



CORPORATE INTERNSHIP REPORT

ON

THE STUDY OF MARKETING ACTIVITIES OF ORPHICY

A report submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce (Hons.)

Semester V (Batch 2020-23)

UNDER THE SUPERVISION OF	PROF.ASHUTOSH PANDEY
REPORT SUBMITTED BY	PATEL KENA VINODBHAI
ROLL NUMBER:-	IC201239
STARTING DATE	25th JUNE
DUARATION	6 WEEKS

FACULTY SUPERVISOR CERTIFICATE

Institute of commerce, Nirma University

This is to certify that the internship Report titled

Submitted by _____ roll number _____ during the month of _____ 2022 [academic year 2121-22] is work done by him\her as a part of corporate internship, in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (Hons.).

(Name of Supervisor)

Date:

Declaration by Student

I, **Patel Kena Vinodbhai**, hereby declare that the presented internship report titled “**THE STUDY OF MARKETING ACTIVITY OF ORPICY**” is the result of my sincere and dedicated work at **ORPHICY**. This report is uniquely prepared by me after the Completion of six weeks’ work. I also confirm that the report is prepared purely for my academic

Requirement.

.....

Date – 14th July 2022

Patel Kena Vinodbhai

IC201239

B. Com (Hons.)

Institute of Commerce

Nirma University, Ahmedabad, Gujarat – India

INTERNSHIP EXPERIENCE CERTIFICATE



📍 A Wing-401, 4th Floor, Heritage Square,
Gulbai Tekra Road, Ahmedabad, 380009

✉ info@orphicy.com

☎ +91 999 828 9680

🌐 www.orphicy.com

Date: 11th July, 2022

Subject: Letter of Experience- Ms. Kena Patel

To Whom It May Concern:

This letter certifies that Ms. Kena has completed her internship in Marketing and Outreach with our company, Orphic Learning Pvt Ltd, during the period beginning 26th May, 2022 and ending 10th July, 2022.

During her internship with Orphicy, she has remained dedicated and loyal to her work and responsibilities with our company. Ms. Kena has done an exemplary job while in her role as a Marketing and Outreach intern at Orphic Learning Pvt Ltd. She has always maintained a professional and courteous attitude and appearance while with our company and we wish her all the best in her future career opportunities.

Please contact us for any additional information.

Sincerely,

Sanchi Mehta
Human Resources
Team Orphicy



CERTIFICATE OF COMPLETION



Acknowledgment

The success of this assignment required a lot of guidance and assistance and I am extremely fortunate to get this opportunity. This was a great chance for learning. It would not have been possible to complete this internship course without the help and support of the kind people around me. I would like to express special thanks of gratitude to Prof. Ashutosh Pandey who provided us with all the support and guidance to complete this assignment/project report on time. I would like to thank my Orphicity supervisor Mr. Arpit Mehta who provided all their support and guidance throughout the internship course and Prof. Udai Paliwal Dean of ICNU who gave us the golden opportunity to do this summer corporate internship project. The careful and precious guidance was extremely valuable both theoretically and practically. I will strive to use the gained knowledge in the best possible way.

EXECUTIVE SUMMARY

About company

This report describes the corporate internship at Orphicy. The company differentiates itself with a '360-degree' balanced curriculum with the appropriate focus on their immediate school curriculum and the much-needed focus on equipping them with concepts and skills for tomorrow. Orphicy beyond the ordinary is a K-12 Edtech firm that was incorporated on 19th October 2020. It is the brainchild of four academicians with a cumulative experience of 50 years. Having helped students crack admissions to the top B-Schools of the country like IIM, FMS, and IITs and so on, they now wanted to focus on students in their formative years between classes 4-10. Orphicy attempts to promote structured learning through its unique flipped learning pedagogy. They believe in the holistic development of a student that requires a 360-degree learning approach.

Further, the 'Orphicy Aspire' Programmed is aimed specifically at students preparing for NTSE, Olympiads, and JEE-NEET foundation

The problem and opportunity

The firm believes that the process of education involves two steps

- The first is the basic step of knowledge transfer, which traditionally takes up all the time and energy of a teacher.
- The other crucial aspect, which is often overlooked, is the conceptualization of ideas and dialogue with students.

Orphicy solves this problem with its Flipped Learning Pedagogy which divides the entire learning process into PRE-CLASS, IN-CLASS, and POST CLASS deliverables.

