

Project Problem Statement_Solution

Q1. Go through the 'About Us' page and make a note of 3 things from it that you can use to impress the HR when applying for a job here.

Sample Answer: While exploring the 'About Us' page of Internshala, I found these 3 interesting facts about the organisation:

i) The organisation has a panel of 8 advisors out of whom 3 are from IIT Madras. I have always respected IIT Madras as an educational institution and I feel that working for an organisation that has advisors on its panel from such an esteemed institution would be a great platform for me to learn many things about the education sector and also offer a good professional experience.

ii) The 'Current Team' tab in the 'About Us' page of Internshala's website very fondly mentions the name of all its employees, their personalities, and their contributions. I feel that it would be an honour for me to contribute to Internshala's mission and make a place for myself among that list and maybe see my name as well there.

iii) I also saw that on the 'About Us' page, along with the current employees and advisors, the team section also mentions the Internshala Student Partners. They are the extended team members who are representing Internshala in their colleges, also fondly known as the ISPs. It is absolutely heartwarming to see how Internshala values the contributions of its ISPs just as equally as its other employees and it would be an honour for me to be a part of an organisation where all their team members are valued and offered so much warmth.

Q2. Find out the name of 2 HRs at Internshala and also the name of the CEO.

Answer: The name of HRs at Internshala are Shobha Saini, Sushmita Mahato, and Gayatri Mudgil and the name of the CEO of Internshala is Mr. Sarvesh Agrawal.

Q3. Go through the various social media platforms and check out on which of these is Internshala active.

Answer: I explored various social media platforms and found Internshala to be present on the following platforms- Instagram, LinkedIn, Facebook, Twitter, and YouTube. Based on my observation, currently, Internshala has more followers on LinkedIn and Facebook. But, in terms of engagement, it is most active on Instagram and LinkedIn and very less active on Twitter and YouTube.

Q4. Prepare a cover letter to be sent to the hiring manager for a profile that you are interested in.

Below are the sample cover letters for all the 4 profiles:

i) Sample Cover Letter for the role of Visual Designer:

Dear Shobha,

Hope you are doing well.

My name is Catherine D'Costa. I am a B.Sc. (Hons.) Computer Science final year student at ABC College, XY University, Pune. I am looking for a job as a visual designer and came across an available requirement for that profile at your company on your official Instagram page. I am writing to see if I may be considered for this role.

I understand that your team is looking for someone who can create design solutions ranging from graphics and social media to animations for your e-learning platform and I believe that my skills may be of use for the same.

I was always interested in drawing hand sketches and paintings during school until my Xth standard and used to participate actively in many art competitions as well, but only did it as a hobby and never considered it seriously. I later lost touch with sketching and painting for the next 2 years as I got busy with my academics. But, when I entered college for graduation, we were offered an opportunity to select an additional subject of our choice along with our other course subjects where I chose graphic designing as my additional subject randomly. Later, I also developed various designs for my college website and events. It is during this time that I discovered that I really enjoyed creating designs and compositions and inclined me to pursue a 6-month course on 'Graphic Designing and Advertising' from the Campus of Open Learning, Delhi University and has now drawn my interest towards exploring this field as a profession.

I have used Internshala's website and Android app and also got to see a few posts on your Instagram, Facebook, and LinkedIn pages and really loved the idea of how the platform has simplified internship/job search for millions of students and also offers them regular insights into the world of employment through humorous yet meaningful social media posts. I would love nothing more than to be able to contribute in making the same kind of difference in the lives of students and be a part of your initiative of bridging the gap between skill development and employment through your trainings and internship and job search platform. I also feel that my experience with Adobe Creative Suite (including both Adobe Photoshop and Illustrator) can also be put to use to enhance the learning experience of the students on the online trainings platform.

Could you please let me know if I may be a relevant candidate for this role and can be considered for it? My resume is attached with this email for your kind perusal. I will be happy to provide any more information that you may need. I look forward to hearing from you.

Warm regards,

Catherine D'Costa

B.Sc. (Hons.) Computer Science final year student at ABC College, XY University, Pune

Phone - +91 - 12345*****

Behance - https://www.behance.net/****

ii) Sample Cover Letter for the role of App Developer:

Dear Shobha,

Hope you are doing well.

