

PoGoSo Private Limited

Registered office: E-201, Sujjan Vihar, Sector - 43, Gurugram -122002

Date: **May 3, 2024**

To,

Lakshay Nahar

Shivaji College

Mahatma Gandhi Rd, Shivaji Enclave, Raja Garden, New Delhi, Delhi, 110027

Subject: Offer of Internship - Marketing and Promotions Intern (On Ground)

Dear **Lakshay**,

We are thrilled to offer you an internship position in the Marketing and Promotions department at PoGoSo! We were very impressed with your qualifications and enthusiasm during the interview process, and we believe you will be a valuable asset to our team as we prepare to launch our exciting new social media platform around Politics, Governance and Society.

About the Internship:

This internship will provide you with a unique opportunity to gain hands-on experience in various aspects of marketing and promotion. You will play a key role in supporting the launch of our social media platform by assisting with planning and executing promotional activities, creating engaging content, managing a team of interns/volunteers, and attending events to connect with potential users.

Responsibilities:

- Assist with planning and executing promotional activities for the social media platform launch
- Attend and support outreach efforts at events, conferences, and community gatherings and engage with potential users
- Engage with citizens from different walks of life and encourage them to download and use the PoGoSo App
- Assist with developing and distributing promotional materials (flyers, posters, etc.).
- Create engaging social media content (text, images, reels and videos) to promote the platform launch
- Grow your own social network and distribute digital content via social media channels including your own WhatsApp broadcast lists, WhatsApp Status Update, Instagram/Facebook Posts/Stories, LinkedIn Posts/Stories, X (formerly tweeter), Quora, and other relevant platforms.
- Promote the App downloads among your personal network including friends, classmates, family members and social media connections and followers.

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- Arrange **at least one** offline motivational seminar/talk shows, panel discussions, launch events in your college or adjoining colleges with a minimum audience size of 150
- Arrange **at least two** online seminars/talk shows, Q & A session with with a minimum 20 members from your network to help them understand the App
- Invite and onboard known activists and influencers on the PoGoSo App
- Use the PoGoSo App daily, post interesting content, engage on posts by others, react, comment, rate and review political parties, political candidates etc.
- Assist with other tasks as assigned

Term: 2 Months

Compensation: Up to INR 10,000 per months including the following:

- a. Fixed INR 3,000 per month
- b. Food Reimbursement INR 100 per day
- c. Travel Reimbursement of INR 120 per day
- d. Brand kits and marketing materials
- e. Additional Rewards/Incentive for exemplary performance against the assigned KPIs

Reporting To: Chief Growth Officer, Narayan Singh Rao or whoever he assigns it to.

Work Schedule:

The internship is a 45-hour per week commitment. The specific work schedule will be discussed with your reporting manager.

Benefits:

As an intern, you will have the opportunity to:

- Gain valuable experience in a fast-paced and dynamic environment.
- Work alongside experienced professionals in the marketing and promotions field and professionals from IIT and IIM.
- Learn about the latest marketing trends and strategies.
- Develop your skills in communication, event management, content creation, and data analysis.
- Lifetime experience of being a part of an exciting new social media platform launch and initial adoption.

Key Terms and Conditions

- As an intern at PoGoSo Pvt Ltd, you will be required to sign and adhere to the terms of our confidentiality agreement, safeguarding proprietary information and trade secrets.

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- Internship commences **May 6th** for a mandatory 8 weeks. Leaves taken (For exams, practicals etc.) will be unpaid and extend your completion date.
- Notwithstanding the above, immediate termination may occur for reasons of gross misconduct, violation of company policies, or illegal activities.
- Your internship is contingent upon compliance with all company policies, rules, and regulations, work schedule, on-time reporting and completion of assigned tasks with sincerity.
- PoGoSo Pvt Ltd reserves the right to modify the terms and conditions of your internship, including job responsibilities and tenure.
- If you leave the internship in the interim you shall not be eligible for any compensation or internship completion certificate.

By accepting this offer, you confirm your understanding and agreement to the above conditions.

Acceptance:

Please sign and return a copy of this letter to confirm your acceptance of this offer by **May 03, 2024**.

We look forward to welcoming you to the team and are confident that you will have a rewarding experience at Pogoso Pvt Ltd.

Sincerely,

Jessika Dang



[Human Resources]

Accepted by: (Put your digital signature here)

Name: **Lakshay Nahar**

Date: **03/05/2024**