Aims and objectives

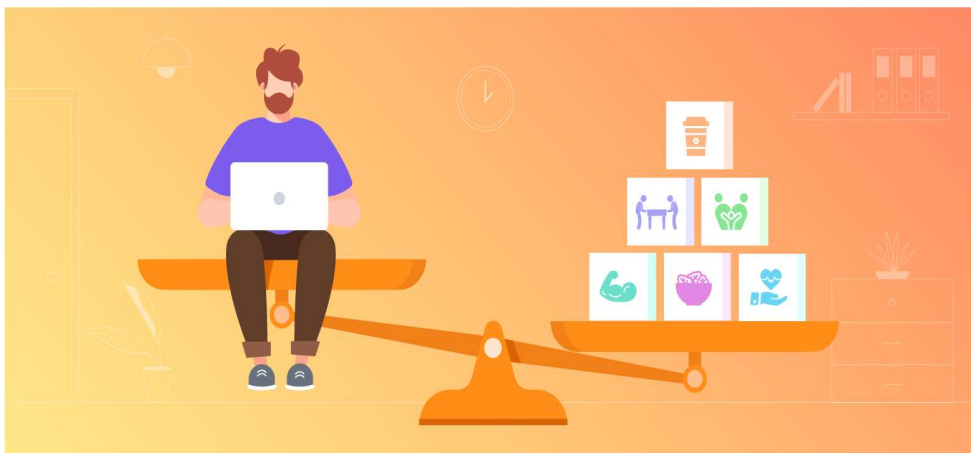
- Practice-orientated and hands-on working experience in the corporate world to enhance the learning experience
- Aim to inculcate professionalism and practical skills for me.

Key parts of the report and findings

This report focuses on the study of marketing strategies/activities of Orphicy Pvt. Ltd and tasks performed by me during these 6 weeks and how it had helped me achieve my objective for doing this internship, helped me tackle the challenges in the way. Work done during this internship mainly focuses on lead generation by the interns working in the company. Further receiving training and development during this course on various methods of digital marketing. Handling customers and mentoring the students to help them prepare for the competition organized by Orphicy. Reaching out to the schools and other educational institutes approaching principals and outreaching mainly to different areas nearby to increase the company's reach and enhance their recognition.

Benefits to the company and your own learning

- a. The company got recognition in areas where we approached.
- b. Awareness regarding their courses available among students & schools/teachers.
- c. Lead generation by us leads them to their potential consumers.
- d. Promotion of the company on our social media handles got them more reach in localities not covered by them.
- e. Improvement in students' engagement with Orphicy.



CONTENT

CONTENT	PAGE NO.
INTRODUCTION <ul style="list-style-type: none">• Company Profile• Identification of problem and Scope Of Work	10-13
DESCRIPTION OF INTERNSHIP WORK <ul style="list-style-type: none">• Overview of work completed during this internship• Achievements Of Objectives• Responsibilities As Intern• Challenges Faced And Their Solution	14-23
CONCLUSION	24
BIBLIOGRAPHY	25

INTRODUCTION

Company Profile



1.	Name	Orphicy
2.	Address	Heritage Square, 4 TF/A, Gulbai Tekra, Ahmedabad, Gujarat 380006
	Email	mailto:connect@orphicy.com
	Phone number	080000 03370
3.	Line of Activity/ Business	Orphicy (Orphic Learning Private Limited) is an Ahmedabad-based Education Startup in the K-12 segment led by seasoned academicians.
4.	Constitution	Private Limited Company
5.	Vision	Orphicy has the vision to deliver a delightful learning experience that sparks curiosity in younger minds, Orphicy seeks to promote structured learning through its unique pedagogy of Optimum retention. The goal is to find answers by asking all the right kinds of questions and kick-start an academic journey that leads to a purposeful career.
6.	Mission	An Orphician stands out and measures up to international levels of learning and will always be committed to progress.
7.	Goal	The goal here is to unlock the potential of all those students who believe in us. To bring the world to them rather than taking them to the world.
8.	Objective	Orphicy – Beyond the Ordinary was created with the one true aim of going beyond just textbook learning and the basic fundamentals that are taught in syllabuses.

- Orphicy beyond the ordinary is a K-12 Edtech firm that was incorporated on 19th October 2020. It is the brainchild of four academicians with a cumulative experience of 50 years. Having helped students crack admissions to the top B-Schools of the country like IIM, FMS, and IITs and so on, they now wanted to focus on students in their formative years between classes 4-10. Orphicy attempts to promote structured learning through its unique flipped learning pedagogy. They believe in the holistic development of a student that requires a 360-degree learning approach. The company differentiates itself with a '360-degree' balanced curriculum with the appropriate focus on their immediate school curriculum and the much-needed focus on equipping them with concepts and skills for tomorrow.
- The Flagship Course 'Orphicy Live' covers the school curriculum with daily live lectures over the app/web portal and these sessions are highly engaging with live quizzes and leader boards further, the 'Orphicy Aspire' Programmed is aimed specifically at students preparing for NTSE, Olympiads, and JEE-NEET foundation.

Gamification helps in making online learning engrossing and interactive

December 10, 2021
Vipul Tyagi, CEO & Co-founder, EdTech Startup Orphicy



EDU BUSINESS NEWS EDUCATIONAL NEWS

EdTech Startup Announces Orphicy National Skill Evaluation Test (ONSET), Selected Students To Get Electronic Gadgets (Laptop, Tablet PCs Etc.)

By India Education Diary... On Dec 13, 2021

Share

Ahmedabad : Ahmedabad-based EdTech startup Orphicy announces dates for its nation-wide test - Orphicy National Skill Evaluation Test (ONSET). The 360 degree skill evaluation test will be conducted online on the Orphicy app (available on both Google Playstore and Apple Appstore) on the 2nd of Jan 2022, Sunday.

