

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

A CASE STUDY ON UNDERSTANDING THE IMPACT OF CAMPUS AMBASSADOR IN PROMOTION OF UPCOMING SOCIAL MEDIA APPLICATION WITH SPECIFIC REFERENCE TO ZINGLIN MEDIA.

SUBMITTED BY:

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B.com (Honours) VI Semester

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Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

Zinglin Media Private Limited

hereby presents

Certificate Of Excellence

to

Shreejee Vijay Pandit

For outstanding performance in the

Zinglin Campus Ambassador Internship

Date: August 02, 2021



Bindu Jacob



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August 02, 2021

EXPERIENCE CERTIFICATE OF INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Shreejee Vijay Pandit**, student from G.S College of Commerce & Economics has undertaken his internship with Zinglin Media Private Limited.

He has completed his part time internship from **June 02, 2021 to August 02, 2021** and his project with **Zinglin Campus Challenge** under the guidance of Mr. Ashwin Chhugani, Deputy General Manager – Investor Relations, Mr. Dattatraya Bhandarkar, Manager – Project Management and Mr. Mohanish Vaidya, Manager – Project Management.

We thank Shreejee for his contributions and wish him all the very best in his career.

Yours faithfully,
For Zinglin Media Pvt. Ltd.

A handwritten signature in blue ink, appearing to read "Bindu Jacob", is written over a faint circular stamp.

Bindu Jacob
Head – Human Resource & Administration





Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

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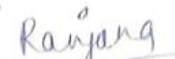
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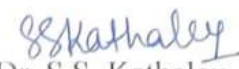
This is to certify that the said internship project report titled “A Case Study on Understanding the impact of campus ambassador in promotion of upcoming social media application with specific reference to Zinglin Media” has been completed & submitted by Mr. Shreejee Pandit as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce and Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Shaunak Masade.

Date: 12/04/2023

Place: Nagpur


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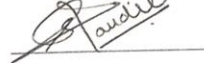
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Zinglin Media Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

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Date: 12/04/2023

Place: Nagpur



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INTRODUCTION

ABOUT:

A campus ambassador is a student leader who represents an organization on their college or university campus. Campus ambassadors often act as liaisons between the organization and their peers, and may be responsible for promoting the organization's events, programs, or products on campus. They may also be involved in recruiting new members, organizing events, and providing feedback to the organization about the needs and interests of the campus community. Campus ambassadors are often selected based on their leadership skills, communication abilities, and enthusiasm for the organization. They may receive perks such as free merchandise, access to exclusive events, and opportunities for professional development in exchange for their efforts.

Campus ambassadors play an important role in promoting and representing an organization on college and university campuses. They are often the face of the organization on campus and are responsible for creating a positive image and building relationships with their peers.

Campus ambassadors can be particularly valuable to an organization because they have a unique understanding of the campus community and can help the organization connect with students in a meaningful way. They can also provide valuable insights about the needs and interests of their peers, which can help the organization tailor its programs and offerings to better meet the needs of the campus community.

Additionally, campus ambassadors can help an organization tap into the collective energy and enthusiasm of college and university students, which can be a powerful force for driving change and achieving goals. By serving as role models and leaders on campus, they can inspire their peers to get involved and make a difference.

➤ COMPANY PROFILE



UFO Movies India announced that the company has subscribed for 5000 numbers of Non-Cumulative Optionally Convertible Redeemable Preference Shares (NCOCRPS) of Rs. 1,000 each aggregating to Rs. 50 lakh of PLEXIGO Entertainment and has also subscribed for 10,991 numbers of NCOCRPS of Rs. 1,000 each aggregating to Rs. 1.09 crore of ZINGLIN Media (ZINGSHORTS)

Zinglin is the only performance platform where content creators can show their videos in movie theatres.

Zinglin Media Private Limited is a 100% subsidiary of UFO Movies India Limited, which houses Zinglin Business.

Zinglin (Zing Shorts) is a social media platform for creating and sharing short videos of 10-60 seconds.

The app allows users to record videos and package it with a custom master and audio track.

Daily and weekly, and monthly raffles provide a unique opportunity to win goodies without spending any real money.

The app allows users to create and share short videos with music, text and special effects, and also allows users to interact with each other through comments, likes, and followers.

Zinglin (Zing shorts) has been downloaded over 50,000 plus times globally and is available for both IOS as well as Android devices. In addition to creating and sharing videos, users can also discover and interact with content creators through features such as "For You," "Following," and "Discover." Zinglin is known for its trend-setting videos and has become a platform for users to showcase their creativity and share their interests and passions with a global audience.

Using Zinglin as a platform for professional or career advancement is often referred to as "Zing mate." Some people have been able to turn their talent in their full time career or they can become a professional content creator, either by working with brands as an influencer or by monetizing their Zinglin content through advertising and sponsorships.

However, it is important to note that becoming successful on Zinglin as a career is not easy and requires a combination of creativity, hard work and luck. It is also important to be aware that the popularity of Zinglin and the opportunities it offers for influencer marketing are constantly evolving, so it is important to stay up-to-date on industry trends and be adaptable.

