AIESEC

AIESEC IN HYDERABAD · 2020 / A YOUTH-LED STORY

# THE YEAR WE MADE IT COUNT.

How a youth-run chapter kept its members learning through a pandemic, and reached 2% of the city.







# WE HAD A PLAN. 2020 HAD OTHER PLANS.

Carpe diem: seize the day with resilience and make it count. That was the vision we started 2020 with. Needless to say, the year turned out differently than we imagined. What do you do when you have a legacy to carry forward? How do you perform well and develop leadership during a pandemic? When our leadership team pictured what 2020 could be for AIESEC in Hyderabad, we saw a chapter that strives for excellence, channels its passion into outperforming itself, and makes every moment count.

We began the year with over ₹9 lakh in liabilities, and then the pandemic arrived. AIESEC in Hyderabad has always been a passionate chapter. We had the fire; we needed to point it in one direction. From the very start it was clear we would do whatever it takes to be the best we could be. The pandemic brought problems and uncertainty to AIESEC worldwide, but for us it only added fuel. We focused on a great member experience, on looking after our partners, and on innovating at every step, always asking ourselves: "Is this the best we can do?"

This year showed us that when you believe in something and are ready to do whatever it takes, you seize the moment, you make it count, and then there's no stopping you. What follows is the story of our 2020.

Chapter President, 2020 · Maleeha Masih

## THE NUMBERS 01








AIESEC works toward peace and the fulfilment of humankind's potential through international exchanges, and those exchanges also sustain us financially. We didn't want to lose that during the pandemic, so exchange stayed our focus all year, while we prepared for the day travel would reopen.

**102%**
of our target

**103**
confirmed exchanges

**#3**
in India

**9%**
of AIESEC in India's exchanges in 2020

**99.7%**
Front Office Projects completed

### WHERE OUR EXCHANGES CAME FROM

Every programme contributed in its own way. "Outgoing": young people from Hyderabad going abroad. "Incoming": international participants hosted in Hyderabad.

| PROGRAMME | SHARE | HIGHLIGHTS |
|---|---|---|
| **Global Volunteer, outgoing** | 78.8% | #2 in India; 23% of the national total. Recognised at the International Congress 2020 for innovation. |
| **Global Talent, incoming** | 10.6% | #1 in India and in the region; 24.3% of the national total. Awarded at the Asia Pacific Congress 2020 and Asia Pacific Leadership Summit 2020. Better financial sustainability, and full alignment with AIESEC's global quality standards. |
| **Global Talent, outgoing** | 4.7% | #5 in India; 5% of the national total. Nominated at the Asia Pacific Leadership Summit 2020. |
| **Global Volunteer, incoming** | 3.5% | Set up a strong 2021 by hitting our sign-up target. |
| **Global Teacher, incoming** | 2.4% | #3 in India; 7% of the national total. Fully moved to AIESEC's global quality standards. |

# RESPONDING TO COVID-19 02

As the global crisis hit, we adapted quickly. A revised plan made sure that, whatever happened, we would keep AIESEC's culture alive, keep teaching skills, keep members engaged, and above all keep the chapter financially sustainable. We were determined not to lose the heart of exchange and leadership, and to keep both our operations and our pipeline of future leaders intact. So we experimented, borrowed from change-management models, and talked constantly with our partners and members.

## THE ADKAR CHECKLIST

In April 2020 we used the ADKAR change-management model (Awareness, Desire, Knowledge, Ability, Reinforcement) to list five concrete outcomes we needed: for planning change, for equipping our leaders to guide it, and for supporting everyone through it.

## A WEEKLY PLAN FOR LOCKDOWN

With operations paused and no in-person contact, the leadership team planned activities for every week of lockdown at our weekly leadership meetings, and tracked progress through each department's plan.

## STAYING ENGAGED ONLINE

In March, right as lockdown began, we drafted an online engagement plan for every department and for the chapter as a whole: to teach our culture, build members' skills, have fun and stay active. We kept improving it throughout the pandemic, and it gave us a chance to reflect on and strengthen our foundations.

## MENTAL HEALTH

The pandemic called for empathy. We shared a mental-health booklet with all members, aligned with AIESEC's guidance, and the leadership team made sure we were always available to anyone who needed us.

