

Young Leaders Internship Program

SIX WEEKS
MERIT-BASED INTERNSHIP PROGRAM

CONTACT

EMAIL:
team@thev.group

WEBSITE:
www.thev.group





PROGRAM BENEFITS











- Title (CV, LinkedIn and other forums) : Young Leader Intern, THEV
- For all Young Leader Interns (YLIs) who achieve their 2 YLIP objectives, individually plus working with team (4 YLIs working together per team): [Official THEV YLIP Certificate](#), and a LinkedIn Recommendations from THEV Leadership. These YLIs would also have lifelong access to THEV, and lifelong invites to all THEV events and initiatives
- For exceptional youngsters who show promise in their internship (those who achieve results way beyond the 2 objective requirements), the YLI would be featured on [Young Leader Testimonial Page on THEV site](#), and these YLIs would also be considered in the Hiring Pool for THEV and Partner Firms

Since inception of the Young Leaders Internship Program (YLIP) in May 2020, 24 Young Leader Interns (YLIs) have till date successfully completed the merit-based program and become part of the THEV YLIP Alumni community

Objective 1 Individual Effort

Increasing Social Media following for THEV

- At least 300 or more total count to be achieved by each YLI
- YLIs achieving 600+ total count individually qualify to be featured on [Young Leader Testimonial Page on THEV site](#), and they would also be considered in the Hiring Pool for THEV and Partner Firms

					
Count	3900**	2550	1925	800	2250
Link*					

* For links, select "Copy Hyperlink" after right clicking on links symbol 

** One can use the "Invite Friends" feature to invite from your friends list (or) Share FB Page link in FB messenger, instead of WhatsApp : This way people will directly open from within the FB App and like the page (**Page Follows** are different from Page Likes and **won't count**).

Deadline : Till the end of the 2nd week of the internship program.

Weeks 1 - 2 are to be utilized by YLIs to wrap up Objective 1 at the earliest and move to Objective 2 of the YLIP.

Skills shown and improved upon by YLI, plus the evaluation metrics for YLIP Program PoC (Point of Contact):

- Can the YLI take initiative in terms of ideas and execution?
- Is the YLI able to brainstorm and discuss ideas cooperatively, with the YLI team and with THEV team, improving upon their original idea and execution? Are they comfortable helping others and / or encouraging them?
- When countering any kind of roadblocks or difficulties, did the YLI try to come up with solutions and different approaches to solve them? Is the YLI comfortable asking for help from others on their YLI team and from the THEV team, should they require help?
- If the deadline is till the end of 2nd week, did the YLI take the initiative to wrap up Objective 1 faster and then move to Objective 2 towards finishing the YLIP and moving to next opportunity to make the most of their time (studies, hobbies, skill sets, certifications, other internships, etc)?

Objective 2

Team Effort : Choose A or B

(A) Working on Long Term Marketing and Branding Ideas and Execution,
as a Team, for THEV

Brainstorm with the YLIP team and come up with ways we can create a long-term marketing foundation for THEV via digital footprints.

- Can it be sharing a THEV YouTube video of choice while sharing takeaways from the content shared? (High traffic sites: Social Media channels; High-interest groups : WhatsApp groups, College E-Cells; Repository of information: Quora, Other groups and publications)
- Can it be getting an online Interview or article for THEV with an established College/ University magazine, media?
- Can it be creating a Wikipedia page?

What else comes to your mind which can be achieved working together as a group?

Deadline : Till the end of the 5th week of the internship program.

Week 6 will be utilized by all YLIs to get their tracking sheets in order and submit them to THEV team for cross-verification of results.

(B) Working on Long Term Marketing and Branding Ideas and Execution, as a Team, for KITCHEN CRAFT, one of THEV's esteemed clients in the UAE



Brainstorm with the YLIP team and come up with ways we can create a long-term marketing foundation for Kitchen Craft via digital footprints.

- What can be improved with respect to their current web presence? What can you contribute and execute as a Team?
- As a Potential Client Organization, how would you take a call on working with Kitchen Craft basis the above presentation and current web presence? How can the positioning and branding be made better to appeal to potential client organizations?

What else comes to your mind which can be achieved by working together as a group?

Deadline : Till the end of the 5th week of the internship program.

Week 6 will be utilized by all YLIs to get their tracking sheets in order and submit them to THEV team for cross-verification of results.

Skills shown and improved upon by YLI, plus the evaluation metrics for YLIP Program
PoC (Point of Contact):

- Can the YLI take initiative in terms of ideas and execution, and collaborate well with others as a team member?
- Is the YLI able to brainstorm and discuss ideas cooperatively, with the YLI team and with the THEV team, improving upon their original idea and execution? Are they comfortable helping others and / or encouraging them?
- When countering any kind of roadblocks or difficulties, did the YLI try to come up with solutions and different approaches to solve them? Is the YLI comfortable asking for help from others on their YLI team and from the THEV team, should they require help?
- If the deadline is till the end of 5th week, do the YLIs take the initiative to wrap up the Objective fast and then move to their next focus area to make the most of their time (studies, hobbies, skill sets, certifications, other internships, etc)?

ABOUT THEV

THEV was established in New Delhi, India in January 2011

Over the last decades, we have assisted organizations with product-market fit to bridge the gap from where-they-are to where-they-want-to-be, in the fastest time possible whilst optimizing the resources available

There are early-stage firms with less than \$ 1 Mn Annual Recurring Revenue (ARR) who benefit from the value add that we bring to the table, as are established businesses with ARR of more than \$ 200 Mn

THEV has created value for entrepreneurs and business leaders, with backgrounds that include Harvard, UPenn, Columbia, Cambridge, ISB, World Economic Forum Young Global Leaders (WEF YGLs), Fortune 500 CEOs, IIMs, IITs, RECs, non-profit founders, and top-level management

With decades of experience in leading organizations through their Marketing, Branding, Strategy, Innovation, Entrepreneurship, Business Development, and CSR efforts, THEV has helped its clients overcome some of their biggest business challenges, surmount growth plateaus, improve efficiency, build innovation capability, and achieve thought leadership

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