➤ OBJECTIVE OF CAMPUS AMBASSADOR

The objectives of a campus ambassador program can vary depending on the specific goals and priorities of the organization running the program. However, in general, the following objectives are commonly pursued:

1. **Brand Awareness:** One of the primary objectives of a campus ambassador program is to create brand awareness among the target audience. Campus ambassadors are typically students who have a strong presence and influence in their respective colleges and universities. By leveraging their network and influence, organizations can reach out to a larger audience and create brand awareness.
2. **Student Outreach:** Campus ambassador programs are also used to reach out to potential customers or users among the student community. By recruiting campus ambassadors from different colleges and universities, organizations can tap into the local student market and promote their products or services.
3. **Event Promotion:** Campus ambassadors can be instrumental in promoting events organized by the organization. By leveraging their network and influence, campus ambassadors can spread the word about the event among their peers and encourage them to participate.
4. **Feedback and Insights:** Campus ambassadors can provide valuable feedback and insights to the organization. As they interact with their peers and promote the organization's products or services, they can gather feedback and insights that can be used to improve the organization's offerings.
5. **Recruitment:** Campus ambassador programs can also be used as a recruitment tool. By identifying and engaging with top-performing campus ambassadors, organizations can identify potential candidates for future recruitment.

Overall, the objectives of a campus ambassador program are to leverage the influence and network of students to promote brand awareness, outreach to potential customers, promote events, gather feedback and insights, and identify potential candidates for recruitment.

➤ **NEED OF CAMPUS AMBASSADOR**

1. Campus ambassadors act as a bridge between a brand or organization and the student community, helping to build awareness and generate interest among potential customers on campus.
2. Campus ambassadors are able to tap into their networks and connections on campus, helping to amplify the message and increase the reach and impact of marketing campaigns.
3. Campus ambassadors have a deep understanding of the interests and preferences of the campus community, enabling them to create marketing strategies and campaigns that resonate with students and build engagement.
4. Campus ambassadors are able to provide valuable feedback and insights to the organization, helping to refine marketing strategies and tactics based on the interests and preferences of the student community.
5. Campus ambassadors are able to create a sense of community and loyalty around a brand or organization, helping to build a strong customer base and increase adoption rates among the student community.
6. Campus ambassadors are able to provide a cost-effective and scalable marketing solution for organizations, helping to reach a large number of potential customers on campus without incurring significant expenses.
7. Campus ambassadors are able to build long-term relationships with the student community, creating a lasting impact on campus and fostering a sense of collaboration and partnership between the organization and the campus community.
8. Campus ambassadors are able to provide a local perspective and expertise, helping to tailor marketing strategies and campaigns to the specific needs and interests of the campus community.

➤ SCOPE OF CAMPUS AMBASSADOR

The scope of a campus ambassador program can vary depending on the specific goals and priorities of the organization running the program. However, in general, the following scope can be defined for a campus ambassador program:

1. **Reach:** The reach of a campus ambassador program is limited to the colleges and universities where the program is being implemented. Therefore, the program is most effective in promoting the brand or product among the student community in a particular region.
2. **Influence:** Campus ambassadors are typically students who have a strong influence among their peers. Therefore, the program can be used to leverage the influence of these students to promote the organization's products or services among their networks.
3. **Target audience:** The target audience of a campus ambassador program is the student community in a particular region. Therefore, the program can be used to reach out to potential customers or users among the student community.
4. **Engagement:** Campus ambassadors are expected to engage with their peers and promote the organization's products or services. Therefore, the program can be used to increase engagement with the target audience.
5. **Feedback and insights:** Campus ambassadors can provide valuable feedback and insights to the organization. Therefore, the program can be used to gather feedback and insights that can be used to improve the organization's offerings.
6. **Recruitment:** Campus ambassador programs can be used as a recruitment tool. Therefore, the program can be used to identify potential candidates for future recruitment.

Overall, the scope of a campus ambassador program is limited to a particular region and the student community in that region. However, the program can be used to leverage the influence of students to promote the organization's products or services, increase engagement with the target audience, gather feedback and insights, and identify potential candidates for recruitment.

➤ ROLE OF CAMPUS AMBASSADOR

As a campus ambassador, students play a critical role in representing and promoting a brand or organization on their campus. Here are some potential roles of campus ambassadors:

1. **Brand awareness:** Campus ambassadors play an essential role in increasing brand awareness and visibility among their peers and the campus community. They promote the brand and its products/services, share brand messaging, and distribute promotional materials.
2. **Recruitment:** Campus ambassadors can be valuable for recruitment efforts, as they can help promote job and internship opportunities and refer qualified candidates.
3. **Event promotion:** Campus ambassadors can help promote events, such as conferences, workshops, and career fairs, and encourage their peers to attend.
4. **Market research:** Campus ambassadors can gather valuable insights on the target audience, including feedback on products/services and overall brand perception.
5. **Content creation:** Campus ambassadors can create social media content and other marketing materials, such as photos, videos, and blog posts, to share with their peers and promote the brand.
6. **Relationship building:** Campus ambassadors can help build and maintain relationships between the brand and the campus community, including student organizations, faculty members, and administration.
7. **Feedback and communication:** Campus ambassadors can act as a liaison between the brand and the campus community, providing feedback on brand initiatives and communicating the needs and concerns of their peers.
8. **Ambassador training:** Campus ambassadors can also serve as mentors to new ambassadors and help train them on the role and responsibilities of the position.

Overall, campus ambassadors play a critical role in representing and promoting a brand on their campus, and can be a valuable asset to any organization looking to reach a specific target audience.

