

# **INTERNSHIP REPORT ON REDUCT NEPAL PVT. LTD.**

**Submitted To:**

**Apex College, Internship Management Team**

*In the partial fulfillment of requirements for the degree of*

**Bachelor of Computer Information System (BCIS)**

**Submitted By:**

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**Kathmandu**

## DECLARATION

I hereby declare that the presented report entitled “**Internship Report on Reduct Nepal Pvt. Ltd.**” submitted to Apex Career Services, Apex College is my original work prepared uniquely after completion of eight weeks or two months of work at Reduct Nepal by me for the partial fulfillment of requirement for the Bachelor of Computer Information System (BCIS) of Pokhara University.

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Saira Khadka

BCIS, 7th Semester

January, 2024

## ACKNOWLEDGEMENT

My journey during the internship and the completion of this report represents an amalgamation of harmony, learning, and personal growth.

As part of the academic requirements for the seventh semester of the Bachelor of Computer Information System (BCIS) degree at Pokhara University, I want to express gratitude to Pokhara University and Apex College for prioritizing practical experiences in the corporate world for their students.

I extend special thanks to **Mrs. Sweta Singh Shahi, Manager** at Apex Career Services, and **Mr. Samit Rajbhandari**, a team member at Apex Career Services, for organizing the Apex Career Fair 2023, which led to my current internship at Reduct Nepal Pvt. Ltd., an associated organization to Parewa Labs Pvt. Ltd. (Programiz) and Techkraft Inc Pvt. Ltd. I attribute a portion of my success to ACS for facilitating my participation in the Career Fair.

I would like to acknowledge several individuals at Reduct Nepal Pvt. Ltd., including **Mr. Punit Jajodia, the CEO, Ms. Rashmita K.C., the HR Manager, Mr. Yashant Bikram Gyawali, UI/UX Manager, and Ms. Upasana Pradhan, Software Developer**. Under the guidance of Mr. Yashant and Ms. Upasana, the management of Ms. Rashmita, and the leadership of Mr. Punit, I have gained the confidence to pursue success in life while embracing the inevitability of making mistakes. It is truly an honour and privilege to be a part of such a vigilant, open-minded, and hardworking team and organization.

Finally, I raise a toast to everyone who contributed to this report and achieved milestones in the corporate world. Here's to looking forward to the future!

Thank You,  
Saira Khadka  
UI/UX Intern  
January, 2024

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## **ABBREVIATIONS**

ACS	Apex Career Services
BCIS	Bachelor's in Computer Information Systems
PPC	Pay Per Click
PU	Pokhara University
QA	Quality Assurance
SEO	Search Engine Optimization
UI	User Interface
UX	User Experience

## **EXECUTIVE SUMMARY**

As part of my BCIS undergraduate program at Pokhara University, I undertook an internship at Reduct Nepal to gain practical insights into the global based Nepali-tech sector. With a total contract duration of 6 months and 3 months of experience at Reduct Nepal, this internship allowed me to apply theoretical knowledge in a real workplace setting, providing valuable real-life learning experiences.

Throughout the internship, I developed both professional and personal skills, recognizing the distinctions between theory and practice, especially in stakeholder interactions, technical skills, and real-time environments. This experience enhanced my technical skills, communication, quick thinking, decision-making, interpersonal skills, and time management.

In addition to the workplace environment, this internship provided opportunities to expose myself to different learning scenarios and networks, such as campaigns run by My Emotions Matter, Designers' Day 2023, etc.

In summary, the internship at Reduct Nepal was a rewarding journey that significantly enriched my practical knowledge. Tasks related to UI/UX design, Google tools, content writing/creation, and marketing expanded my understanding beyond the classroom.

This report comprises three chapters: Chapter I introduces Reduct Nepal and its objectives. Chapter I focuses on the background and objectives of doing the Internship for its credit placement by Apex College and PU. Likewise, it elaborates the working compass of Reduct Nepal. Chapter II discusses major internship experiences and achievements. It gives the internship details in terms of its duration taken, placement, and even all the tools that was learnt about during the internship period. Chapter II is further extended to understand the implementation of the achievements acquired during the internship period and other career path options for the foreseen future. Finally, Chapter III concludes with recommendations for the organization, Apex College, and PU. It summarizes the entire internship period till now, and further proposed advice to the organizations involved after their analysis.

