

Opportunity for Learning and contributing

Two Summer Internships at Jnana Prabodhini's Institute of Psychology (JPIP), Pune

About JPIP

JPIP (<https://jpip.org/>) is a department of Jnana Prabodhini Samshodhan Sanstha (JPSS), a sister organisation and a separate public charitable trust incubated and nurtured by Jnana Prabodhini – the parent institution. JPIP is affiliated to the Savitribai Phule Pune University since 1980 as a research centre. JPIP runs several educational, research and outreach programmes for students, youth, teachers, parents, and other members of the society. It is recognised nationally and internationally for its work in identifying and nurturance of human potential.

The Summer Internships

Over the years JPIP has developed a vast pool of psychological assessment tools. These tools are used for identifying personality competencies, aptitudes, orientations and motivation of school and college students. The assessment tools are the result of a rigorous research projects/activities. These tools are developed and standardised for Indian social context.

The key tasks of the interns will be to assess the current and future marketing potential of these educational products and suggest appropriate digital and other marketing strategies for larger and better outreach.

Illustrative list of tasks to be undertaken during the internship

- Desk research on demand for aptitude/psychometric testing in the country especially in Maharashtra and other metros
- Mapping of providers of such services
- Analysis of JPIP's offering with other service providers
- Personal interactions and visits to some of the potential educational institutions in Pune to promote JPIP's products and services
- Design advertising/ marketing campaign for JPIP's social media

This is a unique opportunity to interact with researchers and educationists in JPIP. Candidates who demonstrate passion, learning orientation and willingness to excel in given tasks will find this opportunity enriching. A certificate of appreciation and a small honorarium will be given at the end of successful completion of internship.

JPIP is offering internship opportunity for two candidates. Selection will be based on the following criteria.

Qualifications

- Graduate in any discipline with first class distinction, preference will be given to candidates with B.A. in Psychology
- The candidate should have appeared or completed first year of MBA education in academic year 2022-23 or has appeared for her/ his final year post graduation in management in 2022-23.
- Preferred specialisation: Marketing/Digital marketing/Advertising/Mass Communication
- Mention if the candidate has any prior association in any activities of JPIP and or Jnana Prabodhini.
- The internship is Pune based and hence not open to outstation candidates.
- The duration of the internship is one month, beginning June 19, 2023.
- The duration can be extended by one more month by mutual consent.
- Excellent fluency in written and oral communication in all the three languages is essential. (English, Hindi and Marathi)
- Awareness of digital media, expertise in basic computer skills and software, in designing communication and ICT material is preferred.

Those interested, please write to

jpipinternship@gmail.com

Please include in the application

- Updated CV (not more than two pages)
- A two paragraph note on 'Why I want to be an intern in JPIP?'
- Last date of submission of application is Saturday June 10, 2023.
- Selected/shortlisted candidate will be informed latest by June15, 2023.
- Start date for the Internship: Monday June 19, 2023.

**Internships at
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510, Sadashiv Peth, Pune 411030

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