➤ **IMPOARTANCE OF CAMPUS AMBASSADOR**

1. Campus ambassadors act as a liaison between the organization they represent and the student community on their campus.
2. They promote and create awareness about the organization's products, services, or events on campus.
3. Campus ambassadors help in building and maintaining the organization's brand image on campus and among the student community.
4. They provide valuable feedback and insights to the organization about the needs and preferences of the student community.
5. Campus ambassadors help in identifying potential customers, clients, or partners on campus for the organization.
6. They can act as a recruiting force for the organization by referring talented and motivated students for internships or job opportunities.
7. Campus ambassadors gain valuable leadership, communication, and networking skills that can help them in their future careers.
8. They can earn incentives or rewards from the organization for their efforts and contributions as campus ambassadors.
9. Campus ambassadors can create a positive impact on their campus community by providing opportunities for their peers to get involved with the organization and its initiatives.
10. They can also help in organizing and executing events on campus for the organization, which can provide valuable learning and networking opportunities for the student community.

Overall, campus ambassadors play a crucial role in promoting an organization's brand and creating a positive impact on the student community on campus.

➤ LIMITATIONS OF CAMPUS AMBASSADOR

As a campus ambassador program involves enlisting students to promote and represent a brand or organization, there are some limitations that need to be considered. Here are some potential limitations of a campus ambassador program:

1. **Limited reach:** Although campus ambassadors are a great way to reach a specific group of people, the reach of the program is limited to the campus or institution where the program is implemented. This can limit the effectiveness of the program in terms of reaching a wider audience.
2. **Dependence on the ambassadors:** The success of a campus ambassador program is heavily dependent on the performance and commitment of the individual ambassadors. If the ambassadors are not motivated or do not perform well, the program may not yield the desired results.
3. **Limited time:** Campus ambassadors are students with other commitments such as academics and extracurricular activities. This means that their availability and time to devote to the program can be limited, which can affect the program's overall effectiveness.
4. **Difficulty in measuring impact:** Measuring the impact of a campus ambassador program can be challenging as it is not always easy to track the specific contribution of individual ambassadors to the overall success of the program.
5. **Potential conflicts of interest:** If a campus ambassador is representing a brand or organization that is in direct competition with another brand or organization, conflicts of interest can arise. This can lead to a negative impact on the ambassador's credibility and the effectiveness of the program.
6. **Lack of diversity:** Campus ambassadors are often chosen based on factors such as academic performance, extracurricular activities, and popularity. This can result in a lack of diversity in terms of the demographics and perspectives represented by the ambassadors, which can limit the program's effectiveness in reaching a wider audience.

Overall, while campus ambassador programs can be an effective way to reach a specific target audience, it is important to consider the potential limitations of such programs to ensure that they are implemented in a way that maximizes their impact.

➤ **SWOT ANALYSIS:**

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a tool that can be used to evaluate the strengths, weaknesses, opportunities, and threats of a particular situation, project, or entity. Here is an example of how a SWOT analysis could be applied to a campus ambassador:

Strengths:

- Strong communication skills
- Leadership experience
- Good organizational skills
- Strong relationships with peers on campus
- Good understanding of the needs and interests of the campus community

Weaknesses:

- Limited time or resources
- Limited experience in the role or with the organization
- Limited funding or support from the organization

Opportunities:

- Opportunities to develop professional skills and network with industry professionals
- Opportunities to make a positive impact on the campus community
- Opportunities to be involved in meaningful projects and initiatives

Threats:

- Competition with other organizations or events on campus
- Limited interest or participation from peers
- Limited funding or support from the organization
- Changes in the campus community or external environment that may affect the organization or the role of the campus ambassador

IMPACTS

➤ IMPACT OF CAMPUS AMBASSADOR ON ZINGLIN

As a campus ambassador for a social media app like Zinglin, we can have a significant impact on the app's success by promoting it to your peers on campus and engaging with your followers on social media. Some specific ways that we be might be able to impact the app's success include:

1. Campus ambassadors can help Zinglin increase its user base and adoption rate by promoting the app to their peers and networks on campus.
2. They can create and share engaging videos on Zinglin to generate interest and increase user adoption of the app among their followers.
3. Campus ambassadors can provide valuable feedback and insights to Zinglin developers about the needs and preferences of the student community, which can help in improving the app's user experience.
4. They can create a buzz and generate excitement about new features or updates to the app, which can increase user engagement and retention rates.
5. Campus ambassadors can help Zinglin in identifying and addressing user issues or concerns, which can improve the app's reputation and user satisfaction levels.
6. They can leverage their social media networks to create user-generated content and user-driven marketing campaigns for Zinglin, which can increase the app's brand awareness and user loyalty.
7. Campus ambassadors can help Zinglin in identifying and targeting niche audiences on campus, which can help in increasing the app's relevance and appeal among different user groups.
8. They can act as a bridge between Zinglin's marketing and development teams and the student community, which can facilitate better communication and collaboration.
9. Campus ambassadors can help Zinglin in understanding and adapting to the latest trends and preferences of the student community, which can help in staying ahead of the competition.

10. They can also help in organizing and promoting events or campaigns on campus for Zinglin, which can create a sense of community and belongingness among the user base and improve the app's overall social impact.

Overall, campus ambassadors can have a significant impact on Zinglin by providing valuable feedback, creating engaging videos, and facilitating communication and collaboration between the app developers and the student community

➤ **IMPACT OF CAMPUS AMBASSADOR ON UPCOMING SOCIAL MEDIA APPS**

As a campus ambassador, you can have a significant impact on the promotion and success of an upcoming social media app. Some specific ways that you might be able to contribute to the app's success include:

1. Campus ambassadors can play a critical role in helping new social media apps gain visibility and traction among the student community on campus.
2. They can help in generating buzz and interest about the new social media app by sharing information and content about it on their social media profiles and among their peer networks.
3. Campus ambassadors can provide valuable feedback and insights to the app developers about the needs and preferences of the student community, which can help in improving the app's user experience and overall functionality.
4. They can create and share engaging content on the new social media app to generate interest and increase user adoption rates.
5. Campus ambassadors can act as a bridge between the app developers and the student community, which can facilitate better communication and collaboration.
6. They can help the app developers in identifying and addressing user issues or concerns, which can improve the app's reputation and user satisfaction levels.
7. Campus ambassadors can leverage their social media networks to create user-generated content and user-driven marketing campaigns for the new social media app, which can increase the app's brand awareness and user loyalty.
8. They can help in identifying and targeting niche audiences on campus, which can help in increasing the app's relevance and appeal among different user groups.
9. Campus ambassadors can create a sense of community and belongingness around the new social media app, which can improve the app's overall social impact.