THE HINDU

thehindu.com/education/information-on-courses-admissions-webinars-partnerships-and-more/article37974

News from the world of education - December 17, 2021

Orphicy to host ONSET in January

Ahmedabad-based ed-tech start-up Orphicy will hold its Orphicy National Skill Evaluation Test (ONSET) online on its app (available on Google Playstore and Apple Appstore) on January 2, 2022. Apart from awarding prizes and scholarships to students, it will assess the overall skill set of students and be followed by a personal counselling session. An overview of the Orphicy Flipped Learning approach and various courses offered will also be available.

Orphicy

Help your child become a future leader

Join Orphicy's Young Leaders Program

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Orphicy

Identification of problem and scope of work

The firm believes that the process of education involves two steps the first is the basic step of knowledge transfer, which traditionally takes up all the time and energy of a teacher. The other crucial aspect, which is often overlooked, is the conceptualization of ideas and dialogue with students. Orphicy solves this problem with its Flipped Learning Pedagogy which divides the entire learning process into PRE-CLASS, IN-CLASS, and POST CLASS deliverables. The pre-class section has short animated videos to make a student ready for the live lecture. The in-class lectures involve scientific experiments and active discussions. The Post Class sessions are enriched with Computer Adaptive Testing and Gamification.

Education has never been easy and presently it's tougher than ever. The past two years have been tumultuous, and it would have a far-reaching impact on a child's academics. Mass promotions or makeshift examinations have in a way resulted in faulty assessments. The problem would get even more pronounced for students who after this break or gap of two years are going to appear for exams.

Orphicy does not offer vague suggestions for getting better results for students rather it takes accountability for an enhancement in their performance and knowledge.

There are some of the questions that students will have to face in the not-so-distant future such as -

Should you start your business right after graduation, or should you take some work experience first? Should you pursue education in India or Abroad? Should you just follow in the steps of your role model to make a dream career?

And some of these decisions will have a lasting impact on their career. Success in life depends almost exclusively on making the right decision at a crucial juncture of life.

Thus it brings the YLP program the objective of YLP is to give a framework to students so they can make the best decisions by developing critical thinking and logical reasoning abilities of the students.

Apart from awarding prizes and scholarships to students, it will assess the overall skill set of students and be followed by a personal counseling session.

It offers a flipped approach to learning. A flipped learning approach aims towards revolutionizing the current method of learning by encouraging students to prepare before the session and actively implement the lesson right after the lecture using the tools of visualization and kinesthetic.

What the firm has witnessed thus far has been nothing short of astounding. Despite launching its first paid batch in the second half of the year 2021, the firm has been able to acquire paid students for its full-year program. The promising concept and operational excellence displayed by the team at Orphicy, have led to them successfully obtaining their first round of funding of 2.5 Crores INR. The scope of work is to reach out to the buyers and the customers both using multiple marketing tools at once.

THE TIMES OF INDIA
20-09-2021

City Ahmedabad Mumbai Delhi Bangalore Hyderabad Kolkata Chennai Agni Agni Agni Ahmedabad Ahmedabad

Investors back Gujarat startups; 7 get Rs 77 crore funding in FY22

Kapoor Center & Niyati Park / NRI / Updated Sep 20, 2020, 05:43 PM

AMHEDABAD: Gujarat-based startups seem to have begun the current financial year on a positive note with seven of them cumulatively raising around Rs 77 crore so far in fiscal 2021-22.

AgriTech startup InfyO Labs recently raised Rs 18 crore in a seed round led by Angel Indian Network. In June, edtech startup Saurth Pedagogy raised Rs 7 crore from Ecosystem Ventures and other investors. Similarly, LearnLabs, another edtech startup from Ahmedabad, also received funding to the tune of Rs 7.5 crore from international investors in April this year. During the same month, Vadodra-based IED Didactics received Rs 22.25 lakh from MHRD's SmartUp Grants.

Contrary to the perceived belief, funding for startups has seen a healthy growth over the last year. Despite the overall subdued global macro-economy, Indian startups have managed to raise funds in a sustained manner," said Dr. Sundi Shukla, director general, Entrepreneurship Development Institute of India (EDII), Ahmedabad.

"The onset of Covid-19 pandemic saw the inception of several solution-oriented enterprises that are hi-tech and highly relevant in the present times," he added.

According to experts, startups raising more funds is a function of a maturing startup ecosystem in Gujarat.

Explaining this, Anupam Jalote, CEO, International Centre for Entrepreneurship and Technology (ICET), said, "Increasing number of investors are now seeing startup funding as a good avenue for investing their corpus, as startups reflect promising growth. The surge in the quantum of funds raised is also a reflection of a maturing ecosystem."

Jalote further explained that in the post-pandemic digital boom, a large chunk of tech startups such as providers of AI-driven solutions, fintech startups and even those in the electric vehicle segment are taking in the maximum funds followed by the other sectors.

For instance, Ahmedabad-based sampling and management platform for direct-to-consumer (D2C) brands Smyleen raised about Rs 44.4 crore in August. The startup intends to utilize the fresh investment primarily for scaling up its user base and building many industry-first tech and data solutions.