In short, this report is a summarization of my internship experience, learnings and achievements, and the relationship between the related organization, Apex College, and PU.



# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Internship**

Apex College of Management stands as a dedicated educational institution, fostering the preparation of students at various levels to meet the challenges and opportunities presented by the 21st century. The college is challenging the students of its undergraduate program, BCIS, by mandating students to complete a three-credit internship program.

This internship program provides career awareness for the students by giving students a chance to evaluate, reflect upon and try the career field. It provides valuable experience that helps secure future employment and a professional networking contact which will help them in near future.

Following the internship, students are mandated to compile a project report summing up their work experiences. While the culmination of the internship necessitates the preparation of a project report, the primary objective is to provide interns with hands-on experience in a real-world organizational setting. This immersive experience aids in the development of essential skills required for managing day-to-day operations within an organization, ensuring students are well-equipped to navigate real-time corporate challenges and prepare themselves for the future.

After extensive research to identify the most fitting organization aligning with both my major and areas of interest, I assumed the role of a UI/UX intern with exploration in content and marketing at Reduct Nepal is best fitted. This organization in a Nepali tech-based company that operates internationally and nationally; I gained valuable insights and practical experience. It's worth noting that this internship program received approval from Apex College, affiliated with PU.

#### **1.1.1 Objective of Internship**

Embarking on my internship, the main goal was to meet the BCIS degree requirements while gaining practical exposure. As a tech-management student, I handled UI/UX design, wireframes, content management, marketing, and contributed to events. The specific objectives for my internship were:

- Acquire technical and soft skills in the UI/UX field for the future.
- Gain practical knowledge about how organizations operate.

- Develop skills for initiating and implementing projects.
- Understand the organization's policies and principles.
- Familiarize myself with the operating procedures of different departments.
- Grasp unforeseen challenges and opportunities in the job.
- Understand the company's strategies and its success in stakeholder relations.

I viewed this internship as a crucial opportunity for meaningful career experiences, preparing me for the professional world after graduation. My primary aim was to apply theoretical knowledge to real-world situations and develop the essential skills for responsible job performance. To achieve these goals, I dedicated significant time and effort to learning new concepts under the guidance of mentors and supervisors.

## **1.2 Background of the Reduct Nepal Pvt. Ltd.**

Founded in 2018, Reduct Nepal Pvt. Ltd. is a tech company that believes in leveraging the power of user-centric design and collaboration to create global products and services. It has built tools to simplify transcription, translation, and video editing, thereby creating hundreds of jobs. With a simplistic yet profound approach and a commitment to values such as Self-Leadership, Candor, Collaboration, Impact, and Playfulness, Reduct Nepal stands out as one of a kind. It places a strong emphasis on employee empowerment and personal development.

The organization I'm currently working for is a home for its Marketing Ops Team and many more. Clients are an important component of Reduct's team. They participate in every phase of Reduct's iterative process to ensure that they completely comprehend the requirements. This human-centered approach aids Reduct in determining what works and doesn't work for them, allowing them to develop compassionate technical solutions.

It serves as a playground for exploration and experimentation, focusing on quality-driven work across various fields such as research, marketing, content writing, content creation, human resources, engineering, UI/UX, and Google advertisements, among others.

Reduct Nepal proudly identifies itself as one of the few companies in Nepal that engages in outsourcing projects both internationally and nationally. With dedicated and loyal stakeholders in place, the primary areas of focus include Website Development, Attribution Setup, SEO Strategy, Pay-Per-Click (PPC) Advertising, Content Writing, Custom Tools Development, and Quality Assurance.

In essence, Reduct Nepal is a creative powerhouse delivering quality-driven work.

### **1.1.1 Vision**

- Fuelling Success Today, Igniting Tomorrow: Reduct Nepal commits to delivering integrated solutions.

