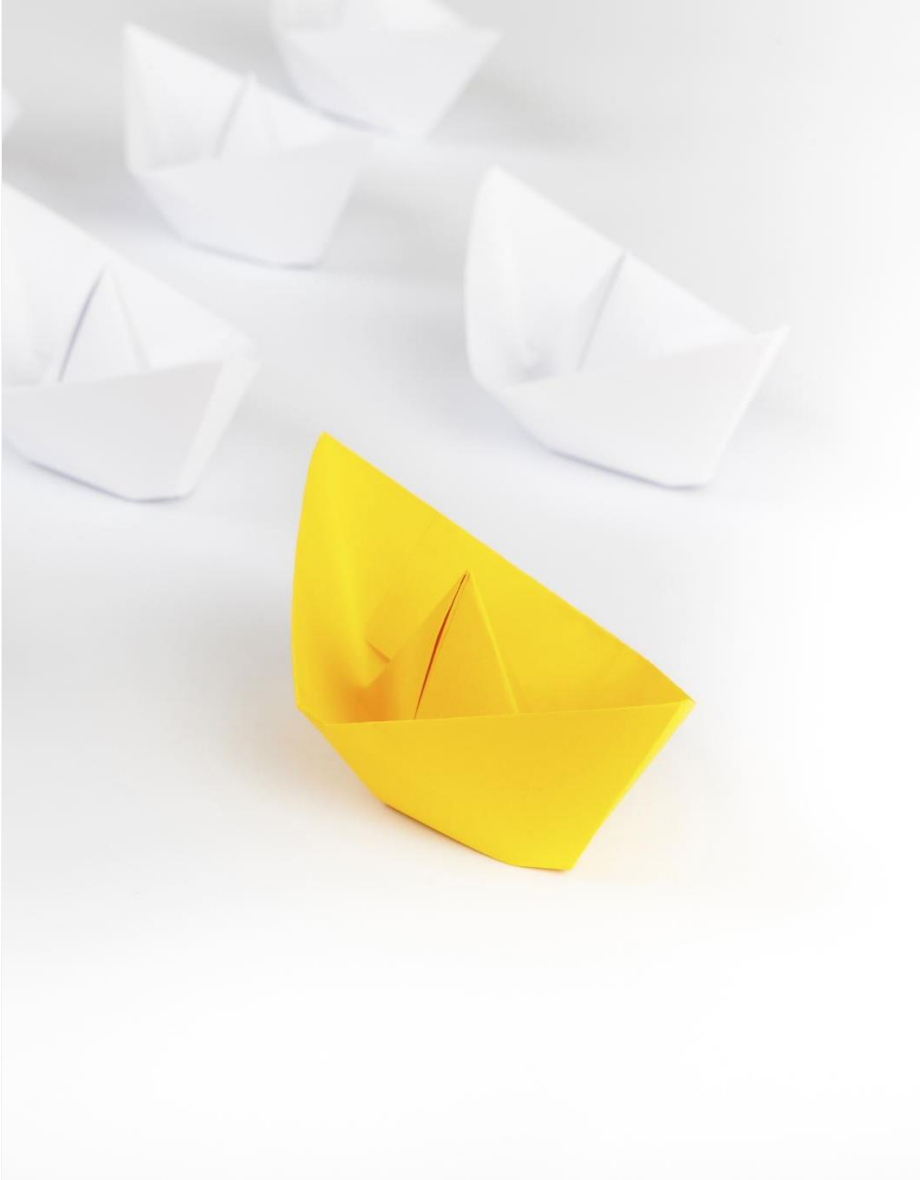




Summer Training Presentation

Submitted by – Yashi Shrivastav

MBA PM 11

R.N-0220



ORAGANIZATION

PART-01

CONFEDERATION OF EMPOWERMENT INITIATIVES

CEI

**NON –PROFIT
INTERNATIONAL
DEVELOPMENT
AGENCY**

**UNIQUE AND NICHE
'RESILIENCY
SOULTION AND
DEVELOPMENT
ECONOMY
SOLUTION**

**EMPHASIS ON
HOLISTIC
EMPOWERMENT OF
DISENFRANCHISED
SECTION OF
SOCIETY THROUGH
MARKET LINKED
ENTERPRENUSHIP
DEVELOPMENT**