Another startup from the city Big Spoon Foods raised Rs 15 crore in a pre-Series A round of funding last month. The cloud kitchen startup will use the funds for market expansion, hiring and product development. The startup had also bagged Rs 15 crore funding last year.

Incorporated in October 2020, edtech startup Orphicy recently obtained Rs 25 crore funding at a valuation of Rs 25 crore. This startup from Ahmedabad has received funds from NRI tech enthusiasts presently working in leadership positions at Facebook, Google, McKinsey.

Startup	Funds Raised (Cr)
Smyleen	44.4
Big Spoon Foods	15
LearnLabs	7
Saurth Pedagogy	7
Orphicy	25
InfyO Labs	18

Edtech Startup Orphicy Raises INR 2.5 Cr Funding

The first round of funding will be utilized to strengthen their marketing initiatives, adding innovative technology-enabled interfaces and include newer modules to the curriculum

By Prabhjeet Bhatla | October 13, 2021

Opinions expressed by Entrepreneur contributors are their own.

Ahmedabad-based edtech startup Orphicy on Wednesday announced to have raised INR 2.5 crore at a valuation of INR 25 crore. The round saw participation from NRI tech enthusiasts presently working in leadership positions at Facebook, McKinsey. Reputed education company IMS Learning Resources Pvt. Ltd. also picked up a 1 per cent stake in the company.



Orphicy

Join Orphicy's

Young Leaders Program

Program Class 4-10

Enroll for YLP

A Life-Skills Certification Program

- 360 degree skill development
- Special Vacation Batches
- Live Practical Exams
- Frequent mentoring support
- Career Guidance Sessions
- Regular updates for Parents

DESCRIPTION OF INTERNSHIP WORK

OVERVIEW OF WORK COMPLETED DURING INTERNSHIP

1ST WEEK WORK

- **INTRODUCTION AND ORIENTATION SESSION** - This internship starts with the orientation Program on its 1st day. The orientation session was conducted by the company to let us know about the company and its work. In this program, our mentor explained to us the schedule and what we have to do during this internship.
- **ONLINE CLASSES** - After attending the orientation we have to attend the classes for 1 week on Zoom meetings for 7 days which is MINI MBA FOR TEENS. These classes are a kind of training that helps me in marketing. So, I have attended the classes for 7 days that is from 4:00 pm to 6:00 pm from Wednesday to Tuesday.



- **TRAINING** - After attending the classes we were given training that how to generate leads for the company or a program by using the marketing skills like how to generate leads for yourself.

2ND WEEK WORK

- After attending the classes and getting training the company generated a link for us which we have to forward for the link generation process.
- After getting the link we have to forward this to our family group we have to get leads from the family.
- After this, we have to go to the neighbor and explain to them about this program so they enroll their children in the program and we got more leads.
- After this, we have to visit nearby society to get as much as we can generate. So I visited the 1 nearby society and explain the program to the members of the society and convince them to enroll in this program for their children.



3rd WEEK WORK

SCHOOL APPROACH /COACHING CENTRES

On the 3rd week of internship, we have to go for the school approaches. → I have visited the following schools:

1. KAMESHWAR INTERNATIONAL SCHOOL
2. SHJANAND SCHOOL OF ACHIEVER
3. INFOCITY SCHOOL
4. BRIGHT INTERNATIONAL SCHOOL
5. RANGOLI INTERNATIONAL SCHOOL

After visiting the following schools, I have talked to the principal of these schools and given presentations about the program to convince them to enroll their school's students in this MINI MBA program.

From the above five schools, I have got positive responses from a few schools the BRIGHT INTERNATIONAL SCHOOL & VED INTERNATIONAL SCHOOL. After getting the positive response from the principal sir, I created a poster for the school for this MINI MBA program.

Along with the poster we also provided the schools with a message formed by us on behalf of the school which was circulated among the students from different grade.

The experience of visiting this school is the best I got to know about many things and also learned good things by visiting the school. After this, I have cleared the queries and doubts that children have about the program.



4th WEEK

- In the 4th week of the internship, we have to do calls. For the calling, we have given training on how to do a telephonic conversation.
 - We have to do 200 calls per day to the students who have enrolled in the MINI MBA program.
 - In the telephonic conversation with students, we have to remind them to join the class on time there are two batches 1st is from 4 to 6 pm and the 2nd is from 7 to 9 pm.
 - Here is the calling pitch that I have to do.
- 📞 Calling Pitch:

Here is the sheet of the calls.

Hii,

This is <Name> calling from Orphicy Mini MBA.

Is this a good time to talk?

You have registered <student name> for the 22nd June batch this is a reminder call for him/her to attend.

Will he/she attend the program?

Have you joined the WhatsApp group?

Please check, you must have received a message from Orphicy on whatsapp, kindly join the group from there.

Not able to find the link of whatsapp group, please text on this number I will share the group joining link with you again.

Thank you and see you tomorrow

After this, we have to generate more leads by sending them links to students on WhatsApp and asking them to send them to their friends and ask them to register for the program.