### **1.1.2 Mission**

Reduct Nepal aims to work around its values and deliver the same to its people and stakeholders, customers, etc. The values are:

- **Self-Leadership:**  
Take initiatives, ask for feedback, and stay accountable to deliver quality work (*If individuals grow, the team grows*)
- **Candor:**  
Nurture psychological safety to openly discuss tough issues (*Speaking up is the first step to solving silent problems*)
- **Collaboration:**  
Take into account each other's needs, objectives, and challenges (*Together we can go far*)
- **Impact:**  
Learn and grow to contribute to something bigger (*We exist to shape the larger society we belong to*)
- **Playfulness:**  
Make serious time for the less serious stuff (*Productivity and well-being go hand in hand*)

### **1.1.3 Goal**

- Product Innovation
- Global Expansion
- Workforce Development
- Client/Stakeholder Satisfaction
- Sustainability Initiatives
- Diversity and Inclusion
- Technological Integration
- Operation Efficiency

### **1.1.4 Objectives**

Expand deliverables, develop profit centric attitude, and deliver quality work on:

- Website Development,
- Attribution Setup,
- SEO Strategy,
- Pay-Per-Click (PPC) Advertising,
- Content Writing,
- Custom Tools Development, and
- Quality Assurance.

## CHAPTER II

### INTERNSHIP EXPERIENCE

#### 2.1 Internship Details

The PU has declared the internship period to be of eight to ten weeks for the partial fulfilment of the degree of BCIS. However, depending on up my personal preferences and Reduct Nepal's policies, my internship had been extended for six months.

<b>Organization</b>	Reduct Nepal Pvt. Ltd.
<b>Address</b>	Bijaynagar Marg, Lalitpur
<b>Telephone</b>	984-1890918
<b>E-mail</b>	hr@humanassisted.ai
<b>Position</b>	Intern
<b>Department</b>	UI/UX, content and marketing
<b>Working Duration</b>	2 October 2023 to present
<b>Working Hours</b>	10: 00 A.M. to 5 P.M. (Monday – Friday)
<b>HR Manager</b>	Ms. Rashmita K.C.
<b>Supervisor(s)</b>	Mr. Yashant Bikram Gyawali and Ms. Upasana Pradhan

*Table 1: Details of Internship at Reduct Nepal*

##### 2.1.1 Duration of Internship

<b>Week</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>6<sup>th</sup></b>	<b>7<sup>th</sup></b>	<b>8<sup>th</sup></b>	<b>9<sup>th</sup></b>	<b>10<sup>th</sup></b>	<b>11<sup>th</sup></b>	<b>12<sup>th</sup></b>
<b>Department</b>												
<b>UI/UX &amp; Tech</b>												
<b>Digital Marketing</b>												
<b>Quality Assurance</b>												
<b>Content Handling</b>												
<b>Event Handling</b>												

*Table 2: Duration of the Internship at Reduct Nepal*

##### 2.1.2 Selection of Organization

The BCIS program strives to build self-leaders in the fields of information technology and management. Given its centrality to academic backgrounds, pursuing an internship at a reputable start-up techie company hosted at Apex Career Fair 2023 was a logical choice. Amidst varieties of tech companies present in the Fair 2023, the selection was Reduct Nepal, an associated organization to Parewa Labs Pvt. Ltd. (Programiz) and

Techkraft Inc Pvt. Ltd. This decision was influenced by the company's standing as a proficient tech organization that fosters self-leadership, condor, collaboration, impact, and playfulness. Securing this opportunity was achieved righteously with past experiences in similar or varied fields along with the goals set for the individual.

### **2.1.3 Placement**

With an interest and goal to expand creativity in the UI/UX designing niche, the focus was on the tech department. However, marketing, transcription, and content form the base of Reduct Nepal, and as they are areas of interest, the choice was made to explore those spectrums as well. Dealing with relatable stakeholders, pitching, moving forward with event ideas, research, reporting, transcribing, learning Google Ads, and even understanding emotions more as an individual provided the opportunity to explore creativity and work alignment.