ABOUT- CEI LIVE PROJECT

- DESIGNATION- LIVE EMPOWERMENT INTERN
- DURATION- 45 days
- WORK- Marketing + Fundraising (COVID Relief Initiative)

METHODOLOGY- SOCIAL MEDIA STRATEGY

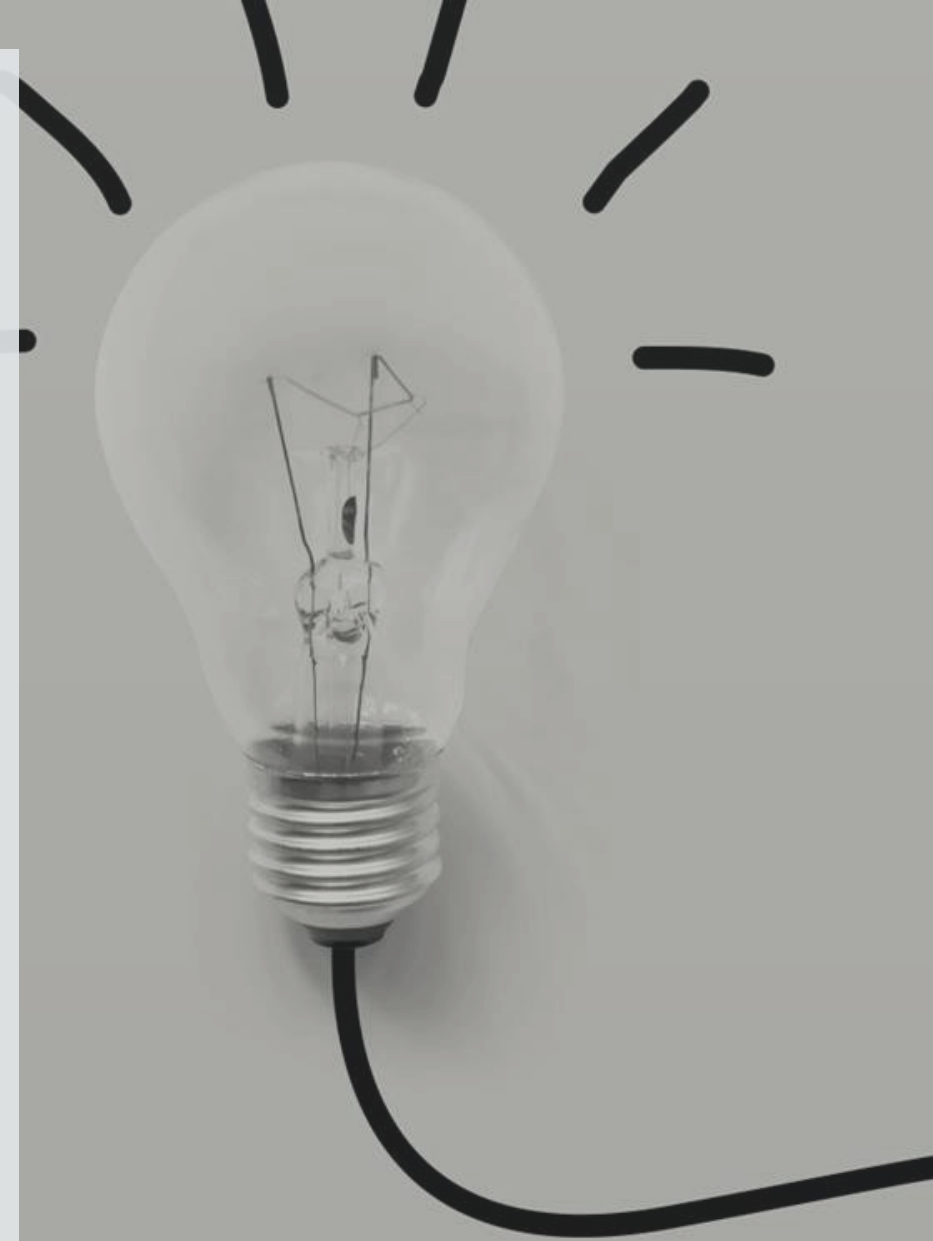
- Created and implemented a Social Media Campaign for the various CEI Initiatives that are running on the ground for feeding the poor tribal under CEI COVID Response Initiative.
- Created Social media posts, write-ups, creatives, and videos to market CEI's various Empowerment Initiatives transforming the lives of the most disenfranchised, vulnerable sections of society.
- Created a marketing narrative that showcases how it is the need of the hour to help rural and tribal families survive the Lockdown and the Covid-19 Pandemic.
- Created Innovative Ideas and Campaigns for Fundraising and Marketing of these Fundraising Initiatives, especially wrote some post in a different language so reach as many as people from different background.
- Prepared Innovative & Creative posts and write-ups about this charity fundraising initiative on your social media handles of – LinkedIn, Facebook, Twitter & Instagram.



