

SUMMER INTERNSHIP PROJECT

On

“Branding Strategy of JK Lakshmipat University”

Submitted in partial fulfillment of the

Requirement for the BBA Degree

By

Vishal Sharma

Under the supervision of

Dr. Kirti Jainani



Institute of Management

JK LAKSHMIPAT UNIVERSITY

JAIPUR 302026

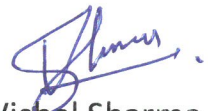
RAJASTHAN, INDIA

JULY 2018

DECLARATION

I Vishal Sharma hereby declare that the work presented on this project "Branding Strategy of JK Lakshmipat University" 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.



Vishal Sharma

2016BBA024

Dated: 23.07.2018

TO WHOMSOEVER IT MAY CONCERN

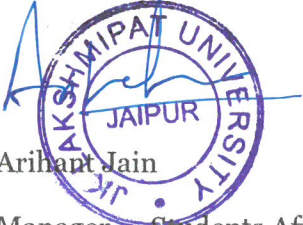
This is to certify that Mr. Vishal Sharma S/O Shri Chhitar Mal Sharma, having Enrollment No. 2016BBA024 a student of BBA – IV semester (II year) of JK Lakshmipat University, Jaipur has undertaken summer training in our university from 1st May, 2018 to 30th June, 2018 on the project titled “Branding strategy of JK Lakshmipat University” under my guidance.

To the best of my knowledge, the study undertaken by him is original and is not replicate in any research paper, report or literature.

During the training period, we found him sincere and dedicated in his assignments.

We wish him all the best for his future endeavors.

Regards


Arihant Jain
Manager – Students Affairs

Certificate

It is certified that the summer Internship Report on
Branding Strategy of JK Lakshmipat University
(A study of the JK Lakshmipat University)

Submitted by Vishal Sharma (2016BBA024) student of BBA program from
Institute of management JK Lakshmipat University, Jaipur is an original piece
Of
Research work out by the candidate under my supervision.



Sign. of Faculty Guide

Dr. Kirti Jainani

Acknowledgement

This summer internship project at JK Lakshmipat University. Has been a great learning experience. The work done under the Title "Branding Strategy of JK Lakshmipat University" represents not just my efforts to realize the goal of learning & training; in fact it reflects a combination of able guidance, recommendations & suggestions of a number of people. It has been one of the most enriching experiences for me to work along with employees of one of the best-managed organization.

First & foremost, I sincerely thank **Mr. Arianth Jain** (Manager –Student Affairs, JK Lakshmipat University), for his invaluable support and cooperation.

I am profoundly grateful to **Dr. Kirti Jainani (Faculty)**, my mentor and guide for the project for her invaluable support and guidance throughout this project and giving me a better insight of the things and showed faith in me, without which the successful completion of this project would not have been possible.

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Project Title of the Internship:

“Brand Strategy of JK Lakshmipat University”

Project Summary:

Communication plays a vital role in the growth of an organization as per my internship at JK Lakshmipat University our customers were the students.

One can tap the students through many ways, but communication through Cold calling, educational fairs and events and as the latest form of marketing i.e. social media, and to cover upon this topic was my job.

Industry & company overviews:

❖ Industry overview :

The **J.K Organization** is a group of companies with 3 headquarters in Delhi, Kanpur, and Mumbai, run by the **Singhania family** which rose to prominence in Kanpur India, under **Lala Kamlapat Singhania** (1884-1937), a fighter for Indian independence who burnt up his stock of

English cloth on the call of Mahatma Gandhi during his Satyagraha call against British rule. Singhania also set up the Uttar Pradesh chamber of commerce. The name JK is derived from the initials of Kamlapat Singhania (1884-1937) and his father Seth Juggilal (1857-1922) who belonged to the family associated with the Marwari firm sevaram ramrikhdas of Mirzapur. The JK group was founded in 1918.

JK Organisation

Industry: Cement, tyre, Paper, Fenner, FMCG,
Software.