Here is Call Sheet:-

22nd MiniMBA								
File Edit View Insert Format Data Tools Extensions Help Last edit was made 3 days ago by Bhargavi Patel								
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H90	A	B	C	D	E	F	G	H
1	Student Name	Email	City	Current Class	MM Batch	School	Whatsapp Number	
2	Dhruv jain	jain.ok.ok@gmail.com	Ludhiana	9th	6 JULY to 12 JULY 4PM to 6PM	KVM	91 8360105377	
3	Krish Kapoor	krishkap4@gmail.com	Jalandhar	6th	6 JULY to 12 JULY 7PM to 9PM	CT Public school	91 9815445569	
4	Nirmaan Jain	nirmaanjain85@gmail.com	LUDHIANA	10th	6 JULY to 12 JULY 4PM to 6PM	Kundan Vidya Mandir	91 8528883663	
5	Gurminder Kaur	jtesj2006@gmail.com	Jalandhar	5th	6 JULY to 12 JULY 7PM to 9PM	CT Public School Greater Kailash	91 7740038503	
6	Paridhi Kaushal	shayanasharma31@gmail.com	Faridabad	4th	6 JULY to 12 JULY 4PM to 6PM	St Thomas Sr. Secondary School	91 9268815940	
7	Ani	ambikush19@gmail.com	Rudrapur	7th	6 JULY to 12 JULY 4PM to 6PM		9.41E+09	
8	Keshav Arora	Kamalritu1979@gmail.com	Ludhiana	10th	6 JULY to 12 JULY 7PM to 9PM	KUNDAN VIDYA MANDIR	91 9465541402	
9	Priya Divekar	kavalekar.neetha@gmail.com	Hubli	4th	6 JULY to 12 JULY 7PM to 9PM	St Haroon English medium school	91 9448125679	
10	Tanmay Malhotra	malhotrarritu516@gmail.com	Jalandhar	7th	6 JULY to 12 JULY 7PM to 9PM	C T Public School	91 9814638907	
11	Ishtpreet	nikkumovies1986@gmail.com	Ludhiana	8th	6 JULY to 12 JULY 4PM to 6PM	Millenium World School	91 9417878520	
12	Akshit	akshitsharma2008akshit@gmail.com	Ludhiana	10th	6 JULY to 12 JULY 4PM to 6PM	Kundan Vidya Mandir	91 7814983699	
13	Bhavika Kanwar	bhavikanwar28@gmail.com	Ludhiana	10th	6 JULY to 12 JULY 7PM to 9PM	Kundan vidya mandir	91 7658075994	
14	Sukshi Singh	singhumendra342@gmail.com	Kanpur	7th	6 JULY to 12 JULY 4PM to 6PM	Takshshila international educator	91 9140689942	
15	veer Dnyaneshwar Pardesti	raginipardeshi16@gmail.com	Pune	6th	6 JULY to 12 JULY 4PM to 6PM		8.67E+09	
16	Mallika Gururaj Rodalaban	pariraj.rodalabandi@gmail.com	Hubli	5th	6 JULY to 12 JULY 4PM to 6PM	KLE Rayapur Dharwad	91 9845226676	
17	Kanika Mahajan	aakansha8488@gmail.com	KHARGONE	6th	6 JULY to 12 JULY 7PM to 9PM		8.22E+09	
18	Yuvraj Sharma	jaspreetksharma@outlook.com	Ludhiana	5th	6 JULY to 12 JULY 4PM to 6PM	Millenium World School	91 9501842222	
19	Somay	somaysanchi@gmail.com	Sirsa	5th	6 JULY to 12 JULY 7PM to 9PM		9.35E+09	
20	aadi	kitusingh120@gmail.com	Sri Ganganagar	4th	6 JULY to 12 JULY 4PM to 6PM		9.31E+09	
21	Vinit kumar	dbhs21371@dbhs.edu.in	Bihar	9th	6 JULY to 12 JULY 7PM to 9PM	Don Bosco High School	91 6206941944	
22	Nikhil Bamble	santoshbamble488@gmail.com	pune	11th	6 JULY to 12 JULY 4PM to 6PM		8.42E+09	

5th WEEK

- In the 5th week of the internship, we have to do the calls which is 200 calls per day.
- Work of 4th and 5th week is almost same.
- Here is the sheet of the call logs