## **2.2 Internship Activities**

### **2.2.1 UI/UX & Tech: Designing and Product Research Studies**

The UI/UX team at Reduct Nepal, including myself, shapes the visual and experiential aspects of our digital products. In Reduct Nepal's tech team, I use Figma, a product designing tool, as a Front-End designing specialist team. Contributing to the development of tools for transcription, translation, and video editing, I focus research, prospecting, wire-framing, and designing end-to-end of the products under the supervision of my mentors. Our collaborative efforts integrate technology seamlessly into the company's services, reflecting Reduct Nepal's commitment to innovation and delivering high-quality solutions to users.

### **2.2.2 Digital Marketing**

At Reduct Nepal, we value continuous learning, providing dedicated digital marketing sessions for our team. In these sessions, I've specialized in content strategy building and Google Ads after participating in Google Ads sessions and campaigns. Focused on crafting compelling content and optimizing Google Ads campaigns, my expertise contributes to enhancing our online presence and effectively communicating our brand message to the target audience.

### **2.2.3 Quality Assurance**

In my role at Reduct Nepal, I got to contribute to Quality Assurance (QA) for our most loyal client. Working closely with the QA team, I played a key role in ensuring the quality of our products before reaching customers. This commitment to QA reflects our

dedication to delivering top-notch solutions and strengthens our relationships with valued clients, ensuring they receive high-quality work that exceeds expectations.

#### **2.2.4 Content Handling**

In my role, I was involved in content handling at Reduct Nepal as well. This encompasses a multifaceted approach, including video creation, assessing, and curating blogs, collecting assets, and designing thumbnails for the produced content. My responsibilities extend to ensuring the seamless transcription of relevant content.

This involvement not only allows me to showcase my versatility but also plays a pivotal role in maintaining a consistent and engaging content strategy for Reduct Nepal. Whether it's help craft compelling blog posts, designing eye-catching thumbnails, or ensuring accurate transcriptions, I am dedicated to enhancing the overall quality and appeal of the content we deliver to our audience.

#### **2.2.5 Event Handling**

Leveraging my event management background, I actively participate at the events endorsed by Reduct Nepal's clients. Currently, I'm engaged as a representator and manager for one of my client's organizations at Locus 2024. This hands-on involvement not only showcases my ability to contribute strategically but also aligns with Reduct Nepal's commitment to actively participating in and supporting key industry events.

### **2.3 Internship Achievements**

Reduct Nepal being a playground for exploration and experiment, it gives me a space to investigate different areas of my interest. This helps me enhance my abilities and skills in technical and personal aspects.

In a personal level:

- Enhanced communication skills.
- Understood my needs and expectations of a corporate environment.
- Learned both good and bad working practices.
- Reflected on my own values and needs as an individual.
- Managed time effectively.
- Incorporated Agile practices into daily life.
- Recognized the power of taking enough risks to create remarkable impacts in life.

In technical level:

- Learnt and utilized tools designed for UI/UX designing and researching.
- Collaborated with developers and stakeholders.

- Ensured brand alignment in design.
- Assessed and created blogs.
- Designed thumbnails and assets for specified content.
- Conducted research and prospecting.
- Engaged with event participants.
- Learnt rigorous testing procedures for quality-driven products.
- Identified and resolved issues with the products.
- Collaborated with team members.
- Built content strategy.

## **2.4 Implementation of Theoretical Knowledge to Practical**

Understanding theoretical concepts is fundamental, but translating this knowledge into practical skills is crucial for success in professional settings. This report provides insights into practical strategies to implement theoretical knowledge effectively.

- **Internships and Work Experience:**
  - Engage in internships aligned with academic focus.
  - Apply theoretical concepts in real-world contexts to gain practical insights.
- **Projects and Research Studies:**
  - Undertake projects that simulate real-world challenges and product studies.
  - Apply learned theories to practical problem-solving scenarios.
  - Participate in collaborative efforts, such as industry competitions.
- **Participation in Industry Events and Networking:**
  - Establish connections with industry professionals.
  - Seek mentorship to understand the practical application of theoretical concepts.
  - Attend/organize conferences, workshops, and seminars in the relevant industry.
  - Gain exposure to practical applications discussed by industry experts.
- **Continuous Learning and Skill Development:**
  - Stay updated on industry advancements and emerging technologies.
  - Acquire supplementary skills to complement theoretical foundations.
- **Problem-Solving Approach:**
  - Develop a problem-solving mindset.
  - Apply theoretical frameworks to real-world problems.
  - Request constructive feedback on practical applications.
  - Utilize feedback to iterate and enhance approaches.



