2018, 9:58 AM

To
The Director
Erow Precision Pvt. Ltd.,
Jaipur

Thank You !

WeCan Society would like to sincerely thank you for your contribution to educate our students. As you know this amount will help children have access to school education. Sponsoring a child with WeCan, you can be sure you'll make a lasting difference to entire society.

Your contribution of Rs.18000 /- made on June 8, 2018 helps us get one step closer to our goal.

Also anytime if you plan to meet your sponsored child, you shall be our guest to visit WeCan Schools and experience the fragrance of your noble gesture

WECAN KINDERSLEY SCHOOL		
DELHI BY PASS		
Student's Detail	Parent's Details	
Student Name : Anam Khan	Father's Name : Farooq Khan	Mother's Name :- Qamar
Sr No. : 393	Father Occupation :- Jewellery worker	Mother Occupation :- Hou
D.O.B- 1/25/2009 / 9 YEARS	Father's Annual Income :- 60000	Mother's Annual Income :
Class : IV	Father's Mob. No. : 9829353540	Mother's Mobile Number:
Add:- 75/6, mohalla icchawatan,bas badanpura, behind Eidgaah, Jaipur		

Learnings

- Working as an intern in WeCan Schools has contributed a lot in my development.
- I have learned a lot of new skills that has enhanced the communication skills I had earlier.
- Traits such as teamwork, coordination, self-confidence and self-esteem have gone one scale up.
- Most importantly, this internship has taught me the art of marketing which is crucial for the present scenario.
- Under this project I have to manage social media sites of the organization such as Facebook, Twitter, Instagram& LinkedIn which enhance my skills.

Suggestions

They need to improve upon their infrastructure.

They should reduce paper work.

They should hire more teachers.

References

www.wecanschool.org