22nd MiniMBA								
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98	Sanskriti Shringarika Vihari	sanskritsv20@gmail.com	kanpur	9th	6 JULY to 12 JULY 7PM to 9PM	Delhi Public School Kalyanpur	91 9151488163	
99	Aditya Raj	Aryanshraj1139@gmail.com	Siwan	6th	6 JULY to 12 JULY 7PM to 9PM	Don Bosco High School,Baisakhi S	91 6202546277	
100	Rishabh bhardwaj	dbhs22175@dbhs.edu.in	Siwan	7th	6 JULY to 12 JULY 7PM to 9PM	Don bosco high sv	91 8340414649	
101	KULDEEP VIAS	reetamvyas@gmail.com	Sonkatch zila dev	10th	6 JULY to 12 JULY 7PM to 9PM	ST ANTHONY'S CONVENT HIGHER	91 9981937559	
102	Trisha J. Shetty	shettydeepa716@gmail.com	Dharwad	8th	6 JULY to 12 JULY 7PM to 9PM	K.E BOARD CENTRAL SCHOOL	91 8618189779	
103	Aditya Gupta	dbhs21099@dbhs.edu.in	Siwan, bihar	8th	6 JULY to 12 JULY 4PM to 6PM	DON BOSCO HIGH SCHOOL	91 7667584440	
104	Mohd aabis fauzanul haqu	dbhs22009@dbhs.edu.in	Siwan bihar	4th	6 JULY to 12 JULY 4PM to 6PM	Don Bosco High school	91 9155168484	
105	Baljeet	baljeetahujachaitanya@gmail.com	GANDHINAGAR	6th	6 JULY to 12 JULY 7PM to 9PM	Chaitanya School	91 6355907355	
106	M. Subikeesh	subikeesh431@gmail.com	Cuddalore	11th	6 JULY to 12 JULY 7PM to 9PM	Aristo Public School	91 9344639934	
107	Shivam Raj pandey	dbhs17379@edu.in	Siwan	10th	6 JULY to 12 JULY 4PM to 6PM	Don bosco high school	91 9123410381	
108	Aadya gupta	dbhs21333@dbhs.edu.in	Siwan	5th	6 JULY to 12 JULY 4PM to 6PM	Don bosco high school	91 7004188755	
109	Utkarsh Rai	ishurai456@gmail.com	Kanpur	9th	6 JULY to 12 JULY 7PM to 9PM	Dr.Virendra Swarup Education Cer	91 8528472457	
110	Ayush yadav	dbhs22337@dbhs.edu.in	Siwan	8th	6 JULY to 12 JULY 7PM to 9PM	DON BOSCO HIGH SCHOOL	91 7991149687	
111	Asmi	arm.chaitanyaschool@gmail.com	Gandhinagar Guj	12th	6 JULY to 12 JULY 7PM to 9PM	Chaitanya	91 9662530884	
112	Trisha yadav	DBHS22336@DBHS.EDU.IN	Siwan	9th	6 JULY to 12 JULY 4PM to 6PM	DON BASCO HIGH SCHOOL	91 9661589555	
113	Jiah Patel	sweetkomalheart@gmail.com	Ahmedabad	4th	6 JULY to 12 JULY 4PM to 6PM	Apollo International School	91 9723231042	
114	sara khan	dbhs21036@edu.in	siwan	10th	6 JULY to 12 JULY 4PM to 6PM	Don bosco high school	91 6206809087	
115	Vardaan Kuleshreshtha	Vaibhav.kulshreshtha@gmail.com	Meerut	4th	6 JULY to 12 JULY 7PM to 9PM	21K School	91 9035045380	
116	Shazeel gulrej khan	Dbhs22137@dbhs.edu.in	Siwan	7th	6 JULY to 12 JULY 7PM to 9PM	Don Bosco high school	91 9065561872	
117	mohammad	naqvitabassum07515@gmail.com	sambhal utter pr	7th	6 JULY to 12 JULY 4PM to 6PM		7.54E+09	
118	Saurav Kumar Shrivastav	dbhs20054@dbhs.edu.in	Slean	8th	6 JULY to 12 JULY 4PM to 6PM	Don Bosco high school	91 7488161368	
119								

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22nd MiniMBA

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	A	B	C	D	E	F	G	H	I
46	Pranav deshpane	pranavdeshpane24365@gmail.com	Dharwad	8th	6 JULY to 12 JULY 7PM to 9PM	K.E BOARD CENTRAL SCHOOL	91 9916120815		
47	Mohammed Ibrahim	ibrahimmohd69@gmail.com	Hyderabad	12th	6 JULY to 12 JULY 7PM to 9PM		8.14E+09		
48	Hussain	hussaingandhi5254@gmail.com	Gandhinagar	10th	6 JULY to 12 JULY 7PM to 9PM	Mount Carmel High School	91 9081220257		
49	Srujana S Uppar	pushpasagar3@gmail.com	Dharwad	5th	6 JULY to 12 JULY 7PM to 9PM	KLE school Rayapura	91 9449685180		
50	nilay dayal	shreyadayal2013@gmail.com	Patna	8th	6 JULY to 12 JULY 4PM to 6PM		7.76E+09		
51	Jia Nebhani	nehanebhani@gmail.com	Porbandar	11th	6 JULY to 12 JULY 4PM to 6PM	GMC International school	91 9106582957		
52	Mani Bhardwaj	devendra.bhardwaj@rediffmail.com	Khurja	10th	6 JULY to 12 JULY 7PM to 9PM		9.93E+09		
53	Ojanshi Thare	kgiteshtare@gmail.com	Mumbai	4th	6 JULY to 12 JULY 7PM to 9PM	AOL	9.97E+09		
54	Srinidhi S Mulkipatil	sunitamulkipatil363@gmail.com	Hubli	8th	6 JULY to 12 JULY 7PM to 9PM	S.R.Bommai Rotary Public School	91 9480751419		
55	Japandeep Singh	gurpreetsingh_780@yahoo.com	Ludhiana	4th	6 JULY to 12 JULY 7PM to 9PM	MWS	91 8283832913		
56	Chiragmogalai	chiragmogalai@gmail.com	DHARWAD	10th	6 JULY to 12 JULY 7PM to 9PM	Kle school dharwad rayapur	91 9902615813		
57	Sanjeev	shobhard123@gmail.com	Hubballi 580024	7th	6 JULY to 12 JULY 7PM to 9PM	S.R.BOMMAI ROATARY PUBLIC SC	91 8095255900		
58	Kayna kakkur	nagpal_priyanka11@yahoo.com	Ludhiana	5th	6 JULY to 12 JULY 4PM to 6PM	Kundan vidya mandir	91 9878607772		
59	Vihaan Chauhan	archie.131@gmail.com	Mumbai	7th	6 JULY to 12 JULY 4PM to 6PM		8.85E+09		
60	Kritika	rajkashyap111@gmail.com	Sultanpur	8th	6 JULY to 12 JULY 4PM to 6PM	Suman public school	91 8953492865		
61	HARGUN	Hargunkaur116@gmail.com	Jalandhar	11th	6 JULY to 12 JULY 7PM to 9PM		9.04E+09		
62	Ashutosh Kumar	bjt21233@dbhs.edu.in	Sivan district	5th	6 JULY to 12 JULY 7PM to 9PM	Bosco juniors tarwa	91 8969520118		
63	Jaishna Kolekar	kolekarjaishna1980@gmail.com	Hubballi	7th	6 JULY to 12 JULY 7PM to 9PM	S.R.Bommai Rotary Public School	91 7019331383		
64	Aniruddh Das	akdas.ad@gmail.com	Bhopal	8th	6 JULY to 12 JULY 4PM to 6PM		8.82E+09		
65	Anas khan	siwan73@gmail.com	Siwan	6th	6 JULY to 12 JULY 4PM to 6PM	Don Bosco High school	91 8294531786		
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67	Asmita kumari	dbhs21509@gmail.com	Maharajanji	10th	6 JULY to 12 JULY 7PM to 9PM	Don Bosco high school	91 7488728380		