- **Simulations and Role-Playing:**
  - Engage in simulations to replicate real-world scenarios.
  - Practice applying theoretical knowledge in simulated environments.
- **Reflection and Documentation:**
  - Reflect on experiences applying theoretical knowledge.
  - Document learnings and achievements in a portfolio format.

## 2.5 Career Path Options

Given the interest in UI/UX and a desire to contribute to impactful product and brand creation, several distinct career paths present exciting opportunities.

- **UI/UX Designer:**
  - Specialize in creating user-centric designs for digital products.
  - Apply design thinking principles to enhance user experiences.
- **Product Designer:**
  - Extend expertise to encompass the entire product development lifecycle.
  - Collaborate with cross-functional teams to bring products from conception to market.
- **Brand Strategist:**
  - Combine UI/UX skills with branding strategies.
  - Define and elevate brand identities for lasting impact.
- **Digital Marketing Specialist:**
  - Leverage UI/UX skills for effective digital marketing campaigns.
  - Create visually appealing and user-friendly content.
- **User Researcher:**
  - Explore the field of user research to inform product and design decisions.
  - Provide valuable insights into user behaviour and preferences.

## **CHAPTER III**

### **CONCLUSION AND RECOMMENDATIONS**

#### **3.1 Conclusion**

In concluding my BCIS internship at Reduct Nepal, I find resonance in a transformative experience bridging theory and practice. Over 6 months, 3 of which were immersed in Reduct Nepal, I navigated the intricacies of the global Nepali-tech sector. This internship became a crucible for applying academic theories to real-world scenarios.

The journey cultivated not only professional skills but a nuanced understanding of theory-practice dynamics. Daily encounters with stakeholder interactions, technical challenges, and real-time demands refined my technical proficiency, communication, decision-making, interpersonal skills, and time management.

The internship at Reduct Nepal has been a rewarding journey, enhancing my practical knowledge. Engaging in tasks like UI/UX design, using Google tools, content creation, and marketing broadened my understanding beyond the classroom. Apex College's program to mandatorily require its students complete an internship is quite impressive and prepares them for the outer world and its possibilities.

#### **3.2 Recommendations**

##### **3.2.1 Recommendations to Reduct Nepal Pvt. Ltd.**

Reduct Nepal has given me a space to enhance my growth, learning and explore different ideas. While working as an intern, my sole purpose is to understand organizational structure, operation, and its departments more rather than being workaholic. Also, my focus to ensure that I attain a valuable experience in a practical workforce environment. As much as I am grateful to have my expectations met, these recommendations are intended to guide Reduct Nepal toward continuous improvement and sustained success.

- Provide ongoing training programs for employees to stay abreast of the latest industry trends and technologies.
- Practise more Agile practice.
- Expand opportunities for employees to engage in diverse learning experiences, such as industry-specific certifications and cross-functional exposure.
- Establish a structured employee recognition program to acknowledge and reward outstanding performance.

- Develop a comprehensive onboarding program to integrate new hires seamlessly into the organization.
- Explore innovative ways to add value to client partnerships and exceed expectations.
- Integrate sustainable practices into daily operations to reduce the environmental impact.
- Explore partnerships with eco-friendly suppliers and initiatives that align with corporate social responsibility.

### **3.2.2 Recommendations to ACS/College/University**

These recommendations aim to strengthen the internship program's accountability and ensure that students receive valuable and well-monitored learning experiences during their internships. The implementation of these measures will contribute to the success and enrichment of the internship program at ACS, Apex College, and PU.

- Establish a structured system for regular check-ins between academic advisors and students during their internships.
- Schedule periodic assessment to ensure students are actively engaged in meaningful learning experiences.
- Encourage open lines of communication to promptly address any challenges or concerns that may arise.
- Implement a robust feedback system where students can provide insights on their internship experiences.
- Ensure to track that the internship contributes to students' academic and professional development.
- Foster partnerships with industry professionals and organizations to enhance the quality of internship opportunities.
- Assign dedicated mentors or advisors to students during their internship period.
- Maintain healthy and professional relationship with the students along with boundaries in their necessities.

