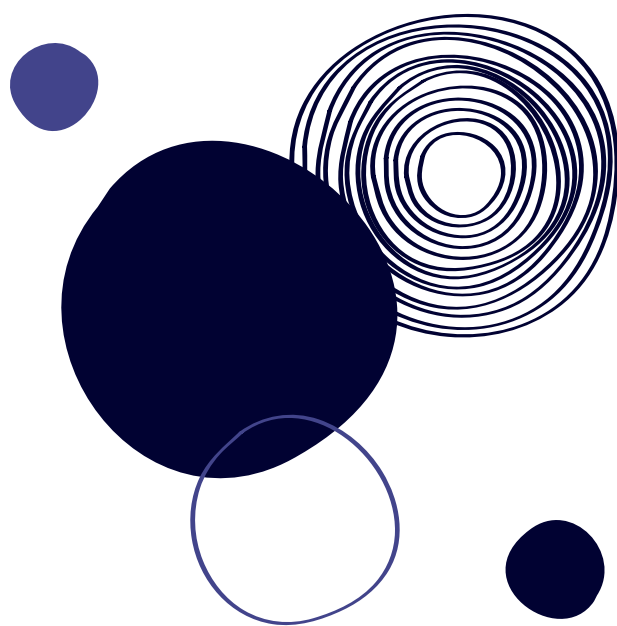


ELSI 2025

English Learners Summer Internship Program '25





**WHAT IS
ELSI?**

ELSI (English Learners Summer Internship) is a unique, hands-on internship program designed and run by English Learners. It offers students from classes 10 – 12 a chance to gain real-world experience in content creation, video editing, and social media management while working closely with our educational platform.

Through ELSI, you can:

- Apply your skills to real projects
- Collaborate with a creative team
- Boost your resume and confidence
- Earn certificates, stipends, and recognition



THE

DEETS!

Duration: 3 months (June – August)

Eligibility:

- Students of class 10 and above
- A student of the English Learners Offline Batch

Domains:

- Video Editing
- Social Media Management
- Content Writing

Mode: Mostly online, flexible hours

Stipend: Performance-based

Slots: Atleast 2 in each domain



SELECTION PROCESS

The selection process for our internship is designed to identify students who are not just talented, but also committed and enthusiastic. **After you apply and choose your preferred domain, you'll receive a short, domain-specific task to complete within a limited time.** Your submission will be judged on **creativity, quality, timely completion, and your proficiency in using relevant tools or apps.** We're looking for students who are **punctual, serious** about their responsibilities, and **can work well in a team.** It's important that you have enough free time and are available during the full 3-month internship period. **If selected,** you'll be invited to a private group, where we'll collect your basic details, complete orientation, and provide you with all the permissions and resources you'll need to get started on your journey with us.



D O M A I N S

1. Video Editing

As a Video Editing intern, you will:

- Edit short-form videos and YouTube Shorts, making content engaging and visually appealing.
- Work with raw content provided by the team or content writers, trimming, arranging, and enhancing them as needed.
- Add graphics, subtitles, transitions, background music, and effects to improve video quality and audience appeal.
- Create mini educational videos based on topics selected and as approved.
- Optimize videos for YouTube by adapting aspect ratio, duration, and thumbnail selection.
- Coordinate regularly with the content writing and social media teams to align video content with current campaigns and lesson plans.
- Meet deadlines for video submissions and adapt your edits based on team feedback.

2. Social Media Management

As a Social Media Management intern, you will:

- Design posts and stories for platforms like Instagram, Twitter, and LinkedIn, using templates and creative tools such as Canva.
- Write engaging captions, hashtags, and short promotional texts to boost visibility and interaction.
- Schedule and publish posts, ensuring regular updates for the institute's social media followers.
- Share new YouTube videos and highlights across all platforms.
- Interact with the audience by responding to comments and messages, and encourage participation in online quizzes or challenges.
- Track trends, analyze post performance, and suggest strategies to increase reach and engagement.
- Collaborate with the video and content teams to ensure consistency and cohesion in all published materials.

3. Content Writing

As a Content Writing intern, you will:

- Prepare raw content for YouTube videos on syllabus-based topics, following CBSE/ICSE/ISC guidelines.
- Write educational articles, grammar tips, summaries, and explanations for complex topics to make them easy to understand.
- Draft sample question papers, quizzes, and worksheets for classes 8 to 12.
- Research topics as assigned, ensuring accuracy and originality in content.
- Edit and proofread your own and team members' work to maintain high language quality.
- Adapt tone and style to match the institute's standards and students' needs.
- Work closely with the video and social media teams to ensure written content is ready for video scripts, posts, or promotional materials.



THANK

YOU!