GLIMPSE OF FOOD AND MEDICAL AID INITIATIVE BY CEI THROUGH FUNDRAISED BY INTERNS

CONCLUSION

- Learned so many new and important things from CEI, but wants to conclude in most two most things which I learned from-
 - Digital resiliency: Spreading awareness about our cause. How to put the latest technology to achieve our goal? Not limiting yourself due to saturation in the market and coming with innovative ways to cope with the situation
 - Social entrepreneurship: Making our communities holistically empowerment by making sure the last mile delivery. The grassroots level work is being done by CEI's on-site officers and therefore it is made sure that our funds are being utilized in the way they were intended.



ACHIEVEMENT

- So far being a part of CEI and being a live empowerment intern, continuous creating a marketing campaign and raised immense amount of fund, got the 14th rank out of 190 interns, and got “CERTIFICATE OF EXCELLENCE”.

Yashi Shrivastav – Team Brahmaputra



- #14 Fundraising MEGA-CHAMPION
- Raised: An admirable Rs 22,362/-!
- Has published posts on CEI in Hindi – giving rise to Multi-Lingual Marketing & CEI Brand-Building
- Team Leader: Megha Jassal



Congratulations, Yashi!
Absolutely Phenomenal!

[@ceiempowers](#) [@CEIempowers101](#) [www.ceiempowers.org](#) [ceiempowers@gmail.com](#)



Confederation of Empowerment Initiatives



Certificate of EXCELLENCE

This Certificate is Awarded to

Yashi Shrivastava

for successfully participating in

CEI LIVE PROJECT – PHASE I (May 2020)

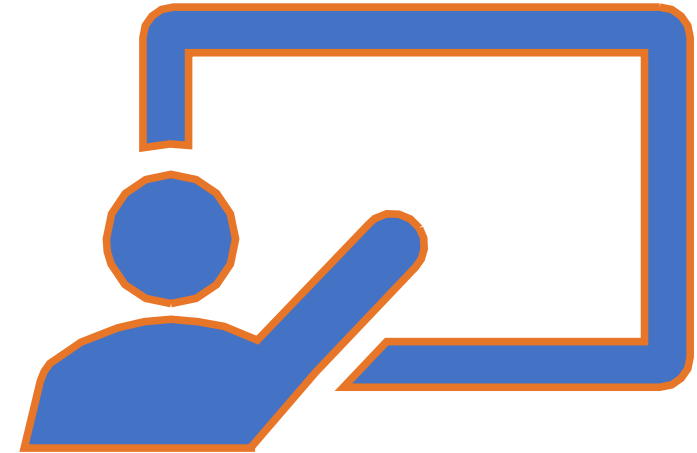
CEI Resiliency Solutions for Relief and Economic Rehabilitation due to Coronavirus
Pandemic related Disruption