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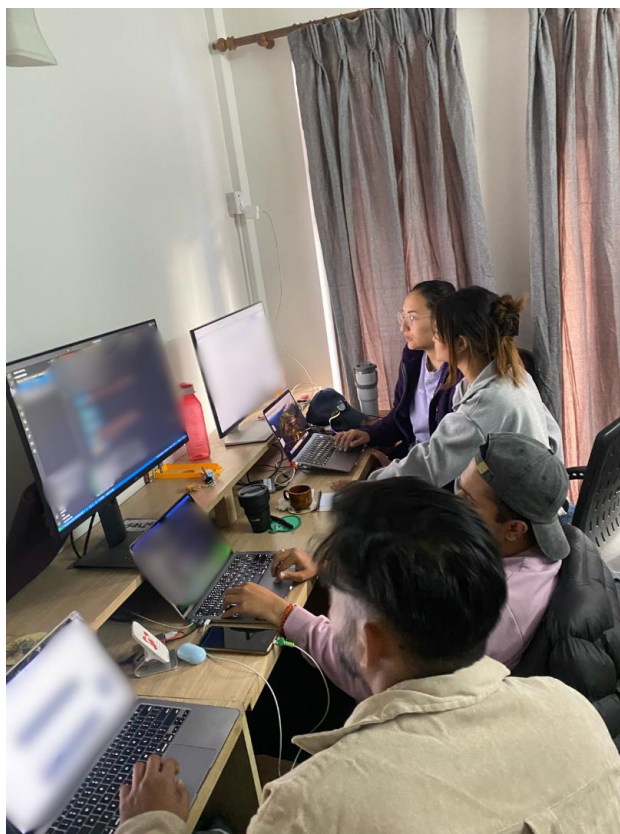
## APENDIX I

Week	Date	Activities performed
1 <sup>st</sup>	2 <sup>nd</sup> Oct – 6 <sup>th</sup> Oct	<ul style="list-style-type: none"> <li>• Introduced and onboarded to the team.</li> <li>• Learnt about Kanban and Agile practises.</li> <li>• Started with Figma.</li> <li>• Prepared with the learning resources.</li> <li>• Brainstormed on a dummy project – to-do app.</li> </ul>
2 <sup>nd</sup>	9 <sup>th</sup> Oct – 13 <sup>th</sup> Oct	<ul style="list-style-type: none"> <li>• Learned and prepared wireframes, design system for the to-do app.</li> <li>• Started with the designing of the app.</li> <li>• Incorporated feedback as went onto learning.</li> <li>• Started with Google Ads session.</li> </ul>
3 <sup>rd</sup>	16 <sup>th</sup> Oct – 20 <sup>th</sup> Oct	<ul style="list-style-type: none"> <li>• Continued with the design of the to-do app.</li> <li>• Collaborated with DevOps to design for a website and completed it.</li> <li>• Continued with Digital Marketing &amp; Google Ads session – keywords.</li> <li>• Researched for the software prospects that can be used in an event collaboration idea.</li> </ul>
<b>DASHAIN HOLIDAY</b>		
4 <sup>th</sup>	30 <sup>th</sup> Oct – 3 <sup>rd</sup> Nov	<ul style="list-style-type: none"> <li>• Continued with the design of the to-do app.</li> <li>• Collaborated to practise on my designs and to build my designs using React-JS with another intern.</li> <li>• Collaborated Google Ads for my Thrift store.</li> <li>• Participated sessions by My Emotions Matter.</li> <li>• Documented the finalisation of the software to be used in event collaboration idea that was brainstormed in the previous week.</li> </ul>