My name is Zakir Ahmed. I completed my B.Tech (Computer Science & Engineering) from ABC Engineering College in Jaipur in June 2020. I read about an available App Developer's role on your company's LinkedIn page and I am writing to see if I may be considered for this role.

I first developed an interest in programming in class 11th when I participated in a coding competition after the encouragement of my teacher and also won that competition. It encouraged me to learn about programming and I also learned to write simple programs in C language. Later, while preparing for my

boards and entrances, I came across various educational apps such as Meritnation, BYJU's, and many others and it fascinated me to see how they had provided access to pocket education for everyone. It inspired me to be a part of something that can help students' learning experience.

Other than an above average academic performance (my CGPA is 7.9) throughout, I have also built a few small scale Android apps already (links in my resume) and have a thorough understanding of the basic principles and the required technology framework.

I have used Internshala's Android app and I love how it has simplified internship/job search for millions of students. However, I also noticed that there is a scope of adding many new functionalities to it (for example, a feature to identify the user location using GPS and showing them all the internships in that location or nearest metro city) that I would be happy to get a chance to work on. Also, I have read great things about the work culture of Internshala and would love nothing more than being a part of your mission to help students get internships/jobs that matter and experience that culture alongside.

Could you please let me know if I may be a relevant candidate for this role and can be considered for it? I have attached my resume with this email and will be happy to provide any more information that you may need. I look forward to hearing from you.

Warm regards,

Zakir Ahmed

B.Tech (Computer Science & Engineering), ABC Engineering College

Phone - +91 - 12345*****

GitHub - (https://github.com/*****)

iii) Sample Cover Letter for the role of Content Writer:

Dear Shobha,

Hope you are doing well.

My name is Rithvik Verma. I completed my B.A. (Hons.) English from XYZ College, Delhi University, New Delhi in June 2020. I read about an available opportunity for the role of a Content Writer at your company on the 'careers' page of your website and I am writing to see if I may be considered for this role.

As per the responsibilities mentioned in the post on your website, I understand that you are looking for someone to write SEO-based articles and listicles for your blog, articles for different media publications, and editing student entries.

I would like to share that I developed a keen inclination towards writing during my Xth standard. It was when my English teacher in school appreciated the essays I used to write and encouraged me to start reading and writing on different topics regularly. She also supported me when I started participating in essay writing and debate competitions actively at inter-state and zonal levels.

Later, I also joined the Literary Club in my college and participated in various writing related activities. I also edited a few articles for the annual magazine of my college. These experiences have not only helped me improve my content writing skills but have also given me hands-on experience in content editing and I believe these skills may be of significant use for the profile required by you.

I have explored Internshala's blog and read many articles as well. I personally found the 'Internship Tips' section very useful and could practically use the information shared in the articles- "*How to make a resume for internships*" and "*How to answer 'Tell me about yourself' interview question*" to apply for internships. I feel that the simplicity and clarity of the language of the articles is something that makes

Internshal's blog stand out and connect more with the students and it would be an honour for me to contribute to such a platform and learn more aspects of content writing such as SEO and writing for media publications from the team whose content I look up to to improve my writing skills.

I would request you to kindly let me know if I may be a relevant candidate for this role and can be considered for it.

Please find my resume attached to this email. I have also attached the link to my WordPress blog in the resume for your reference. Please let me know if there is any more information that you may need. I look forward to hearing from you.

Warm regards,
Rithvik Verma
B.A. (Hons.) English, XYZ College, Delhi University, New Delhi
Phone - +91 - 12345*****
WordPress - <http://www.x.wordpress.com/>

iv) Sample Cover Letter for the role of Marketing Manager:

Dear Shobha,

Hope you are doing well.

My name is Ritika Singh. I completed my BBA from XYZ Undergraduate Business School, Ahmedabad in June 2020. I read about an available Marketing Manager role on your 'careers' page and I am writing to see if I may be considered for this role.

