

**UMEED: A DROP OF HOPE**  
**TASK 3 WEEKLY REPORT**  
**Marketing & HR Week**

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**Date:** 16th June 2024

**Task Number:** 3

**College:** Indraprastha Institute of Information Technology, Delhi (IIITD)

## **INTRODUCTION**

During my participation in the PAN INDIA INTERNSHIP organized by UMEED NGO, I was assigned the task 3, in which my responsibilities were:

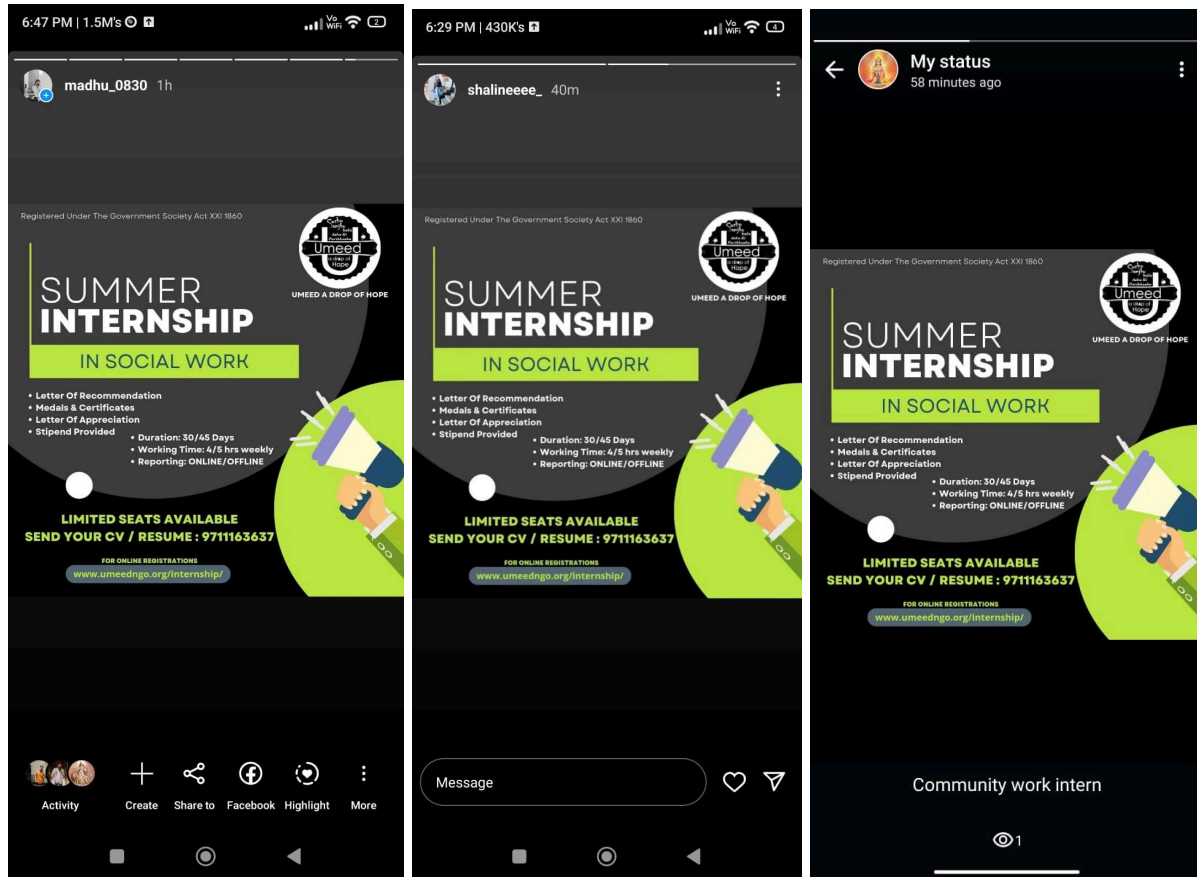
1. To make a social media strategy for Umeed and help them in connecting at least 30 followers on following social media platforms: Facebook, Instagram & Twitter.
2. To invite applicants for Internship (Target: School & College students) by creating a poster, requesting students to send their CV on email/Whatsapp & circulating it on social media, linkedin, college/school groups.

## **IMPORTANCE OF THIS TASK**

The tasks assigned during the PAN INDIA INTERNSHIP with UMEED NGO are essential for improving the organization's social impact and outreach. Creating a social media strategy and gaining followers on Facebook, Instagram, and Twitter will increase UMEED's visibility and engage a larger audience in its mission. This engagement is important for building community support and raising awareness, both of which are crucial for driving social change. Additionally, inviting school and college students to apply for internships through well-designed posters and targeted outreach helps develop socially conscious individuals. This empowers the youth by providing valuable experience and strengthens the organization's efforts to build a more inclusive and supportive society.

## **MY STRATEGY / TECHNIQUE**

- I approached my friends and classmates, explaining the importance of working with and supporting an NGO to drive social change in our society.
- Additionally, I reached out to some youth in my neighborhood, suggesting them to follow Umeed's social media handles to increase their interest in social work.
- I uploaded the poster on my social media accounts and encouraged them, emphasizing that it is our duty to contribute to such causes.



## FINAL RESULT (OBSERVATION)

username/handles that started following:

1. doremonlover\_2.0
2. shalineeee\_
3. madhu\_0830
4. mr.\_swami\_001
5. \_\_rohitraj
6. omveer.swami.7
7. @chiraggarg032 (twitter)
8. @swyam\_upadhyay
9. prthvpatel77
10. avinashBarala2004
11. @lessgobir23
12. @\_PiyushVerma
13. @ammy\_0069
14. @khanali989
15. r\_satyam129
16. ayushsachan02

17. ankitkat042
18. sspiu.5500
19. sakshi.s.455
20. gunjanswami44
21. pouravs
22. aakash.k.391
23. arnav\_2485
24. manchoria\_keshav
25. \_yk.kirti\_
26. poojay509
27. neha\_kashyap026
28. karishmabidla
29. manjeet1423
30. shubhamsharma0711