### MAKING QUARANTINE COUNT

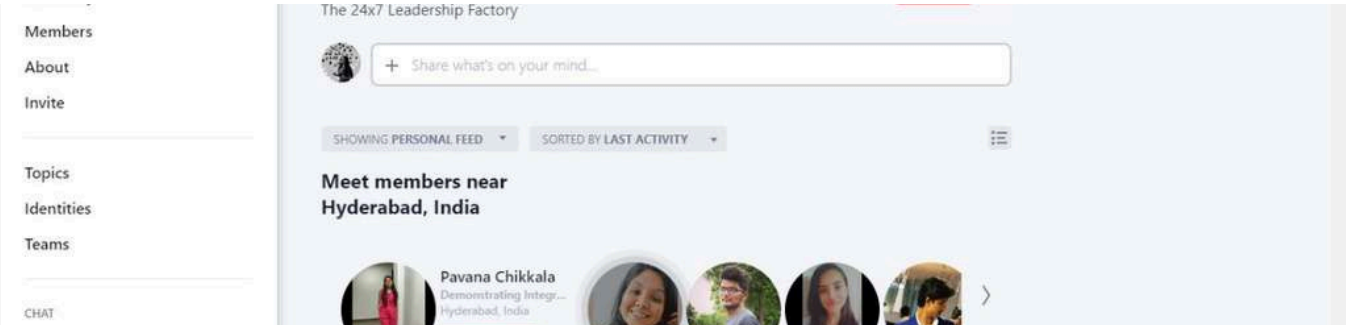
A short rewards-and-recognition challenge launched in April with two goals: drive friendly competition behind our crowdfunding campaign, and keep members engaged. We met both. We raised over ₹1 lakh, and members stayed active in every project and club.






### A VIRTUAL OFFICE: HOUSE OF HIRANS

Our office had always been more than a workspace. It was where members collaborated, met each other, and built the chapter's culture. When the pandemic meant giving it up, we rebuilt those elements online. In August 2020 we launched a virtual office on Mighty Networks.




## DEVELOPING OUR PEOPLE 03

Everything an organisation achieves is done by its people. So we made their growth non-negotiable, aiming for a membership that is curious, purposeful, ambitious and agile. Here is how:

1. Team standards, practised as everyday behaviour
2. Management systems
3. Leadership development sessions and forums
4. Rewards and recognition
5. Chapter clubs

### SYSTEMS THAT OUTLAST A YEAR

Goals are short-term; systems are long-term. We chose systems, so the chapter would keep growing after us. Every team was tracked at 100% across all four stages of its year (building, performing, closing, results), using a personal development plan dashboard, team-standards tracking, regular team reviews and monthly reports.

Our people-management process also hit 100% at every stage: recruiting (interviews, group discussions, tasks), developing (chapter webinars and a Google Classroom), keeping (weekly recognition and a rewards tracker), and reporting (audit booklets and forum objectives).

## LEADING THE LEADERS

The leadership team ran on a shared calendar, hard-skills sessions, reimagined one-on-ones, a training on recruitment and leadership with our Board of Advisors, and clear accountability and performance management. What we're proudest of is our Working Hour: we met online every day to check in with each other, and sometimes to watch movies. Yes, daily.

For our team leaders, we ran bootcamps in both semesters to equip them for the role. We also held a two-day innovation summit, Knorgy, where team leaders and the leadership team brainstormed together. Many of the ideas were put into practice. And in Mann ki Baat sessions, team leaders could openly raise concerns, give feedback and play games with the president and the vice president of people development.







## A YEAR OF LEARNING, IN SESSIONS

| | | | |
|---|---|---|---|
| **52** leadership team meetings | **52** department meetings | **32** learning sessions | **27** webinars |
| **14** all-member meetings | **14** team leader meetings | **3** team leader bootcamps | **3** external sessions |
| **2** onboarding seminars | **2** chapter conferences | | |

These sessions shaped the chapter's culture. Every one of them added to our members' learning and growth, which in turn helped us hit our targets and build real bonds. Every member who took the experience seriously grew in leaps and bounds.

## ONBOARDING SEMINARS

**AiH Conclave (2020.1)** welcomed new recruits and their parents. Returning exchange participants led sessions, and parents of current members spoke to new parents about why AIESEC matters for their children.

**Induction Summit (2020.2)** was a two-day virtual induction and, for the first time, had a dedicated chair. Alumni, including a former national president (2007) and a former AIESEC International vice president (2015), helped recruits understand AIESEC and why it's relevant.





## MONTHLY ALL-MEMBER MEETINGS

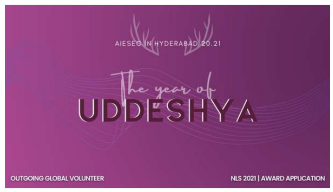
Every month we met as a full chapter to launch that month's theme. Each meeting included a "Once a Hiran, always a Hiran" session. 2020 closed a decade, so from February to December we invited back past chapter presidents, from 2019 all the way to 2010, each bringing their year's vision to the full membership. It strengthened our culture, connected members with alumni, and inspired many to take on leadership roles. A national vice president for incoming Global Volunteer from AIESEC in Sri Lanka also joined one meeting. Every meeting had to include one LEAD session, one takeaway, and four new friends.





