

## Apply for Internship @ EmpowerU (IIT Kanpur)

### About Us:

Promorph Solutions Pvt. Ltd. is an Education-Centric company founded and mentored by a team of data scientists and professors from IIT Kanpur. We are working on the vision to create an Impact through our Educational Quality Monitoring & Governance solution, **EMPOWERU** with **Educational Data Mining (EDM)** capabilities leveraging **Information and Communications Technology (ICT) & Data Analytics**. The product **EMPOWERU** is an analytical tool for following functions:

- Government Schools Monitoring
- Higher Education Institute Governance & Educational Quality Monitoring

We are incubated at **SIDBI Innovation & Incubation Centre (SIIC), IIT Kanpur**.

- The Idea was Awarded For "Innovative Idea for use of Technology and Innovation in Promoting Good Governance" an Initiative by MHRD organized at IIT Kanpur.
- We are **Backed & Funded by Innovative Ventures and Technologies for Development (INVENT) program** of VILLGRO Foundation initiated by TECHNOLOGY DEVELOPMENT BOARD (TDB), **GOVERNMENT OF INDIA**, in partnership with **Department for International Development (DFID), UK**.

### More details:

Address: E105, SIIC Extension, IIT Kanpur, U.P. **Contact: +91-9695888288**

Web: [www.empoweru.in](http://www.empoweru.in)

### About The Internship

We are looking for people who wants to be a part of our journey in impacting public Education System. We need **Digital marketing** responsible for:

- Collaborating with our graphic designer to bring out the best content rich in effective punchline .
- Gauge the effect of content and analyze results and prepare reports .
- Email Marketing of our products .

### Skill(s) required:

- Good writing skills
- Knowledge of SEO
- Worked on Google Analytics
- Familiar with mailchimp.

### Perks:

- Internship Certificate from an IIT Kanpur incubated company.
- **Chances of Pre Placement Offer (PPO)** based on performance & company requirement.
- Great learning environment.

**Eligible Degree/Programme** – B.Tech 8<sup>th</sup> Sem(all branches) or M.Tech 4<sup>th</sup> Sem (all branches)

### Who can Apply:

- Have passion to learn new technologies
- Is Hardworking & Can adapt to challenging work environment
- Doesn't give up easily
- Is Honest & Ethical

**Selection Procedure:** Aptitude & Programming Test, and Personal interview

**Duration:** 4-6 months