

BUSINESS PROJECT

Enterprise partners worked with one of the best institutes which cover the most no industry



MAHRATTA CHAMBER OF COMMERCE, INDUSTRIES AND AGRICULTURE

CLIENT

MCCIA - Mahratta
Chamber of Commerce
Industries and Agriculture

TEAM

Jay Chandrani
Steon Carvahlo

PROJECT CATALYST

Tanvi Sethi

MENTORS

Aditya jhunjunwala
Ankita Parashar



TALENT MAGNETIZING FOR MCCIA FELLOWSHIP

ABOUT THE CLIENT

MCCIA

MCCIA is one of the few Chambers of Commerce in India which were established before independence, at a time when industrial activity in the country was yet to truly flourish. The organisation which was instrumental in honing Pune's potential for enterprise and innovation.

MCCIA Youth Fellowship is a unique opportunity for grads & post-grads, to work with a vibrant chamber of commerce, offering exposure to over 16 industry verticals.

One will get an opportunity to interact with industry leaders and observe them from close quarters. It's an opportunity to create a unique experience portfolio. Young people have a unique opportunity to get exposure to the dynamic world of industries. One can gain exposure to 16 industry verticals and an opportunity to work with dynamic teams.

PROJECT DURATION

8

Weeks

3

Team members :
2 partners and 1
business consultant

2

Mentors

150

Hours of work
invested

PROBLEM STATEMENT

How do we get **200+** applicants for the MCCIA fellowship?

PHASE -1- USER INTERVIEWS

In this phase, we tried to understand our ideal user. We conducted two use interviews of previous fellows, transcribed them, and found some keywords that will become the base for phase 2.

PHASE -2-MARKETING CAMPAIGN

We researched various fellowship programs that exist and studied their social media and outreach strategies and based on the research we did, we came up with a content calendar.

PHASE -3-CONTENT CREATION

A content calendar was created. We also shot some content that was used on different social media platforms.

PHASE -4-SELECTION PROCESS

After researching the application process of various fellowships as well as colleges, we refined the existing process and added group discussion as an additional step to filter out candidates.

SCOPE COVERED IN THE PROJECT

Mapping
current
business
model

Industry
and
competition
research

Identifying
users

Social Media
calender
creation

Selection
process for
applicants

Communication
guideline
asset

TOOLS USED



For online
interactions



For frameworks
application



For
brainstorming



For
transcription



For visuals
exploration

BUSINESS FRAMEWORKS AND TOOLS APPLIED

Customer
profile Canvas
by Alex
Osterwalder

5LM
framework

User
interviews

Business one
pager

COMPETITORS ANALYSIS

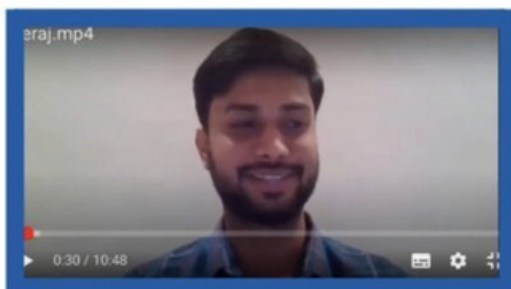
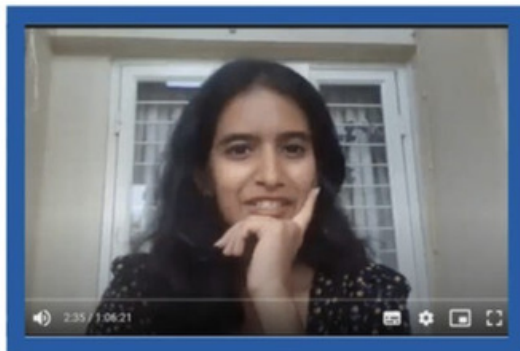
We started with how many and whom all are offering fellowships with different categories, we had a total of 8 fellowship programs. We then moved to create a list of colleges around Pune and Mumbai wherein we could send information about the fellowship program.

Once we had our competitors lined up and the colleges list ready we conducted interviews of the past fellows to get keywords and themes which we could include in the messaging strategies across all platforms to communicate clearly with the students and which we could use for social media promotion.