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6th WEEK

- In the last week of the internship I have to do mentoring.
- There is a Shark tank competition at the end of the program in which students who are participated distributed in teams.
- I also have a co-mentor, as a team, we have to guide the students about the competition and we have to look upon them as what work they are doing and if they have any queries, we have to solve them.
- The team name was POLARIS ST Team 11, in which there are 20 students who have participated in Shark tank.
- The business idea which our team has decided on was Go Logistics.



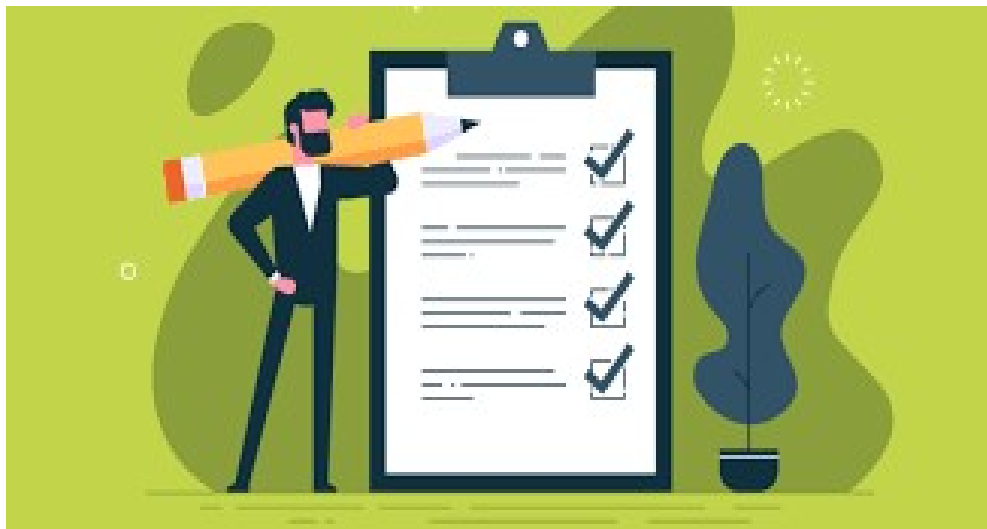
Objectives achieved

- The practice-oriented and hands-on working experience in Orphicy Pvt. Ltd has enhanced my learning experience in many ways.
- It was a wonderful opportunity to develop the right work attitude by actually working in an online space with engagement 3-4 hours daily with professionals in their field & boosted my self-confidence.
- As in any work environment, strong interpersonal skills are an asset that helped me develop that can help me to navigate complexity, change, and day-to-day tasks. This internship opportunity helped me majorly by developing my interpersonal skills which included active listening, teamwork, the responsibility of the work assigned, flexibility, and mostly leadership/ mentorship.
- By digital marketing and callings to the digital leads it has enhanced my tele- communication skills. We were provided training sessions on network & social media marketing and telephonic conversations. Where certain tasks were assigned to us which includes making calls to the leads, and confirming if they are sure to attend & this also helped in developing great communication skills and handling all age groups including parents.
- Posting about our association with Orphicy on Instagram, Linked In, and posting of mini-MBA on these social media platforms.
- First three to four weeks the major task was to generate leads for the program mini-MBA for teens organized by Orphicy for free to the students. This has been a great opportunity/task to enhance my interpersonal skills, marketing skills, customer service, and my ability to work as a team in a real organizational setting.
- Approaching students and schools, tuitions/coaching centers has helped me in gaining more confidence and great communication skills as well as presentation skills.
- Intrigued my interest in entrepreneurship and developing a business idea as well in the marketing field.
- As in the service industry the product is not tangible so the idea was to nurture our leads by providing free service which helped us in gaining the trust of the customers as they got to experience the program for free and see as it is suitable to them.
- Learned a lot about different marketing techniques used by the firm. Digital marketing, lead-generating website, blogs, articles, speaking engagements, etc.