Founded : 1888

Founder : Lala Juggilal Singhania &
Lala Kamlapat Singhania

Headquarters: New Delhi, Kanpur, Mumbai

Key people : Bharat Hari Singhania (President)

Harsh Pati Sinaghania (Director &

VCMD JK Paper Ltd)

Raguhupati Singhania (Director &

chairman & MD JK tyre &
Industries Ltd)

Vinita Singhania (Director &
VCMD Lakshmi Cement Ltd)

Product : Cement, Tyre, Paper, Software, Dairy
Product

Revenue : \$4.0 billion

Number of employees : 40,000

Website : www.jkorg.in

❖ Company Overview =

About JKLU :

Established in 2011, JK Lakshmipat University (JKLU) is located in the historic city of Jaipur, Rajasthan. Supported by the 125 year old legacy of contributions to nation building by the JK group, at JKLU we are passionate about building the country's most innovative higher education institution. The 30-acre campus is a modern, environmentally conscious and inviting space designed to help students live, work and play in a setting that is safe, productive and student-centric.

As the world of business and jobs changes rapidly, we are evolving to make our students not just job ready but also life ready, to help them see learning as a

continuous process and to become future-ready professionals with 21st century skills.

➤ **Vision**

To encourage a value based innovative learning environment that engages deep intellectual, spiritual and moral stimulation and to promote holistic personality development for nurturing leadership.

➤ **Values**

1. Caring for people.
2. Integrity including intellectual honesty, openness, fairness & trust.
3. Commitment to excellence.

➤ **Mission**

1. To practice a 'mentoring' based education system with the intellectual, moral and spiritual culture of its own rooted in Indian ethos and in tune with the global vision of the times.
2. To inculcate learning through understanding, knowledge enhancement, skill development, and positive attitude formation.
3. To encourage innovative thinking.
4. To develop a mindset for action without fear, with self-discipline and care for society.

JK Lakshmipat University is promoted by the JK Organisation, one of India's leading industrial conglomerates, with a rich heritage of more than 125 years. Through the Lakshmipat Singhania Education Foundation and other non-profit entities, JK Organisation has been strongly committed towards nation building, particularly through their contributions in the fields of Education, Healthcare, Social Welfare and Infrastructure Development both in rural and urban areas.

The University is inspired by the vision of the Organisation's key architect, Lala Lakshmipat Singhania – a visionary, a pioneer, an entrepreneur and a humanitarian. A leader of outstanding quality, Lala Lakshmipat Singhania

considered higher education and management skills essential for the growth and development of the Indian industry and economy, both domestically and globally.

“To my mind, Education is not only reading and writing, and knowing a number of subjects - Education is the education for life, that is, to make a person more understanding and humble...VidyaDadatiVinayam”.

He's believed in seeking “a society which is proud of its past, conscious of the present and full of hope for the future – a society in which every citizen would be equally conscious of his rights and responsibilities”. Inspired by his noble vision, JK Organisation, through the Lakshmipat Singhanian Education Foundation, continues its mission of spreading education across the country with special emphasis on providing quality education to the masses.

Collaboration with Universities

The University has signed MoU with reputed universities in U.S., Europe, and the Asia Pacific regions for establishing alliances relating to:

1. Exchange of faculty, students, and researchers.
2. Cooperation in joint research, lectures, symposia and country visit for students.
3. Exchange of data, documentation and research material in the fields of mutual interest.
4. Cooperative educational programmes.
5. To evolve new courses with integrated multi-disciplinary approach offering multiple skills in the field of Management, Engineering, and Technology besides other disciplines to follow.

The University has signed Memorandum of Understanding with the following, Collaboration with Industries and Academic Bodies



The Hanyang
University, South
Korea.