Overall, campus ambassadors can have a significant impact on the success of upcoming new social media apps by providing valuable feedback, creating engaging content, and facilitating communication and collaboration between the app developers and the student community.

TYPES AND IMPORTANCE OF MARKETING

➤ DIGITAL MARKETING

Digital marketing refers to the use of digital channels, such as search engines, social media, email, and websites, to promote a product or service. It encompasses a wide range of tactics and strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, influencer marketing, and more. The goal of digital marketing is to reach and engage with customers online in order to drive brand awareness, website traffic, and ultimately, sales.

➤ DIGITAL MARKETING AS CAMPUS AMBASSADOR

As a campus ambassador, you can use digital marketing techniques to promote a brand or product on your college campus. One key aspect of digital marketing is building an online presence through social media platforms, such as Facebook, Instagram, and Twitter. As an ambassador, you can create and manage the brand's social media accounts, and create and share engaging content that resonates with your peers.

Another important aspect of digital marketing is search engine optimization (SEO). By optimizing the brand's website and creating valuable content, you can help the brand's website rank higher in search engine results, making it more visible to potential customers.

You can also use email marketing to reach out to your peers and keep them updated on the latest promotions and events related to the brand or product.

Additionally, you can use Influencer marketing and word of mouth as an effective strategy to promote the brand or product by leveraging your personal network, testimonials, and referral programs.

Overall, as a campus ambassador, your role is to effectively use digital marketing techniques to increase brand awareness and drive sales on your college campus

➤ IMPORTANCE OF DIGITAL MARKETING

Digital marketing is the process of promoting products, services or brands through digital channels. These channels include search engines, social media, email, and websites. It has become an essential component of modern business strategy due to the increasing use of digital devices and the internet by consumers.

The importance of digital marketing can be seen in the following ways:

1. **Reach a larger audience:** Digital marketing allows businesses to reach a larger audience than traditional marketing methods. This is because digital channels have a global reach and can target specific demographics or geographic regions.
2. **Cost-effective:** Digital marketing is often less expensive than traditional marketing methods. This is because digital channels allow for highly targeted and measurable campaigns, which reduces the need for large ad budgets.
3. **Measurable and track able:** Digital marketing allows for easy tracking and measurement of campaign performance, making it easy to see which tactics are working and which aren't.
4. **Personalized:** Digital marketing allows businesses to create personalized experiences for their customers by collecting data on their behaviour and preferences.
5. **Real-time results:** Digital marketing provides real-time results, allowing businesses to quickly adjust their strategies and tactics based on the performance of their campaigns.

Overall, digital marketing is a vital tool for businesses to reach and engage with their customers in today's digital age. It allows them to promote their products and services to a wider audience, at a lower cost, with more personalization and real-time results.

➤ **VIRAL MARKETING**

Viral marketing is a marketing strategy that relies on creating a buzz or hype around a product or service through social media, word-of-mouth, and other channels. It is called "viral" marketing because, similar to a virus, it spreads rapidly from one person to another, resulting in an exponential increase in its reach.

The main goal of viral marketing is to create a message or content that resonates with its audience and encourages them to share it with their friends and followers. By tapping into the power of social networks and the online community, viral marketing can generate massive amounts of exposure for a product or service in a short amount of time, often with little to no advertising cost.

One of the key characteristics of viral marketing is that it relies on creating content that is highly shareable and easily spreadable through social media channels. This can include videos, images, memes, or other types of content that are entertaining, informative, or emotionally engaging.

Viral marketing can be highly effective for companies looking to launch a new product or service, as it can quickly generate awareness and interest among its target audience. It can also be used to build brand awareness and loyalty by creating a sense of community and engagement around a brand.

However, viral marketing can also be difficult to execute, as it is often challenging to predict what will resonate with the audience and encourage them to share the content. Additionally, once the content is released, it can be difficult to control how it is shared and whether it is shared in a positive or negative context.

Overall, viral marketing can be a powerful tool for businesses looking to create buzz and generate interest around their product or service. However, it requires careful planning, creative execution, and a thorough understanding of the target audience and the channels through which they engage with content.

➤ **VIRAL MARKETING AS CAMPUS AMBASSADOR**

1. Viral marketing is a low-cost or even free marketing strategy, making it highly accessible and scalable for campus ambassadors.
2. Viral marketing allows for a high degree of creativity and innovation, enabling campus ambassadors to create content that resonates with the campus community and speaks directly to their interests and values.
3. Viral marketing can generate significant reach and exposure in a short amount of time, helping to build awareness and adoption for a brand or product on campus.
4. Viral marketing can encourage user engagement and participation, creating a sense of community and loyalty around the brand or product.
5. Viral marketing can be highly effective in building long-term relationships with the campus community, leading to increased adoption and loyalty over time.
6. Viral marketing can provide valuable insights into the interests and preferences of the campus community, helping campus ambassadors to refine their marketing strategies and tactics.
7. Viral marketing can help to build a strong online presence for the brand or product, creating a lasting impact on the campus community and beyond.
8. Viral marketing can be an excellent way to build relationships with influential individuals and student organizations on campus, helping to amplify the message and increase the reach and impact of the campaign.