<b>5<sup>th</sup></b>	6 <sup>th</sup> Nov – 10 <sup>th</sup> Nov	<ul style="list-style-type: none"> <li>• Reported and showcased the concept and final collectively work of the to-do app to my supervisors and moved on further feedback.</li> <li>• Continued with sessions by My Emotions Matter, learnt to understand me as an individual more.</li> <li>• Understood the needs for my motivation and negative instances.</li> <li>• Pitched event synergy ideas to the stakeholders.</li> </ul>
<b>TIHAR HOLIDAY</b>		
<b>6<sup>th</sup></b>	20 <sup>th</sup> Nov – 24 <sup>th</sup> Nov	<ul style="list-style-type: none"> <li>• Learned the importance of quality in a product and about the role of a QA.</li> <li>• Performed QA activities on stakeholder's products.</li> <li>• Incorporated to give relatable and impactful solutions to the issues to the DevOps team.</li> </ul>
<b>7<sup>th</sup></b>	27 <sup>th</sup> Nov – 1 <sup>st</sup> Dec	<ul style="list-style-type: none"> <li>• Continued with QA and its tasks.</li> <li>• Incorporated to give feedback on the products.</li> <li>• Explored more on programming main principles.</li> </ul>
<b>8<sup>th</sup></b>	4 <sup>th</sup> Dec – 8 <sup>th</sup> Dec	<ul style="list-style-type: none"> <li>• Got into a new team.</li> <li>• Learnt different case studies of design principles.</li> <li>• Brainstorming and creation of different alternative designs for a stakeholder.</li> <li>• Incorporated spacing, ruling, spacing in design system such that one structure could help slice 10+ websites at the same time.</li> </ul>
<b>9<sup>th</sup></b>	11 <sup>th</sup> Dec – 15 <sup>th</sup> Dec	<ul style="list-style-type: none"> <li>• Continued with the design.</li> <li>• Researched and wrote articles and blogs for a stakeholder on keywords and PPC basis.</li> </ul>

		<ul style="list-style-type: none"> <li>• Explored and learnt more of SEO and its tools i.e. Google Ads, Spyfu, Also Asked in action.</li> <li>• Recorded video-based content to be used in the websites.</li> </ul>
<b>10<sup>th</sup></b>	18 <sup>th</sup> Dec – 22 <sup>nd</sup> Dec	<ul style="list-style-type: none"> <li>• Designed thumbnail for the blogs in a specialized manner.</li> <li>• Learnt about SEO generation research and prospected for the content publish or to be published.</li> </ul>
<b>Christmas holiday, Annual Retreat of the office and New Year holiday</b>		
<b>11<sup>th</sup></b>	2 <sup>nd</sup> Jan – 5 <sup>th</sup> Jan	<ul style="list-style-type: none"> <li>• Created a comparison board of a product of a stakeholder and their competitors.</li> <li>• Designed the board's publishment in different variations i.e. website, pdf, etc.</li> <li>• Researched and collected data of the stakeholder's competitors for a new written content strategy.</li> <li>• Performed transcription as one of the main products of Reduct Nepal is transcription.</li> </ul>
<b>12<sup>th</sup></b>	8 <sup>th</sup> Jan – 10 <sup>th</sup> Jan	<ul style="list-style-type: none"> <li>• Intensively continued working on research and collected competitors' data for the stakeholder.</li> <li>• Reported the event collaboration idea to the stakeholder and prepared on its simulation as the main event date approaches.</li> </ul>

## APPENDIX II



**From left to right:** Yashant Bikram Gyawali (UI/UX Manager), Sankalpa Pokhrel (Software Developer), Saira Khadka (Intern), Upasana Pradhan (Software Developer)



**From left to right:** Saira Khadka (Intern), Sinin Nakarmi (HR Administrator), Yashant Bikram Gyawali (UI/UX Manager), Prason Pandey (Trainee), Sarina Pantha (Digital Marketing Consultant)





*At the annual retreat, Sauraha*

**TOP – from left to right:** Rashmita K.C. (HR Manager), Sadikshya Baruwal (QA Supervisor), Sinin Nakarmi (HR Administrator), Riya Thapa (QA Supervisor), Upasana Pradhan (Software Developer), Sarina Pantha (Digital Marketing Consultant), Saira Khadka (Intern)

**BOTTOM – from left to right:** Avineak Duwal (Software Engineer), Suraj Khadka (Logistics Manager), Punit Jajodia (CEO), Sankalpa Pokhrel (Software Developer), Prason Pandey (Trainee), Yashant Bikram Gyawali (UI/UX Manager)