I would like to share that other than an above average academic performance (my CGPA is 8.0) throughout, I was also the secretary for the rotary club in my college and one of my responsibilities during that role was to conduct the monthly and annual events and bring sponsors for the same & their promotions.

As a part of the promotions of our events, I got various opportunities to write promotional emails and develop a few social media marketing posts under the mentorship of my professor. I also designed some emails for promotion of some other events of our college (links in my resume). During this time span, I observed that marketing is something that I really enjoy and being a people's person I also enjoyed interacting with various people, understanding their requirements, and convincing them to come onboard. This is what built my interest in the marketing field and encouraged me to explore it as a profession.

As someone who was searching for the right platform to look for employment opportunities after her graduation and is also a user of Internshala, I just love the idea and how the platform has simplified internship and job search for millions of students like me and I would love nothing more than being a part of your mission to help students get internships and jobs that matter and bring them the right opportunities (companies) to apply to.

I noticed that Internshala recently organised a 'Grand Summer Internship Fair' for employers where they could showcase their brands and hire interns for their companies during the summer season. I felt that it was a great opportunity for both employers and students to utilize the summer vacation season. Similarly, I feel more such campaigns can be implemented for the employers. For example- a campaign promoting part-time work from home internships where companies can benefit even during the non vacation months (such as August, September, etc.) and I would be happy to get a chance to work on something like that and more.

Could you please let me know if I may be a relevant candidate for this role and can be considered for it? I have attached my resume and the screenshots of some of the campaigns I worked on (Google Drive link in my signature) with this email for your kind perusal. I will be happy to provide any more information that you may need. I look forward to hearing from you.

Warm regards,

Ritika Singh
BBA, XYZ Undergraduate Business School
Phone - +91 - 12345*****
Google Drive- https://drive.google.com/****/****/****

Q5. Write the answers to the following HR questions:

a) Why do you want to join our organisation?

Below are the sample answers to this question for all the 4 profiles:

i) Sample Answer for the role of Visual Designer:

I have been a user of Internshala's internship platform for the past 5-7 months and have also been following them regularly on various social media platforms. I have observed that the designs and infographics used for social media posts are very crisp and filled with fun and humour. Many a times, the posts are connected to the recent happenings or upcoming occasions and are shared very proactively on different platforms to engage the users. I feel that it is a skill that I would really want to develop as a visual designer and would love to learn it from the team at Internshala. Also, as a student myself, I understand how video tutorials enhance the online learning experience and I understand that this role will give me an opportunity to create engaging content for the online trainings on Internshala and explore a different use of design and illustrations which would be a new learning experience for me.

Also, I have explored the 'About Us' and 'Team Diary' section of your website and it was very heartwarming to see how fondly all the team members have described their work experience at Internshala. It has really added to my interest to work here and experience the culture that I read about in the experiences of so many team members.

ii) Sample Answer for the role of App Developer:

I have always been deeply interested in the ed-tech industry and the opportunity to learn online that it offers to the students. Today, there are so many platforms that offer e-learning solutions. But, Internshala as a product not only offers a skill development platform, but also helps the students find the right internship and job opportunities to start their career with, which is not a feature that many companies offer. Also, I have myself used Internshala's app and I find its user friendly interface to be appealing. I feel that there is immense scope for me to learn from a team that created such a product that is today helping so many students find the right career opportunities for themselves belonging to any part of the country.

Also, one of my seniors in college had done an internship at Internshala and spoke very highly of the work culture here and how all the team members are given an opportunity to learn and valued equally here. This also added to my interest in working here and getting a chance to experience that work culture.

iii) Sample answer for the profile of a Content Writer:

Being an internship applicant myself who scrolls through hundreds of internships every day, now I absolutely understand the significance of a genuine and crisp internship opportunity that offers not only a professional but a wholesome learning experience as well. But, there are certain challenges that many students like me face while searching for such opportunities such as how to create our resumes correctly, how to apply for internships, how to write engaging cover letters for internships, etc. and the important skills that can help us students land good opportunities. I believe that Internshala's internship and training platform is providing both these solutions to the students and I would love to contribute in helping all those students get closer to their dreams through my content and be a part of that journey of Internshala.