➤ IMPORATNCE OF CAMPUS AMBASSADOR IN ZINGLIN APPLICATION

The importance of a campus ambassador in a Zinglin video making app cannot be overstated. Campus ambassadors play a vital role in promoting the app to students, faculty, and staff on college and university campuses.

Here are a few key reasons why campus ambassadors are important in promoting a video making app:

1. **Boosting User Acquisition:** Campus ambassadors can help the app increase its user base by promoting the app to their peers and encouraging them to download and use the app. They can help to spread the word about the app's features and benefits, leading to increased interest and adoption.
2. **Building Relationships:** Campus ambassadors help to build relationships between the app and the academic community. They can connect the app with student organizations, clubs, and events, providing opportunities for the app to engage with its target audience.
3. **Improving User Engagement:** Campus ambassadors can help to increase user engagement with the app. By organizing events and activities, they can provide users with opportunities to create and share videos, leading to increased use of the app.
4. **Providing Feedback:** Campus ambassadors serve as a valuable source of feedback for the app. They can provide insights into the needs and concerns of the academic community and help the app make informed decisions.
5. **Encouraging Student Development:** Campus ambassadors have the opportunity to develop important skills, such as marketing, communication, and event planning. By participating in the program, students can gain valuable experience that will benefit them in their future careers.

In conclusion, campus ambassadors play a critical role in promoting a video making app within the academic community. They serve as advocates, building relationships, increasing user acquisition, and promoting user engagement and development.

➤ **INTERNSHIP TASKS**

TASK 1

Viral marketing is a strategy that aims to spread information about a product or service through word-of-mouth or social networks. To use viral marketing to promote the Zinglin Campus Challenge throughout the college community, we used the following techniques:

Leverage social media platforms: Create and share engaging content (e.g. videos, info graphics, images) on social media platforms like Facebook, Instagram, and Twitter.

Encourage participants to share the content with their friends and followers.

Use influencers: Identify and collaborate with influential individuals or groups within the college community, such as student leaders or popular clubs, to spread the word about the challenge.

Create a referral program: Encourage current participants to refer friends to the challenge by offering incentives for each referral.

Hold events: Host events, such as information sessions or launch parties, to generate excitement and interest in the challenge.

Create a buzz: Use catchy phrases, hashtags, and slogans to create buzz and make the challenge more memorable.

As for managing Zing mates who are participating in Zinglin campus challenge, we should set up regular communication channels to keep them informed and engaged. This can include weekly updates via email or a group chat, as well as regular check-ins to address any queries or concerns. Additionally, we have create a dedicated platform or portal to provide participants with all the necessary information and resources they need to succeed in the challenge.

app.powerbi.com/groups/me/reports/d395dcc5-7a04-4682-a7c6-9efd4f5a2c67/ReportS

Zingmate Dashboard 4.0

File Export Share Chat in Teams Subscribe

Back to report

#	Handle	Feeds	Followers	ZCCPoints	Curation Ratio	Referrals
1	komal29	91	53	1,016	1%	
1	shiwarkar	68	46	772	3%	
1	Lavina	56	54	668		1
1	farhan1704	38	38	456	3%	
1	sanjana09	29	62	414		
1	Shree9122	31	46	402		107
1	Deepakvmro	31	30	370		
1	Darshu29	26	38	336	4%	
1	yash2202	23	39	308	13%	2
1	shravvv	22	31	282	14%	
1	pritimourya	19	29	248		1
1	prashikurade	20	21	242		
1	darsh2209	14	20	180		
1	ashvi	8	24	128		
1	mayurikhokde2002gmail co	8	17	114		
1	harshSuresh	8	15	110	13%	
1	sejaldhole	6	14	88	17%	
1	priyaaanshu	4	17	74	25%	
1	ektaverma	2	24	68		
1	dramaticworld	4	11	62	25%	
1	GD11	4	11	62		
1	kkalyani19	5	5	60		
1	ayusshiiiiii	3	14	58		
1	kavypandey28	3	8	46		
1	premithawali	3	7	44		
1	Sakshi02	3	7	44		
1	Aditya01	1	9	28		
1	kunalkaramchandani	1	9	28	100%	
1	SKshruti	1		10		

re to search

(This was a dedicated platform or portal which provides all the necessary data of the content creators.)

TASK 2

Share our own progress and excitement about the challenges: By sharing our own progress with our Zing mates, we can inspire them to join in on the fun. Share our successes and challenges, and be open about your own learning journey. When our friends see that you're enjoying the process, they'll be more likely to join in.

Highlight the benefits of participating in the challenges: By highlighting the benefits of participating in the challenges, we can show our Zing mates how the challenges can positively impact their lives. The challenges on the Zinglin app can help improve fitness, build new skills, and form new connections with our Zing mates.

Create a sense of community: By forming a team or group of Zing mates to participate in the challenges together, we can create a sense of community and accountability. This will encourage our Zing mates to support each other and work towards a common goal.

Provide tips and resources: By providing tips and resources for successfully completing the challenges, we can show your Zing mates that you are invested in their success. This will give them the confidence to participate, knowing that they have the support and guidance they need.

