Innovations in Development and Empowerment Alternatives

(IDEA)

Registration No.- 2773 under Public Charitable Trust, Delhi,

Address: C-184, NDMC Society, Block H-3, Vikaspuri, New Delhi, 110018, India.

Standard Operating Procedure

For the Campus Ambassador Programme

A. Introduction to the Campus Ambassador Programme:

Working as a Campus Ambassador gives students various opportunities to develop manifold skills like social media marketing, communication skills, team building skills, leadership skills, presentation skills, content marketing, organising workshops, etc.

IDEA calls for Campus Ambassadors **(hereinafter referred to as "CA(s)")** to serve as a pivotal link between the Organisation and the student community. IDEA is looking for dynamic candidates who can be entrusted with the responsibility of creating awareness about the vision, mission, services, and other activities of the Organisation.

IDEA's Campus Ambassador Programme **(hereinafter referred to as the "CA Programme")** will consist of a 'benefits via referral code' system. This system will work bilaterally, i.e., CAs shall receive a monetary benefit for every "enrollee" (a student who registers and successfully pays for any Course of the Organisation via the referral code assigned to the CA). On the other hand, a referred enrollee shall receive a discount of 5 per cent on the application fee of the Course they have opted for.

B. Applications from Prospective Campus Ambassadors:

Prospective CAs shall apply for IDEA's CA Programme via email. The application must be sent to campusambassador@trustidea.org. The application must contain:

1. Prospective CA's resume,

2. Prospective CA's contact details.

C. Interview of accepted applications:

1. The Programme Lead shall scrutinise the applications and select suitable applicants.

2. The shortlisted candidates will be contacted for the interview round. In the interview round, IDEA's CA Programme, as laid down hereinafter, shall be explained.

3. The Programme Lead will finally select any or all suitable candidates.

D. Induction and Term of new Campus Ambassadors:

1. All newly appointed CAs shall be briefed about the modalities of the Programme in the Induction Workshop.

2. The term of every CA shall be 2 months. The term may be extended with mutual consent.

E. Responsibilities of the Organisation:

1. Every CA, after appointment, shall receive a generated referral code from the Organisation. The codes shall begin from 'CAMAR21-01.

2. Every CA shall be couriered copies (number depending upon need) of IDEA's flyers/ posters on any of its services, to their residential address. The costs involved in the same shall be borne by the Organisation.

F. Activities of the Programme:

1. <u>Social Media Activities:</u>

	Activities	Action Points	Minimum Specs for Getting a Certificate	Cash Incentives
1	Display of IDEA Flyers on colleges' display boards	Putting up IDEA's flyers on college notice boards.	All Ambassadors will be honoured with a certificate from IDEA.	150 INR for displaying flyers in colleges
2	Attracting new followers to the Trust IDEA Social Media accounts on facebook/ instagram	Sharing our social media links with known people. Increasing IDEA's social media following.		500 INR for 100 followers
3	Getting students to register for IDEA's courses	Get an enrollee via your referral code.		500 INR per successful enrollee
4	Social Media Marketing	IDEA's posts to be uploaded on Facebook, Intagram, LinkedIn and Twitter.		-

Every CA shall follow IDEA's social media accounts from their personal accounts. The details of our social media handles are given below:

a. Facebook: Trust IDEA

   Link: https://www.facebook.com/TrustsIDEA/

b. Instagram: @trustideaorg

   Link: https://www.instagram.com/trustideaorg/

c. LinkedIn: TrustIdea.org

   Link: https://www.linkedin.com/company/trustidea-org/

d. Twitter: @TrustIDEA

Link: https://twitter.com/TrustIDEA

e. Youtube Channel: Trust IDEA

Link: https://www.youtube.com/channel/UCjvlNlIMJj7tilst_XGbP1Q/featured

f. Subscription to IDEA's Website Blogs: https://trustidea.org/blogs/

Every CA shall post IDEA's content (flyers/posters/brochures/posts/etc.) on their personal social media handles.

Every CA shall re-share IDEA's social media posts on the "story" feature from their personal social media accounts.

2. <u>Display of IDEA Flyers on colleges' notice boards:</u> Every CA shall display the received flyers/posters on the notice board(s) of their college/university/institution and any other college, if possible. If prior permission has to be sought from the college administration to complete this task, the same shall be the responsibility of the CA.

On every flyer/poster, there shall be a designated blank space. Before displaying the flyers, every CA is required to write down the following on the blank space of every flyer:

a. Personal contact details of the CA (contact details of the Organisation need not be mentioned)

b. IDEA generated referral code (any students who apply seeing this poster must mention the referral code in their application email).

After displaying IDEA's flyers/posters on colleges' notice boards, confirmation of the same has to be provided to the Programme Lead in the form of photos of the flyers on the notice boards.

G. Referring candidates to IDEA's Courses:

A system has been put in place to incentivise CAs for referring students to various courses of the Organisation. The broad process to be followed in this regard would be:

1. The CA may receive queries from students about our Courses and the same could be addressed as explained in CA Training Sessions.

2. The CA shall comprehensively explain the Course and the procedure for applying to the same.

3. The CA shall ensure that when a student applies for any of the IDEA's Courses, their application mentions the referral code of the CA through whom the student intends to join.

4. Only after successful selection, enrolment and payment by an enrollee who has been referred by the CA, the CA shall receive a monetary benefit of the amount of 500 INR per referred enrollee student.

5. The Organisation shall offer a fee discount of 5 per cent of the prevailing fee to every enrollee who joins via CA. The Organisation shall send the discounted fee structure to the enrollee only after their application has been shortlisted and they have cleared the interview round.

6. All monetary incentives shall be released only after the successful completion of the CA's term.

H. **Reporting of tasks undertaken:** All CAs will have to share the report of the tasks assigned to them, with the Organisation, on a regular manner. Failure to do so may deny the CA their Certificate or Letter of Recommendation.

I. **Perks offered by the Organisation after successful completion of tenure:**

1. Accrued monetary benefit via referral system: After the CA has completed the programme, all monetary benefits as decided, and accrued to the CA, shall be released to the CA in the form of a transfer to their designated personal bank account within 3 days from the completion of Programme.

2. Certificate of Completion/Letter of Recommendation signed by Dr. Rakesh Malhotra, Chairman, IDEA.

3. Internship opportunity with an NGO in the development sector (subject to availability of internship spots)

4. Social Media endorsement: The Organisation shall endorse the CA's skills on LinkedIn. The same shall be done only if the CA has performed well in the Programme.

5. Access to IDEA's seminars/lectures organised by IDEA: The Organisation arranges various seminars/lectures on topics relevant to the development sector, conducted by industry experts, academicians, and senior officials of the Government. All CAs shall have access to such seminars held during their tenure as a CA.

6. Feature of the CA's blog/article on Trust IDEA's website: IDEA promotes and supports young minds speaking up in the form of short blogs on topics relevant to the Organisation's operations and related areas. All CAs are also invited for submission of blogs, which after due process of selection, shall be featured on the Organisation's website.