Also, another thing that has intrigued me and inclined my interest towards Internshala is its work culture and tenets that it abides by (which I was able to explore through your website). The simplicity in your blog content and internship postings reflects the efforts taken by the team to make it a smooth experience for your users and I would love to explore more of your culture if I get selected to work here.

iv) Sample Answer for the role of Marketing Manager:

I have worked as an ISP (Internshala Student Partner) with Internshala in the second year of my college where I had to promote Internshala's internship platform among my peers and also encourage them to learn new skills through Internshala Trainings. That experience not only helped me work on my communication and networking skills, but also gave me an opportunity to work closely under the mentorship of Internshala's team. While working with the team, I was amazed to see the dedication of the team towards their mission to help the students and how relentlessly they are working to make a difference in the lives of all their users. That is when I decided that whenever I start my professional career, I would love to work with Internshala.

Another factor that drove my interest to work with Internshala was its work culture. Even when I was working remotely with the team as an ISP, my mentors from Internshala encouraged and guided me at every step and helped me learn and develop the required skills throughout my tenure and also cleared any doubts that I had with utmost patience. All the efforts that I put from my end were always acknowledged and I was always treated like a valuable member of the team. I feel that it would be a great start for my career to work with and learn from such a team and experience their work culture.

b) What are your expectations from this job?

Below are the sample answers to this question for all the 4 profiles:

i) Sample Answer for the role of Visual Designer:

I did an internship as a graphic designer with an organic food manufacturing company for 3 months in the second year of my college. That internship helped me build an insight of how visual and graphic designs impact the growth of social media of an organisation. The part of this opportunity that really excited me was to work on developing design solutions for e-learning content and my primary expectation is to learn and be able to contribute in designing visuals that create a positive impact on and enhance the learning experience of the students. I also hope to utilise my experience of working with Adobe Creative Suite (including Adobe Photoshop and Adobe Illustrator) and to get the creative freedom to propose and experiment with new design ideas.

And last but not the least, I am equally eager to experience a work culture where not only dreaming big and sharing feedback with the team members is a part of their cultural values, but also helping students

achieve their dreams is a daily practice.

ii) Sample Answer for the role of App Developer:

I feel that a mobile application is as good as its users' experience. I have used Internshala's Android app and I found it really easy to use. I want to learn about the complete life cycle of building a product and its features to maintain its performance. I am looking forward to learning the same and working under the mentorship of the tech team of Internshala. Also, I am expecting to get the creative freedom to experiment with new features for the Android app using new technologies and continuously work on improving the application's performance to ensure a positive impact on its millions of users.

And last but not the least, I learnt through the team diary on your website that Internshala is a startup with a young team where many of your team members started here as interns and are now a part of your team which I feel is really inspiring and I feel that it would be my honour if I can pave a similar kind of journey for myself at Internshala.

iii) Sample Answer for the role of Content Writing:

I would like to share that I have written content for my college magazine on different topics in the past and also have some basic knowledge of SEO (search engine optimisation). But, I have never written content that is SEO based or for media publications before. Therefore, one of my expectations from this job is to learn and gain exposure in creating meaningful and SEO optimised content. Also, I am really looking forward to creating meaningful educational content that can help and create an impact in the lives of students, providing the required support to the content team as a content writer, and helping them in their relentless pursuit of achieving excellence.

In addition to growing my skills as a content writer and learning new things about this domain, since this would be my first corporate experience (if I get selected), I also hope to experience how things function in a professional environment and contribute as an efficient member of the team.

iv) Sample Answer for the role of Marketing Manager:

My primary expectation from this job is that I would get to learn how things work in a startup because eventually I want to start one of my own. Also, I feel that customer engagement is an integral aspect to run any organisation (especially in the digital marketing space) and since I will be working on a marketing profile, I hope to learn about the entire process of digital marketing from campaign ideation to launch and its execution. Sense of ownership is important to me and hence, I hope to get the creative freedom to propose and implement new ideas.

And last but not the least, I am equally eager to experience a work culture where not only dreaming big and sharing feedback with the team members is a part of their cultural values, but also helping students achieve their dreams is a daily practice.

c) If you were offered a similar job with another organisation with higher pay, would you leave us?