Offer incentives or rewards: By offering incentives or rewards for participation, such as a virtual trophy or recognition for completing a certain number of challenges, you can give your Zing mates a tangible goal to work towards. This will motivate them to keep going and reach their full potential.

In summary, by being an inspiration, providing tips, creating sense of community, highlighting benefits, and offering rewards you can motivate your Zing mates to take part in the challenges on the Zinglin app.

TASK 3

Create creative hashtag challenges that have the potential to become popular on campus requires a bit of creativity and strategic thinking. Here are a few steps we have taken to create a successful hashtag challenge:

Identify a theme or topic that is relevant and relatable to your campus community. This could be something related to current events, a popular trend, or a cause that is important to your community.

Create a catchy and easy-to-remember hashtag that relates to your theme or topic. This will be the key to making your challenge go viral and encouraging others to participate.

Set clear guidelines and rules for the challenge. This will make it easy for participants to understand what is expected of them and how to participate.

Use social media to promote the challenge. Post about it on your own social media accounts and encourage others to share the challenge with their own networks.

Create an incentive or reward for participants. This could be something as simple as recognition for those who complete the challenge or a prize for the person who completes the challenge the most creatively.

Create a sense of community by encouraging participants to engage with each other and share their experiences on social media.

Keep the challenge going by continuing to create new themes and hashtags, this will keep the interest of your campus community.

In summary, to create a successful hashtag challenge, you should Identify a relatable theme, create a catchy hashtag, set clear guidelines, use social media to promote, create incentives or rewards, encourage engagement and keep the challenge going by creating new themes.

The creative hashtag was created for G.S. College of Commerce and Economics, Nagpur was **#GSamazers**

TASK 4

To find handles of content producers who will be active during the Zinglin Campus Challenge (ZCC), we can start by searching social media platforms such as Twitter, Instagram, and YouTube using relevant hashtags and keywords related to the ZCC. We can also check the official website or social media pages of the event organizers for a list of participating content producers.

Once we have found a list of handles, we can submit them to the appropriate person or organization in charge of tracking them for the ZCC. We can also use a spreadsheet or a database to keep track of the handles and any other relevant information about the content producers.

It's important to note that for this task, we will need to be aware of the deadlines and the guidelines for the ZCC. Also, we need to be able to communicate with the event organizers and the content producers to confirm their participation and the expected content.

In addition, we can also reach out to them via direct messages, email or other communication platforms to verify their participation and ask if they would like to collaborate with you on the ZCC.

< Back to report

#	Handle	Feeds	Followers	ZCCPoints	Curation Ratio	Ref
1	komal29	100	56	1,112	1%	
1	Lavina	76	70	900		
1	shiwarkar	72	47	814	3%	
1	sanjana09	54	62	664		
1	farhan1704	42	38	496	2%	
1	Shree9122	40	48	496		
1	Deepakvmro	31	32	374		
1	Darshu29	26	39	338	4%	
1	yash2202	23	42	314	13%	
1	shravv	22	32	284	14%	
1	prashikurade	22	31	282		
1	pritimourya	19	32	254		
1	darsh2209	14	20	180		
1	harshSuresh	10	16	132	10%	
1	ashvi	8	24	128		
1	mayurikhokde2002gmail co	8	17	114		
1	sejaldhole	6	15	90	17%	
1	priyaaanshu	4	17	74	25%	
1	ektaverma	2	24	68		
1	dramaticworld	4	11	62	25%	
1	GD11	4	11	62		
1	ayusshiiii	3	15	60		
1	kkalyani19	5	5	60		
1	Sakshi02	4	8	56		
1	kavypandey28	3	8	46		
1	premithawali	3	7	44		
1	kunalkaramchandani	1	10	30	100%	
1	Aditya01	1	9	28		
1	jayyyy05	2	4	28		
1	SKshruti	1		10		

This dashboard showing zing mates activity while the Zinglin Campus Challenge ZCC

TASK 5

The Zinglin Inter-College League (ZIL) is an intercollegiate tournament that brings together teams of content creators from 65-70 colleges. These teams compete against each other to showcase their talents and skills in the field of content creation. The tournament may include different categories such as video production, photography, writing, graphic design, and more.

The tournament is organized by the Zinglin video making app, organizers. The tournament was held online or in-person, depending on the situation. The tournament format could be elimination rounds, group stages and finals, based on the number of teams participating.

The teams may be composed of students from different disciplines, such as communication, media studies, design, or other related fields. The teams may also be supported by their respective colleges, with faculty members acting as mentors or coaches.

The tournament may include several rounds of competition, with each team submitting their work for evaluation by a panel of judges. The judges are industry professionals or experts in the field of content creation. The teams with the highest scores will move on to the next round until a winner is declared.

The winner of the tournament receive prizes such as cash, goodies, merchandise or other incentives. The tournament also provides an excellent opportunity for the students to showcase their work and gain recognition within the industry.



ZIL poster created for the captain of the college by the Zinglin app

TASK 6

A college-wise leader board is a feature that displays the standings or rankings of the participating colleges in the Zinglin Inter-College League (ZIL) tournament. This leaderboard is usually displayed in the content section of the app.

The leaderboard is updated regularly throughout the tournament and shows the scores or points earned by each college based on the performance of their teams in the different categories of the competition. The scores may be based on the evaluation of the judges or other criteria set by the tournament organizers.

The leaderboard allows the participants, their colleges and fans to keep track of the competition and see how their team is performing in relation to the other colleges. It also creates a healthy competition among the colleges.

The leaderboard displayed in different formats such as a table, a chart, or a graph. It also show other information such as the number of teams participating from each college, the number of rounds completed, and the remaining rounds.