University of
Wales, United
Kingdom



St. Cloud State
University, U.S.A



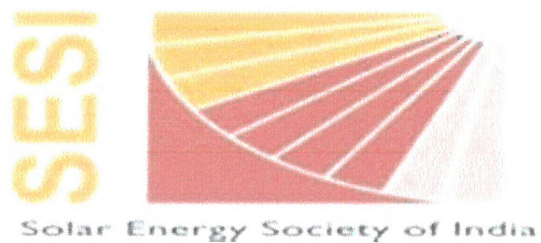
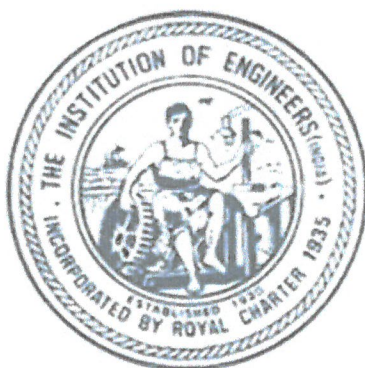
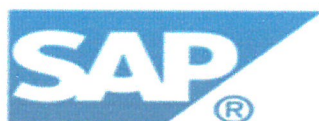
Széchenyi István
University,
Hungary





IBM Software Lab for
Emerging Technologies
Initiative of the Career Education Program

Member
SAP Student Academy Program



JK Lakshmipat University has been promoted by the JK Organization, one of the leading Indian Industrial Conglomerates of the country with a rich heritage of more than 100 years.

JK Lakshmipat University, Jaipur (Rajasthan) has been established by an Act (No. 19 of 2011) – The JK Lakshmipat University, Jaipur Act, 2011 of

State Legislature of Rajasthan as a State Private University and is empowered to award degrees as specified by UGC under section 22 of the UGC Act 1956.

Modern curriculum and teaching methodologies matching Global Standards with strong emphasis on not just 'learning ' but 'understanding', and learning by doing.

- Highly experienced full-time/visiting faculty for all courses drawn from leading Management and Engineering Institutes from across the country and abroad.
- JKLU Mentoring Programme – A unique one-on-one student-mentoring programme for all-round personality development.
- Strong Industry Linkages – To impart rich hands-on experience with leading corporate and excellent placement linkages.
- Research & Consultancy – Cutting edge research & consultancy center.

Academics:

Our Pedagogy.

1. INSTITUTE OF MANAGEMENT
2. INSTITUTE OF ENGINEERING & TECHNOLOGY

Admissions:

1. B.TECH
2. M.TECH
3. BBA/B.COM (Hons.)
4. PINNACLE MBA
5. PHD

CENTERS:

1. Center for Entrepreneurship & Innovation.
2. Center for Communication & Critical Thinking.
3. Center for operation Excellence.
4. Center for Data science.

Career Services:

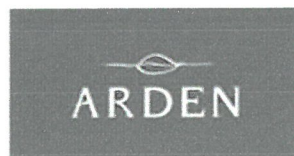
“My team and I are committed to open the minds of our students to realize their full potential and help the access opportunities not only for their first job but also for higher education, entrepreneurship and experiences which will help them build a great career.”

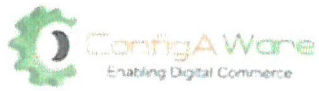
Career Services & Outreach

– Rajiv Dubey, Director,

Our Recruiters:







USP of JK Lakshmipat University

1. 100% Placement & Career Assistance
2. Mentorship & Guidance
3. Internships & Practice Schools
4. Skill Development

Objectives:

- To study the method of branding with referees to JK Lakshmipat University.
- To study the branding strategy to JK Lakshmipat University.
- To invite students to the college campus.
- To enter the students data in the systems.

Mode of communication to reach target audience:

Advertising:

It refers to the activity or profession of producing advertisements for commercial products or services.

We used the above method in our internship in the following ways:

- Newspaper advertising- In this method advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.
- Radio advertising- It is a great way to reach the target audience. If your target market listens to a particular station, then regular advertising can attract new customers.
- Outdoor advertising- we visited different institutions on-the-go. Signed outdoor billboards by the road, print pamphlets etc.
- Online advertising- being on internet can be a cost effective way to attract new customers. You can reach a global audience at a low cost. A well designed website can entice customers to buy from you.