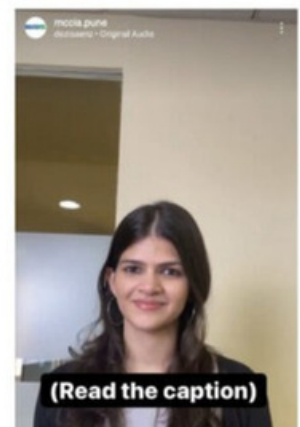
Fellow experience interviews

Conducted interviews and edited them

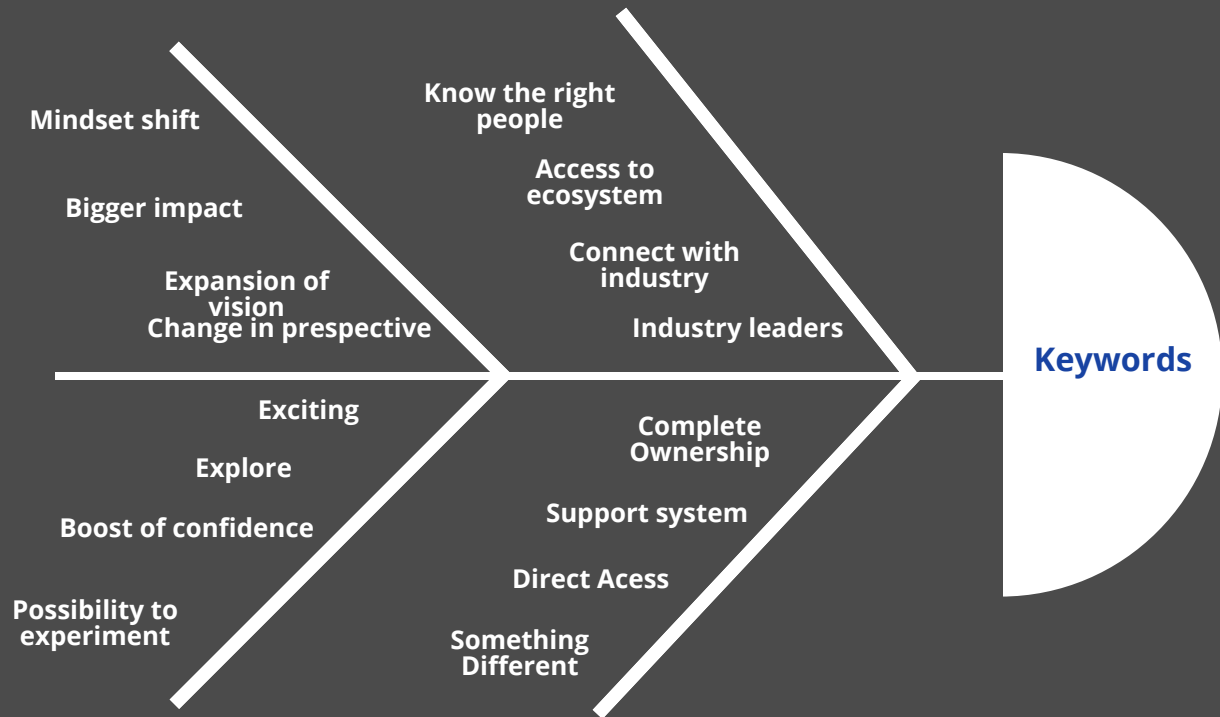


Content Creation

Shot and edited reels



After doing in-depth interviews with past fellows, we transcribed the interviews and harvested them. During this process we identified some keywords that will form the base for marketing campaigns and communication assets, using words the customers shared.



MCCIA User Interview

COMMUNICATION RECOMMENDATION TO CLIENT:

- Further, we created Social media calendar, by understanding the trend and also searched how other fellowships are promoted on different platforms. We listed down a few observations and experiences of fellows from the interview and how we can market those points.
- Fellows having complete ownership of projects
- Fellows getting Interaction with industry leaders
- Fellows are exposed to the Opportunity to explore.
- Chamber generated some amazing opportunities.

STRUCTURE OF THE APPLICATION PROCESS

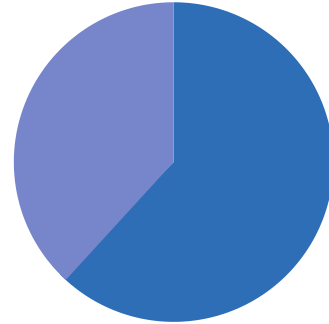


- We started with researching various fellowships, colleges, and recruitment processes and their recruitment criteria and brainstormed, and decided we will select the candidates in 3 phases that would be ideal for the selection.
- STEP 1- After brainstorming we came up with the process in which we decided we will select candidates for Phase 2 based on their answers to 3 reflective questions, which were given in the google form.
- STEP 2- In Phase 2 we decided to give candidates to write a one-pager on a particular topic related to the domain they selected. And according to the one-pager they submitted we selected candidates for phase 3.
- STEP 3 - Interviews were conducted by the MCCIA Team along with a Group discussion with the help of the enterprise team selected the last 10 candidates who took an interview with the Director-General of MCCIA.