The leaderboard is also an important part of the tournament as it keeps the participants engaged and motivated throughout the competition. It also allows the tournament organizers to track the progress of the competition and make any necessary adjustments.

#aurorachamps

Score 779987 | 4 Participants

#AdamasFabs

Score 775090 | 6 Participants

#sagezing

Score 400509 | 6 Participants

#GSamazers

Score 200157 | 5 Participants

#Gargigang

Score 178505 | 6 Participants

#creativezenexians

Score 140860 | 5 Participants

#spipshines

Score 74056 | 5 Participants

#thebesc

Score 31768 | 3 Participants

#kbns wag

Score 30991 | 7 Participants

#zingitHinduja

Score 30030 | 1 Participant

List of colleges with score and number of participants participated in ZIL

TASK 7

Assembling a group of content producers to represent a university in the Zinglin Inter-College League (ZIL) tournament requires a few steps.

Identify the categories of the competition: The first step is to understand the different categories of the competition, such as video production, photography, writing, graphic design, and more. This will help to identify the types of content producers needed for the team.

Recruitment: Once the categories are identified, the next step is to recruit content producers from the university. This can be done through announcements on the university's website, social media pages, or bulletin boards. Additionally, we can reach out to professors or department heads to ask for recommendations or referrals.

Selecting the team: After recruiting a pool of potential team members, it's essential to select a team of content producers who have the necessary skills, experience, and passion for the competition. We can conduct interviews, or ask them to provide samples of their work to evaluate their qualifications.

Training and Mentoring: Once the team is selected, it's important to provide them with training and mentoring to help them improve their skills and prepare for the competition. This can be done by having workshops, seminars, or one-on-one sessions with industry professionals or experts in the field of content creation.

Coordination and Communication: It's important to establish good coordination and communication among the team members, as well as with the university representatives, event organizers and other stakeholders. This will ensure that the team is aware of the deadlines, requirements and guidelines for the ZIL tournament.

It's important to note that the team composition and selection will vary based on the university's resources, and the categories of the ZIL tournament, but overall, the goal is to select a team of talented and motivated content producers who can represent the university in the best way possible.

TASK 8

Promoting the ZIL (Zinglin Intercollege league) throughout the college campus community is a great way to encourage participation. Here are a few ways to do this:

Hold informational sessions: Host informational sessions on the ZIL and how it works. This will give students an opportunity to learn more about the program and ask questions.

Use social media: Utilize social media platforms such as Facebook, Twitter, and Instagram to promote the ZIL. Share updates and news about the program to keep students informed.

Partner with campus organizations: Partner with student organizations on campus such as the finance club or economics club to promote the ZIL. They can help spread the word and attract potential participants.

Use email: Send out regular emails to students and faculty members about the ZIL and its benefits.

On-campus events: Organize on-campus events such as a ZIL fair, where students can learn more about the program and speak with representatives from the zinglin community.

Incentives: Offer incentives for students who participate in the ZIL, such as gift cards or prizes, to encourage more participation.

Overall, it's important to make sure that the program is well-publicized and that students are aware of the opportunities it offers. By taking a multi-faceted approach to promotion, you can help increase participation in the ZIL.

TASK 9

Participating in the ZIL's weekly reviews is a great way to stay informed about the program and its performance on a college-by-college basis. Here are a few ways that you can participate:

Attend the meetings: Attend the weekly meetings where the performance is reviewed. This will give you an opportunity to hear about the program's progress and ask questions.

Review the performance data: Review the performance data for your college, which will give you an idea of how the program is doing on your campus.

Share feedback: Share feedback on the program and how it can be improved. Your input can be valuable in making the program more successful.

Share success stories: Share success stories of students who have participated in the program, which can help motivate other students to get involved.

Network: Network with other colleges participating in the ZIL, which can help you learn from their experiences and share best practices.

Overall, participating in the weekly reviews is a great way to stay informed about the program and its progress. By being an active participant, you can help make the program more successful on your campus.

It's also important to keep in mind that weekly reviews are also a great opportunity to discuss and identify issues, celebrate successes, and collaborate to improve the program.

TASK 10

Making sure that a college meets the minimal requirements to win in order to be named the winner is an important step in the ZIL program. Here are a few things to keep in mind:

Understand the requirements: Make sure that you understand the requirements for winning the program. This will ensure that you are aware of what needs to be done in order for a college to be named the winner.

Communicate the requirements: Communicate the requirements to students and faculty members at your college. This will help them understand what needs to be done in order to be successful in the program.

Monitor progress: Monitor the progress of your college to make sure that they are meeting the requirements. This will help you identify any areas that need improvement.

Provide support: Provide support to students and faculty members as they work to meet the requirements. This could include providing resources or offering assistance.

Keep records: Keep records of the progress of your college, which will be useful when it comes time to determine the winner.

Review the rules: Review the rules of the ZIL program and make sure that your college follows them.

Overall, making sure that a college meets the minimal requirements to win is an important step in the ZIL program. By being aware of the requirements and providing support, you can help your college be successful in the program.

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Ambassadors				
_Userid	Handle	Username	Referals	Likes
1	sparshaalva	Sparsha Alva	180	111
1	Shree9122	Shreejee Pandit	107	384
1	Dj805394	Deepak Jadhvani	93	1,173
1	adithyanayak	Adithya Nayak	73	10
1	kabir94	Abhishek Khatri	52	31
1	akshaymarmat	Akshay Marmat	51	127
1	swayamahuja	Swayam Ahuja	49	79
1	fiza8	Fiza Rizvi	40	30
1	Sanushmajith	Sanushma S	25	3
1	Payal08	payal	20	103
1	alokpandey	alok pandeh	10	0
1	mukthang	Mukthang	8	2
1	Dearmusik	Divyansh	1	13
13			709	2,066

This Dashboard showing the number of downloads referred by the captains of colleges.

