Headline: Not just a summer job

Publication: Tamil Murasu
Date: 2 June 2006

"Not just a summer job" is the headline of the article in Tamil Murasu on 2 June 2006.
All 19 students study at the Singapore Management University. As part of their degree requirement, they must fulfill at least one internship throughout their education in SMU. Therefore, these students joined FACT Software International. However, they are not just involved in mediocre job responsibilities.

“We have delegated our entire marketing department in our Singapore office to these interns. We are spending about $160,000 in this initiative,” says FACT CEO, Mr Arvind Agarwalla.

Two out of the 19 students have been chosen as project managers.

“When Mr. Arvind first interviewed us, we were told to come up with a marketing plan. We produced a plan and included the rest of the students in the plan,” says one of the project managers, Mr Shashank Nigam.

“We split the interns into 6 teams and meet up with them each day to plan out the agenda for the day. We meet with clients during the later part of the day,” says the other project manager Ms Prajakta Khakar enthusiastically.

The interns will have a share in the profits. Mr Arvind has also invited them to work part-time in FACT during their school term.

“This marketing effort will kick start in Singapore and will then be replicated in Malaysia, Dubai, Philippines and India” says Prajakta.

In the past one and a half months, the students have initiated and executed many ideas.

“Each month, we invite clients to a movie blockbuster. Each year, a cake will be delivered to each client as a celebration of our partnership” says Shashank.

Although they are working happily today, the project managers faced many challenges in the beginning.

“At times, the students disapprove of working for long hours. This even raised thoughts of quitting the job. However, we have learnt how to manage these issues over time,” says Shashank.

Completing their internship in August this year, the SMU students will then interview and recruit permanent staff to be employed at the company with Mr Arvind.