Direct mail catalogues & leaflets:

In our language of job direct mail means writing to the customer directly. So, we did wrote mails to those people only who were fully

Interested in our programs to further invite them. Catalogues, brochures and leaflets can also be distributed to your target area. Including a brochure with your mail is a great way to give an interested customer more information about your services.

Public relations:

Public relations are a practice of managing and guiding perceptions of your work or business to attract new customers & strengthen the loyalty of existing customers. Customer's perceptions can be shaped by direct experiences, actions and observations of others.

Education fair:

it is a relatively recent phenomenon that consists of a no. of colleges & universities that provide and communicate information about their programs and services. In our internship we had visited two education fairs named Dainik Bhaskar & Rajasthan Patrika where we communicate with different students with different mind sets and counsell them to choose best field for their future& also share information about our programs & projects.

Strategies

To study the branding strategies to JK Lakshmipat University

1. A Trial Run

One of the main objectives of an internship is to expose you to a particular job and a profession or industry. While we might have an idea about what a job is like, we won't know until you actually perform it if it's what we thought it was, if we have the training and skills to do it and if it's something we like. For example, we might think that advertising is a creative process that involves coming up with slogans and fun campaigns. Taking an internship at an advertising agency would help we find that advertising includes consumer demographic research, focus groups, knowledge of a client's pricing and distribution strategies, and media research and buying.

2. Resume Building

When we apply for jobs, the more experience and accomplishments we have, the more attractive we'll look to a potential employer. Just because we have an internship with a specific title or well-known company doesn't mean my internship will help me land a nice gig. Make an impact where you work by asking for responsibility and looking for ways to achieve accomplishments. Be willing to work more

hours than my required and ask to work in different departments to expand my skill set. Don't just fetch coffee, make copies and sit in on meetings, even if that's all it will take to finish your internship.

3. Network Contacts

Another benefit of an internship is developing business contacts. These people can help we find a job later, act as references or help we with projects after my hired somewhere else. Meet the people who have jobs you would like some day and ask them if you can take them to lunch. Ask them how they started their careers, how they got to where they are now and if they have any suggestions for me to improve my skills.

4. Potential Job

If we like my internship, we have the opportunity to excel and possibly land a job with the company. Employers have an easier time hiring a person they know because they can get a feel for that person's work ethic, skills, creativity, ability to work with others and overall fit with a company. Do more than my required to do, learn the office politics and make friends with key people to increase my chances of landing a job with the company.

5. Social networking-

It refers to promote your brand, programs & services by social means online or to promote any new introduced brand, programs or service.

SWOT Analysis

Strength – Quality education. Good infrastructure. Brand value. Expert faculty. Mentorship & Guidance. Internships & Practice Schools.	Weakness – Less number of students. Less number of courses offered.
Opportunity – Every year a huge no. of students get passed from 12 th standard. So, through the medium of social media the organization can attract them.	Threats – Huge number of competitors in education field.

Learning Outcomes:

At the time of my internship I observe so many new things which I need to apply in my real life too.

1. I learnt to communicate well with different people having different mindsets and to council them about your services and programs.
2. To work calmly under different situations which oppose you.
3. To drives every one's attention towards you through your work & your attitude.

Observation & Discussion

1. As per my observations during the internship, Advertisement is the most appropriate mode of communication to attract maximum number of students.

2. Digital advertisement is the best advertisement as compared to direct advertisements (calling) for attracting the students.

3. Total number of students contacted – 3000

1500 among them are not available.

In remaining 1500, 1000 students are not interested.

Among the remaining 500 students, 80 students took the call seriously.

Among them, 40 students showed their interest in taking admissions.

15 among them visited the campus.

At last, 4 students took admission in the university.

Suggestions / recommendations:

1. To offer new courses in the university.
2. University needs to do more promotions so that more and more people got to know about the university.
3. University should use digital media more rather than calling the students directly.

References:

www.jkorg.in

www.jklu.edu.in