➤ **KEY LEARNINGS**

As a campus ambassador, your internship experience is likely to have provided you with a range of valuable learnings that you can incorporate into your project report. Here are some key learnings that you may want to include:

1. **Communication skills:** One of the most important skills you may have learned as a campus ambassador is how to communicate effectively. This includes learning how to interact with a wide variety of people, from students to faculty members to administrators. You may have also learned how to communicate in different settings, such as through social media, email, or in-person presentations.
2. **Leadership skills:** As a campus ambassador, you likely had to take on a leadership role, whether that meant organizing events, managing a team of other ambassadors, or representing your organization on campus. Through this experience, you may have learned how to inspire and motivate others, how to set goals and work towards them, and how to handle conflicts or difficult situations.
3. **Marketing and promotion:** A key aspect of many campus ambassador roles is promoting your organization or its products and services. This may have involved creating marketing materials, running social media campaigns, or organizing events to raise awareness. Through this experience, you may have gained a better understanding of how to market effectively to a specific audience.
4. **Time management:** Juggling your campus ambassador responsibilities with your coursework and other commitments may have taught you valuable time management skills. You may have learned how to prioritize tasks, manage your schedule effectively, and stay organized.
5. **Professionalism:** Finally, your campus ambassador experience may have provided you with an opportunity to develop your professional skills. This could include learning how to dress appropriately for different situations, how to network effectively, or how to handle yourself in a professional setting.

CONCLUSION

In conclusion, my experience as a campus ambassador for Zinglin video making app has been a valuable and enriching one. Throughout my internship, I have had the opportunity to work closely with the Zinglin team, gaining a deeper understanding of the app's features, user experience, and marketing strategy. I have also had the chance to interact with my peers and network on campus, sharing my knowledge of the app and encouraging its adoption and use.

As a campus ambassador, I have played a crucial role in promoting Zinglin on campus, providing valuable feedback to the app developers, and creating engaging content that has generated interest and user adoption rates. I have also helped to bridge the communication gap between the Zinglin team and the student community, facilitating collaboration and improving the app's overall social impact.

Overall, my experience as a campus ambassador for Zinglin video making app has not only given me valuable skills and experience in marketing and communication, but has also provided me with a deeper understanding of the impact of social media apps on the student community. I am grateful for this opportunity and look forward to seeing the continued success and growth of Zinglin in the future.

➤ **SUGGESTIONS**

1. **Get to know your team:** Take the time to get to know your fellow campus ambassadors and your team leader. Building strong relationships with your team will help you work together more effectively and create a positive work environment.
2. **Be proactive:** Don't wait for tasks to be assigned to you. Be proactive and seek out ways to contribute to the team. Offer to help with tasks that may not fall within your specific role, and be willing to take on additional responsibilities as needed.
3. **Develop a strong understanding of the product or service you're promoting:** Whether you're promoting a product, service, or event, make sure you have a deep understanding of what it is and how it works. This will help you communicate the value of the product or service to your peers and target audience.
4. **Be creative:** Think outside the box and come up with innovative ways to promote the product or service you're representing. This can include organizing events, creating social media content, or developing promotional materials.
5. **Network:** Take advantage of the opportunity to connect with other students, faculty members, and professionals in your field. Attend events, participate in discussions, and seek out mentorship from those who have more experience than you.
6. **Communicate effectively:** Be clear and concise in your communication with your team, peers, and target audience. Make sure you are using the appropriate channels to reach your audience, whether that be social media, email, or in-person events.
7. **Learn from your mistakes:** Don't be afraid to make mistakes. Use them as an opportunity to learn and improve. Ask for feedback from your team and target audience, and use that feedback to make adjustments and improve your approach.

➤ TERMINOLOGY OF CAMPUS AMBASSADOR

1. **Campus Ambassador:** A representative of a brand or organization who promotes their product, services, or message on campus.
2. **Brand Ambassadors:** Students or young professionals who are recruited by companies to represent their brand on campus and promote it to other students.
3. **Ambassador Program:** A structured program designed by a company or organization to recruit, train, and manage a team of campus ambassadors.
4. **Campus Marketing:** A marketing strategy that targets college campuses as a way to promote products, services, or messages to a young audience.
5. **Campus Outreach:** A marketing technique that involves reaching out to student organizations, clubs, and campus events to promote a product or service.
6. **Influencer Marketing:** A marketing technique that involves collaborating with influential people on social media to promote a product or service to their followers.
7. **Word-of-Mouth Marketing:** A marketing technique that relies on personal recommendations from satisfied customers or brand ambassadors to generate interest and increase adoption rates.
8. **Social Media Marketing:** A marketing technique that involves leveraging social media platforms to promote a product or service to a targeted audience.
9. **Community Building:** A technique that involves creating a sense of community and belongingness around a brand, product, or service by organizing events, campaigns, or other activities.
10. **Engagement Metrics:** The various measures used to track the effectiveness of campus ambassador programs and other marketing techniques, including social media metrics, user adoption rates, and engagement rates

➤ **REFERENCE**

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- www.cinestaan.com
- www.campusplusplus.com



(Our G.S. College secured the 3rd position in Zinglin inter college league in which we received a trophy and a cash prize of Rs. 10,000/-)