Responsibilities as an intern in Orphicy

- ✓ Approaching the HRs of several companies and getting access to sessions for kids of their employees.
- ✓ Mini MBA for TEENS tasks, like attendance confirmation callings, managing chat boxes during classes, and shark tank mentoring.
- ✓ Digital marketing and callings to the digital leads.
- ✓ Reach out to schools and float the event communication in our juniors.
- ✓ Finding our experts and known personalities in our network that can help us live with live sessions
- ✓ Identify the schools and tuition classes in my area.
- ✓ Reach out to school principals, teachers, etc., and request them to float the details.
- ✓ Identify the small influencers (minimum 5K+ followers) in your list and make them post and put-up stories of the event for free.
- ✓ Connect with students from 4th to 10th grade directly and make them float the event communication through them via Whatsapp groups and forwards, etc.
- ✓ Conduct an online survey for your TG (i.e., students and parents).
- ✓ Generating leads for long-term ties up with schools and coaching centers.
- ✓ Find free online press release websites and post PR of the event.
- ✓ Online and offline marketing strategies.



Challenges faced

Entry barrier – An unestablished market will often require huge financial resources to educate potential buyers as to why they need something from this new market. In fact, competition is a healthy sign of established demand for a product or service and can, in many ways, be beneficial for a new product. However, competition also often delivers new barriers to entry to a market place there are many other sources that may create barriers to market entry as well.

Competition like coaching centers, and extra-curricular activities in which students are involved nowadays they sometimes don't consider such opportunities for free.

We tackle this challenge as follows- As many program administrators start marketing and outreach as soon as they can in an effort to create demand for their programs. While the desire to get started right away is understandable, your program stands to benefit from first doing the necessary research to snap your strategies for success.

A market assessment will support our marketing and outreach efforts by allowing us to –

- Categorize target audiences to engage as customers of the program
- Understand what derives these audiences to action
- Identifying what changes in behavior will help you achieve your program goals.

That is an important place to start in identifying whom you will try to influence to achieve the goals of the program, but more demographic or psychographic.

A. Permission denied - this is also one of the challenges faced in this outreach internship

Challenges faced during different phases of outreach are as follow-

- 1) Zone one – where outreach activity for a community group is well known to us. Provide in-service or referral information for other programs in my organization.
- 2) Zone two (moderately challenging) - Offering informative sessions to a local school, and neighborhood coaching centers.
- 3) Zone three (most challenging) – establish relations with informal community leaders and ask them to sponsor an outreach activity at which I will speak.
Conduct a presentation for the mini-MBA program in schools and other student hubs.

B. Favors denied- many times this challenge has been faced by me while having meetings with school trustees or other departmental heads.

C. Hesitation – being hesitant is one of the challenges I faced and overcame during this course of the internship. It can prevent one to get or achieve/crack any deal in life. It generally closes the opportunities. We can't network properly and effectively hence miss out on most of the opportunities

I overcame this short come by taking some measures on my own and with the help of my supervisor at the internship they guided me and make me learn how to grab the moment to get ahead and talk well during making the deals.

D. Virtual and physical outreach

- Reaching out to the schools and presenting in front of HRs, students, or in a general huge mass. Performance pressure and nervousness were the main challenging parts of physical outreach that I came to overcome during this course.
- Virtual barrier – as virtual communication has a huge impact on productivity. It's crucial to get communication right when you're working remotely especially when you are managing/ mentoring a student team for a shark tank conducted by Orphicy.

Solution learned to overcome this challenge -

- Manage people, not technology.
- Give easy access to information to get things done
- Schedule frequent team check-ins/ meetings
- Trust your team to do good
- Don't monitor activity monitor results.



CONCLUSION

This sums up my six weeks corporate internship at Orphicy Pvt. Ltd.

This internship was definitely a learning opportunity for me and it had been a great experience which will remain with me and I will try to apply all the learning's of this internship to my best. The main focus of this internship was outreaching by various methods physical and virtual outreach. Understood and developed the whole new perspective on how the marketing is done upfront by performing tasks for lead generation. Digital marketing trends change on a regular basis. Every year, brand new digital marketing methods emerge that must be spotted and implemented into the game plans of both large and small organizations and how Orphicy is keeping up with these marketing trends. This report contains the key parts and my findings of the company, my work details of 6 weeks, the progress, challenges, responsibilities, what skills are developed and how company is benefitted by my work. Working at Orphicy was indeed a learning experience.

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