APPLICANTS DATA FOR 2022 COHORT

- Graduates:Post graduates = 3: 2

Post-Graduates
38.2%



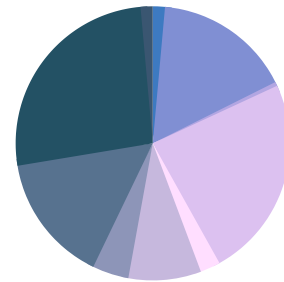
Graduates
61.8%

- 90% of applicants came from:
- News paper=23%
- Facebook/instagram=15%
- Mccia website=16%
- College refrence=8.5%
- Word of mouth=26%

Word of mouth
26.2%

Youtube
1.4%

MCCIA website
16.2%

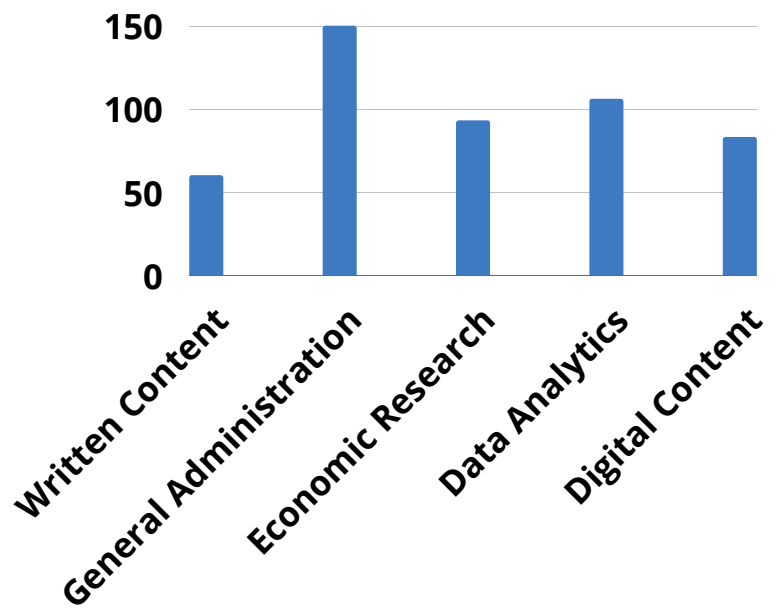


Newspaper
23.8%

Facebook/Instagram
15.2%

College refrence
8.6%

- General administration was the most popular choice with 75% of the applicants applying for it.



1

PERSONA IDENTIFICATION

- User research of past and potential fellows
- Perceptual mapping of fellowship against competitors
- Creating a process for selection of fellows

2

CAMPAIGN STRATEGY

- Keywords for communication
- Action plan for execution of campaign
- Communication guideline sheet for future campaigns

INTENTION OF THE BUSINESS PROJECT

At Enterprise the mode of learning is through real-life projects. Enterprise is a one year part time hybrid fellowship program for the youth (18-26) to develop confidence, communication and business acumen to become work and life ready.

HOW IT WORKS

1. The team brings diverse experience across industries and business verticals.
2. The combination of experienced entrepreneurs plus young students brings dynamism and fresh perspectives.
3. The youth bring a millennial-friendly approach to communication and messaging.
4. We bring the best of business tools and frameworks (like Theory of Constraints, Value Proposition Design, User Research, Design Thinking, Keyword Analysis, Newsletter marketing, Digital Funnel setup, etc) at a fraction of the cost of a regular agency or consulting firm. We can do this as our primary objective is to provide a real-life learning opportunity for our students.
5. We always begin with deep user research and strategic thinking before starting any execution.
6. We empower and handhold the clients in the process to be fully capable of running the process on their own upon the completion of the project.

MEET THE DREAM TEAM



TANVVI SETHI

A 23 year old, recent law graduate. Currently, she is working as a team member at Enterprise as Project Catalyst. She is very passionate about safety for elephants.



STEON CARVALHO

Steon is a 24 year old Engineering graduate who also applied for the MCCIA fellowship and now works with social media team content creation at Mccia, primarily on Instagram and YouTube, along with that he does economic research. He has also worked on other things like SEO, event management, report writing, web development, creatives.



JAY CHANDRANI

A 22 year old BBA graduate from MIT ADT University. Currently involved in his family business to help grow it, has a passion for motorcycling and traveling. loves to explore new things and learn from it.