



INSIGHT

PARTNERSHIP PROPOSAL



Organized by
AIESEC in Rajarata University of Sri Lanka



What's Inside

	Page Number
➤ What is AIESEC?	3
➤ AIESEC in Sri Lanka	4
➤ AIESEC in Rajarata	6
➤ What is INSIGHT	7
➤ Partnership Opportunities	9

What is AIESEC?

We are a **global, youth-led organization** that strives to achieve **Peace and Fulfilment of Humankind's Potential** by engaging and developing every young person in the world with our unique **Leadership Development Model**.

We develop the leadership potential of youth through,



Team Experiences



Global Internships

Present in
107+

Countries

Experiences delivered to
3 people/ Hr

Already Developed
1M+

Since 1948

Active Members
40,000+

Around the world

AIESEC SRI LANKA

AIESEC in Sri Lanka was established in **1995** as a member chapter of **AIESEC International**, which has been creating a positive impact through international experience-centred leadership development to drive this country for the betterment of youth in the future.

In Sri Lanka, we have an active membership of **more than 1600 university students** representing **20 universities**. Many national and multinational organizations entrust the organization to help them gain access to youth opinion, approach top talents for future recruitment, strengthen their image among youth and position themselves as socially responsible businesses by investing in **youth leadership development**.

Present in

20

Universities

Active Members

1.5k+

Nation Wide

Exchange Experiences

1.5k+

Annually

Social Projects

100+

Annually

Social Media Engagement

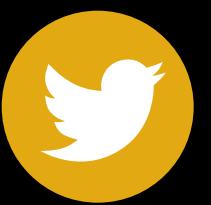
50k+

Our Visibility

The channels that reach AIESEC membership and external audiences



46k+ followers



2.2k+ followers



6.4k+ followers



10k+ followers

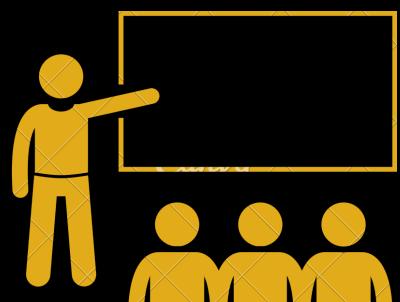
Benefits Received Through Social Media Platform



Promote
the Company Brand



Receive insights from a wider
youth audience and engage
with Sri Lankan youth



Showcase
the Brand Identity



Ensure
your Brand
Presence

AIESEC in Rajarata

AIESEC in Rajarata, which was established in 2020, represents AIESEC in Colombo South which has *440+ members out of which 70+ represent from AIESEC in Rajarata* who are actively involved in facilitating outgoing exchange opportunities to local students by giving internship & volunteering opportunities and partnering up with various companies & organizations through our global platforms.



AIESEC in Rajarata University of Sri Lanka won the *Most Outstanding Initiative Group Award* for the *2nd consecutive time*, Best Performing Initiative Group President Award and Best Performing Initiative Group Vice President Award at the CS Eminence'22, which is the annual award ceremony of AIESEC in Colombo South.



Follow us for more information: https://instagram.com/ig_rajarata

What is INSIGHT?

Insight, organized by AIESEC in Rajarata University of Sri Lanka, aims to provide an opportunity to develop the soft skills needed to strive in the corporate world and raise awareness about global opportunities provided by AIESEC. This will continue as an event series in 5 faculties of the university with a delegation of 150 -200 undergraduates for each session.

The first phase, Beyond the Books, was held on the 12th of June in the presence of undergraduates of 3 faculties. It was a session focused on *Balancing Academic and Extracurricular Activities with Time Management and Stress Management* for undergraduates. The keynote speaker was Dr. Dilani K. Hettiarachchi, who is a Senior Lecturer, NLP Practitioner, and Toastmaster. This session impacted the participants to lead a balanced life while excelling in both academics and extracurricular activities.

Due to the overwhelming response we got for the event and the request of the lecturers we decided to continue the session in each faculty of the university.



Event plan

Focused Faculty	Focused Session Area	Tentative Time
Faculty of Management Studies	Facing Interviews	2nd of August
Faculty of Applied Science	LinkedIn Optimization	August
Faculty of Technology	GitHub & Useful Technical Tools	September
Faculty of Agriculture	CV Development	September
Faculty of Social Science & Humanities	Essential G-suite applications	November

*The session topics and the tentative times might change according to the requests of the university administration and unforeseeable circumstances.

INSIGHT - Acing Interviews

The 2nd phase of *Insight*, organized by AIESEC in Rajarata University of Sri Lanka, is focused on *developing the interview skills of the undergraduates and raising awareness about global opportunities provided by AIESEC*. The session is scheduled to happen on the 2nd of August from 2.00 pm to 5.00 pm as per the request of the Management Faculty.

The event consists of 3 sessions.

- **Facing Interviews** - Mrs. K. A. Kumuduni Sakunthala Rathnakara (Temporary Lecturer, Dpt. of Human Resource Management, Faculty of Management Studies, RUSL and Toastmaster)
- **Global Opportunities** - Ms. Medini Dhanushka (President - AIESEC in Rajarata University of Sri Lanka)
- **Mock Interviews** - The delegates will get a chance to face a mock interview to practice the skills they learnt. It will be facilitated by the Management body of AIESEC.

The delegation is limited to 100.



Why partner with us?



Can reach talented group of enthusiastic people from one of the Sri Lanka's best research universities.



Reach through campaigns on Facebook and Instagram.



Get opportunity to promote product and brand among undergraduates and graduates.



Chance to market and do promotional activities by displaying logos on promotional material.



Can interact with diverse people from six different faculties.

Title Partner | 30 000

- The company will give LKR. 30000 for each event.
- The company will be recognized as the official Title partner of the Insight event series.
- Opportunity for employer branding activities among undergraduates.
- The company will get a chance to put an advertisement on our future newsletter which will be issued to various stakeholders through emails.
- A one-minute promotional video will be played during the insight.
- The company can put two banners on the event premises.
- Partnership announcement will be made on AIESEC in Rajarata Instagram page and by the moderator during the insight.
- The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms reaching over 1,000+ undergraduates and graduates.



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THANK YOU!

Organized by
AIESEC in Rajarata University of Sri Lanka