Below are the sample answers to this question for all the 4 profiles:

i) Sample Answer for the role of Visual Designer:

My interest in developing design solutions for e-learning content and learning the absolute latest about

the impact of visual designing in the field of online education and employment is what has made me apply to this role, which I hope I will be able to learn better here than anywhere else. So, unless there is a huge gap between salaries offered in this company vs. another, I don't see a reason why I would want to switch. Also, I am aware that changing too many companies too soon may not look good on my resume for my future career.

ii) Sample Answer for the role of App Developer:

My primary objective is to work on a product that creates an impact in the lives of students in as many ways as possible and Internshala is a platform that is helping solve one of the most common problems faced by the students- a platform to find the right internship opportunities. I believe that Internshala is working at the root level of this problem by offering a trustworthy 'internship search platform' for students who are yet to complete even their graduation. This gives me an opportunity to be a part of that mission and contribute to something that no other platform offers at the moment. So, unless there is a huge gap between salaries offered in this company vs. another, I don't see a reason why I would want to switch. Also, I am aware that changing too many companies too soon may not look good on my resume for my future career.

iii) Sample Answer for the role of Content Writing:

As I mentioned previously, my interest lies in creating content based on the field of education and my primary objective is to learn the absolute latest in the field of education and employment which I hope I will be able to learn better here than anywhere else. So, unless there is a huge gap between salaries offered in this company vs. another, I don't see a reason why I would want to switch. Also I am aware that changing too many companies too soon may not look good on my resume for my future career.

iv) Sample Answer for the role of Marketing Manager:

My core interest lies in developing an understanding of how things work in a startup because eventually I want to start one of my own and my primary objective is to learn the entire process of digital marketing from campaign ideation to launch and its execution which I hope I will be able to learn better here than anywhere else. Also, as per the information I found out about Internshala online, I could see that it is a young startup that has grown manifolds in a very short span of time and it would be an enriching experience for me to explore the journey and be a part of it that has brought it here and explore what all it has in store for the future. So, unless there is a huge gap between salaries offered in this company vs. another, I don't see a reason why I would want to switch. Also, I am aware that changing too many companies too soon may not look good on my resume for my future career.

d) If you were to join us, what is the one thing you would like to change about the company?

Below are the sample answers to this question for all the 4 profiles:

i) Sample Answer for the profile of Visual Designer:

I have been following Internshala on various social media platforms such as Instagram, LinkedIn, and Facebook for the past few months. One thing that I observed about the designs of Internshala are that apart from sharing a meaningful message through your social media posts, the designs of the posts are filled with fun and humour. However, I feel that there is a scope for adding more playful illustrations to them to engage the audience on social media.

ii) Sample Answer for the profile of App Developer:

I have myself used Internshala's mobile app as a student to search for internship opportunities. While using the app, I observed that the app allows the students to search for internships, but it does not allow them to access the Internshala Trainings in it as of now which is also one of Internshala's core offerings. If I get selected for this role, I would really like to explore if we can work on that aspect of the product and create something for the students who have enrolled in Internshala Trainings.

iii) Sample Answer for the profile of Content Writer:

While browsing through Internshala's blog, I saw that there were many interesting articles shared for success stories (about trainings and internships), Fun-tastic, and Internship Tips section. But, I observed that since some time, there has been very less activity in the 'Learning Tracks' section. I wonder if there is an opportunity to add some more content that may be useful for the students. Also, now that Internshala also has trainings for subjects in creative arts such as creative writing and photography, maybe we could explore those areas and develop some content for those topics as well.

iv) Sample Answer for the profile of Marketing Manager:

While exploring more about Internshala, I also got a chance to explore Internshala's social media presence and activity and found it to be present on various various major social media platforms such as LinkedIn, Instagram, Facebook, and YouTube. I observed that Internshala is almost equally active on LinkedIn and Instagram and decently active on Facebook as well. But, I noticed that Internshala is not very active on YouTube and Twitter and I wonder if there is an opportunity we may be missing there which I would want to work on.