May 11, 2020

Mumbai

Salil Lahiri, Chief Executive Officer

PART –02
ONLINE TRAINING
COURSE
PRESENTATION



MARKETING IN DIGITAL WORLD



OBJECTIVE OF COURSE

How digital and its tools help in



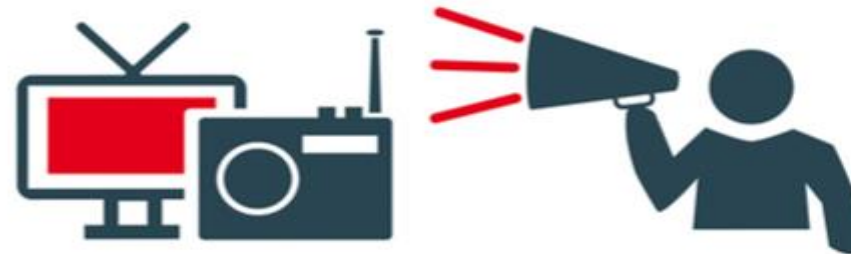
PRODUCT



PRICE



PLACE



PROMOTION

COURSE CONTENT



PRODUCT

Customer co-creation

Sharing economy



PROMOTION

User generated content

Doppelganger brands



PLACEMENT

New retail

Desktop manufacturing



PRICE

Pay what you want

Freemium

PRODUCT

Customer Co- creation

Co-creation strategy that aims to bring together different groups of people, typically bringing in a third party, to assist with product development or creative processes. Customer co-creation requires contribution from external parties, be it customers, stakeholders, online crowd forums etc. It often utilizes the opinions and ideas from a customer base, bringing fresh and innovative concepts to a business

Sharing economy

The sharing economy is an economic model defined as a peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based on-line platform.

PROMOTION

User generated content

User-generated content (UGC), alternatively known as **user-created content** (UCC), is any form of **content**, such as images, videos, text, and audio, that has been posted by **users** on online platforms such as social media and wikis. It is a product consumers create to disseminate online product or the firm that markets it

Doppelgänger Brands

A doppelgänger brand image (DBI) is a collection of disparaging images and stories about a brand which are circulated in popular culture by a loosely organized network of anti-brand activists, bloggers and opinion leaders. Such images are most likely to be spread via social media, blogs, and websites of anti-brand activists such as Adbusters

PLACEMENT

New retail

In today's digital world, just about any product can be purchased online.

Desktop manufacturing

Desktop
Manufacturing = the
ability
to manufacture physical
items from your desktop.
Sometimes called
"Personal Manufacturing"
when the stress is on
'individual capability

PRICE

Pay what you want

picking the right price is a very important part in the firm's marketing strategy. The price is too high, a firm will lose potential sales, if it's too low, it will lose potential revenue. Thus the key is to find a price that's just right, the problem is that what's just right for you, may be too high or too low for me. Thus allowing price to vary according to the value that a product provides to various potential customers makes a lot of sense

Freemium

Freemium, a portmanteau of the words "free" and "premium", is a pricing strategy by which a product or service is provided free of charge, but money is charged for additional features, services, or virtual or physical goods that expand the functionality of the free version of the software

KEY LEARNING

Marketing in the digital world are reaching any audience to the fullest. Under traditional marketing, we are being bounded by the scope and size of our audience and print media limits us to certain places and markets. Digital marketing benefits us to target our audience farther. This digitalization helps in Better Growth Options for Small business, Higher Conversion Rate, Establishing Brand Reputation, Solving Customers Problems, Engagement with Mobile Customers, Better ROI for your Investment, and Potential to Earn Higher Revenues.





THANK YOU