



ARYABHATTA COLLEGE, UNIVERSITY OF DELHI

The Startup Club



Choti Si Khushi -
Project Report



We owe our sincere thanks to Mrs. Namita Choudhary, Secretary, Choti Si Khushi, who helped us in every way possible, mentoring us and contributed whole heartedly in the successful completion of this project.

We also take this opportunity to convey our thanks and gratitude to our Principal, Dr. Manoj Sinha, convenor, Dr. JK Singh and teacher incharge, Dr. Pritika Dua, who presented us with an opportunity to take up this project. The constant support and guidance made it possible for us to complete this project.

We would also like to express our gratitude to anyone who has contributed directly or indirectly in the completion of the project.



Acknowledgement





About the client:



CHOTI SI KHUSHI is a community-based, volunteer-driven, registered organisation based out of Dwarka, New Delhi. They offer after-school engagements for women and children belonging to urban slums. They have a completely volunteer-driven approach to impart knowledge and skills, counsel the troubled kids, listen to them, or just spend time with them, all in a community park.

Our role:

To get their voice heard around and to spread the word of their initiative, we focused on various fronts. The report is a detailed overview about the NGO's working and its operations. It also includes the problems faced by the NGO in development work and sources of funds.

In this report, we talk about how we engaged into maintaining their social media handles including optimization of all their handles. We worked around marketing their initiative and establishing a brand name. We're also still working on their Annual magazine- that involves working on content and the design.





Our Action Plan

To help the client achieve their possible plans and learn simultaneously from an industry expert.

Marketing and PR

The Marketing team worked actively on establishing their brand name. We spread their word around in different colleges through our contacts. We also helped them recruit interns and volunteers through LinkedIn and by circulating Forms and messages in different departments and colleges.



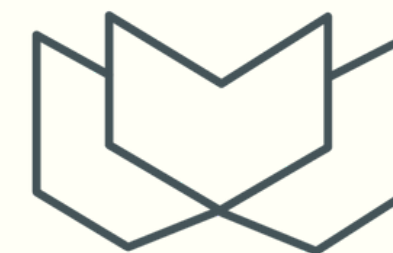


Digital Marketing

The team worked to produce relevant content for marketing. They worked on increasing their followers to regularly posting on their social media handles. We also visited their centre, captured their everyday activities so as work around Viral Marketing, made Reels for the same. We designed their calendar for 2021 and also their Annual Newsletter for 2020.

Business Development

After properly observing their functioning, the team suggested that they focus on being consistent on Social Media as to establish their existence and to let people know about their working. The team also suggested and helped them shift the sales of their products online, i.e., on Amazon.





CLIENT TESTIMONY

The Startup club team has been an enthusiastic supporter of the cause undertaken by Choti Si Khushi. They have devoted immense time, efforts and support to our team. They came up with some brilliant ideas to market our projects. It was great to have such young minds working with us. We're glad to have collaborated with them and we wish them all the luck for their future projects. - Mrs. Namita Choudhary, Secretary, Choti Si Khushi





Vidhi Vashisth



Ajitesh Rai



Manvi Sharma



Praveen



Marvi Arora



Shreya



Chirag



Team

