



# INTERNSHIP

INDUSTRY FELLOWSHIP RESEARCH PROGRAMME



We are a corporate vendor, we work with multiple hotel chains, hotels, and resorts across India and Nepal. Through this internship, you will gain practical exposure to real-world business operations, professional workflows, and industry practices within the B2B sector.

# PROGRAM BENEFITS



## REAL-WORLD EXPERIENCE

Work on live business projects and real operational requirements, not simulated academic assignments.

## FOUNDER'S OFFICE

Gain first-hand exposure by working closely with the Founder's Office and understanding how a growing business operates.

## LEARNING ENVIRONMENT

Experience a professional workplace setting and develop practical skills through day-to-day business involvement.

## RECOGNITION & REWARDS

Exceptional performers may be considered for Letters of Recommendation (LORs), special recognitions, performance-based gifts, or stipends.

## SCHOLARSHIPS

Limited scholarship support or fee concessions may be offered to deserving candidates based on merit and overall performance.

## CAREER OPPORTUNITIES

Interns may be considered for extended responsibilities, future projects, or employment opportunities within the organization, subject to business requirements.

NOTE: Selective Cohorts

The program follows a limited-intake model to maintain focused mentorship, individualized attention, and high-quality learning experience.

## **SOCIAL MEDIA MANAGEMENT**

Managing social media presence, content publishing, audience engagement, and platform growth initiatives.

## **CONTENT WRITING & SEO**

Creating SEO-friendly content, blogs, website copy, and brand communication materials.

## **GRAPHIC DESIGN & VISUAL COMMUNICATION**

Designing presentations, brochures, social media creatives, packaging visuals, and branding assets.

## **VIDEO EDITING & VISUAL STORYTELLING**

Editing reels, promotional videos, and visual content for digital and brand communication.

## **EMAIL & PERFORMANCE MARKETING**

Supporting email campaigns, digital outreach, lead nurturing, and performance marketing activities.

## **CORPORATE DOCUMENTATION**

Supporting professional communication, reporting, presentations, and business documentation, contracts.



## **DEVELOPMENT & HOTEL OUTREACH**

Conducting market research, lead generation, hospitality outreach, and business development support.

## **ACCOUNTS & SALE MANAGEMENT**

Preparing quotations, proposals, pricing documents, and sales support materials, maintaining records.

## **OPERATIONS & COORDINATION**

Supporting internal operations, workflow management, documentation, and vendor coordination.

## **AI TOOLS & AUTOMATION SUPPORT**

Utilizing AI tools for workflow optimization, content support, automation, and productivity enhancement.

## **BRAND STRATEGY & MARKETING SUPPORT**

Assisting in campaign planning, market research, brand positioning, and marketing initiatives.

## **CUSTOMER MANAGEMENT**

Assisting with client communication, lead tracking, relationship management, and follow-up systems.



## HOSPITALITY INDUSTRY RESEARCH

Exposure to hospitality systems, guest experience trends, procurement practices, and operational benchmarking across hotels and resorts. The domain focuses on developing practical industry understanding through structured research and analysis.

## MATERIALS & SUSTAINABILITY RESEARCH

Study of eco-friendly materials, sustainable hospitality products, innovative packaging systems, and alternatives such as organic, polymer solutions in wet and dry toiletries. The domain encourages exploration of sustainable and commercially viable material innovations.

## FRAGRANCE & SENSORY RESEARCH

Research on aroma profiles, essential oils, wellness-oriented fragrance systems, and sensory branding concepts. The focus is on understanding the relationship between fragrance, consumer perception, emotional response, and guest experience.



## CONSUMER BEHAVIOUR & BRAND RESEARCH

Research relating to consumer preferences, luxury perception, hospitality purchasing behaviour, guest psychology, and branding influence. The objective is to understand factors that shape customer decisions and brand experiences.

## AI & WORKFLOW RESEARCH

Research involving artificial intelligence, workflow optimization, automation systems, and productivity enhancement models. The domain focuses on identifying innovative approaches that improve operational efficiency and business performance.

## APPLICATION & EVALUATION

Application Screening → Competitive Assessment / Interview → Final Selection → Onboarding

Selection is based on overall performance, suitability for the chosen domain, and alignment with program requirements.

Faculty recommendations shall be considered as an additional supporting factor.

## PROGRAM DURATION

- Internship for Enhancing Employability: 60 Hours/120 Hours.
- Internship for Developing Research Aptitude: 120 Hours.

## SESSION STRUCTURE

The program combines practical learning with real business exposure through:

Live business projects; Founder-led sessions ; Industry guest lectures ; Research assignments ; Professional development activities.

Students work on actual business requirements rather than simulated academic projects.

## VENUE

Programs may be conducted at:

- Company's Corporate Office
- College Campus

depending upon the batch structure and mutual coordination.



# COMMERCIALS

Fees, scholarship & more.

## MENTORSHIP & COUNSELING SUPPORT

Students receive guidance from the Founder's Office, operational mentors, and industry professionals throughout the program. The internship also includes access to a certified counselor with 10+ years of experience in government-backed mentoring. Sessions focus on emotional intelligence, workplace readiness, communication skills, stress management, career clarity, and maintaining a healthy personal-professional balance, as a part of this program. One-on-one counseling sessions can also be availed.

## PROGRAM FEE

60 Hours Program : ₹8,260/- per student.

120 Hours Program : ₹11,210/- per student.

The program fee covers all taxes, mentorship, project supervision, industry interactions, counseling support, evaluation, certification, and structured internship delivery.

## SCHOLARSHIPS

To encourage participation from deserving students, a limited number of scholarships, fee concessions, or special considerations may be offered based on merit, potential, financial circumstances, faculty recommendations, or exceptional performance during the selection process.

Exceptional performers may also be considered for deeper involvement within the Founder's Office/ extended internships/ full-time hiring and strategic business initiatives.

"THE FUTURE  
BELONGS TO  
THOSE WHO  
BELIEVE."

ELEANOR ROOSEVELT

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