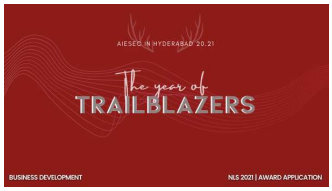


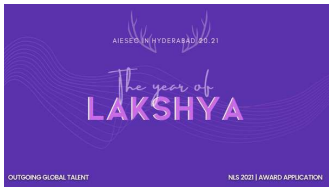












## CONFERENCES

**January Local Congress 2020** officially closed 2019, set the mindset for the new year and prepared members for a strong start. The 2020 leadership team delivered it, and it included our annual general meeting.

**Autumn Leadership Conference 2020** had three aims: train a membership short on hands-on experience for the months ahead, build our One AIESEC Hyderabad culture, and announce the incoming leadership team.

We also sent delegations to national conferences and the virtual International Congress 2020: RYLC 4 · JNC 35 · NLDS 98 · International Congress 43.



## REWARDS AND RECOGNITION

Recognition programmes ran in both semesters, building the competitive spirit that operational excellence needs, and ended in Accolade, our gala night in August. Soon members gave it their all regardless of prizes, because they could see what the work was doing for their own growth. An improved version in winter was key to that season's success, with a balance of intrinsic and extrinsic motivation to push everyone out of their comfort zone.







## CHAPTER CLUBS

We believe an ideal AIESEC member doesn't only excel at AIESEC. Studies, physical health and mental health matter just as much as professional growth, and our three clubs also helped members through the pandemic personally.

- **Gaming and Sports:** members who love to play, together, with challenges built around those activities.
- **Academics and Literary:** creative ways to enjoy studying and pass with flying colours, plus a home for book lovers.
- **Jives:** for members who love jives. Making jive videos, sharing them, even writing new ones.

## THE RESULT

**532** applications for leadership roles

**100%** of operational targets achieved

**73%** of members achieved their goals

**71.5%** productivity (104% sem. 1, 39% sem. 2)

**67.3%** member retention (59.1% sem. 1, 75.45% sem. 2)

**12** members went on exchange (IXP)

# BEYOND HYDERABAD 04

Our members also went on to lead at national and global level.

| MEMBER | ROLE | COUNTRY |
|---|---|---|
| **Yawer** | Team leader, entity control board | AIESEC in India |
| **Suchitra** | National team, internal communication | AIESEC in India |
| **Aditi** | National team, organisational development | AIESEC in India |
| **Rushika** | International relations manager, incoming Global Talent | AIESEC in India |
| **Furkhan** | National team, people management | AIESEC in Denmark |
| **Kairavi** | National team, people management | AIESEC in the US |
| **Muneer** | National team, incoming Global Volunteer | AIESEC in Morocco |
| **Pravallika** | National team, incoming Global Volunteer | AIESEC in India |
| **Akshith** | Member, entity control board | AIESEC in India |
| **Kamran** | National team, marketing | AIESEC in India |
| **Dev** | Member, entity control board | AIESEC in India |
| **Apeksha** | National team, incoming exchange | AIESEC in India |

# INNOVATION 05

### Project Sahara

Alumni sponsor our member awards, and each award is named after the sponsor's leadership-team year. It raised **₹1,09,384**.

### H4TF: Head for the Future

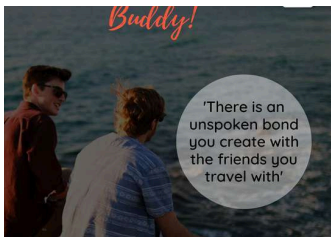
AIESEC internship placements for members as they graduate out of the organisation. Members received offer letters.

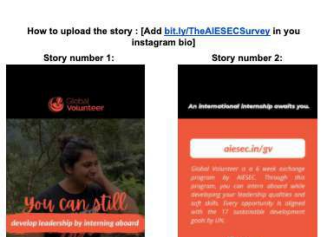
### Canva for life

A free lifetime Canva Pro account for the whole chapter.

# MARKETING 06




**10** campaigns

**8** programme events

**6** brand events

**4** community partners

**3** university partners

**77.19%** sign-up target via brand (GV 65%, GT 38%)

## BRAND

Brand and positioning matter. With the city in lockdown, we didn't want AIESEC to fade from view, so we stayed present in digital and print media all year, showing what AIESEC is, the value it offers and the change it's bringing to Hyderabad. Events, virtual seminars: we showcased it all. We also ran events for both young people and organisations.













## KEEPING PARTICIPANTS EXCITED

- An email series giving each confirmed participant ten facts about their host country.
- A social-media Bingo for participants waiting for their exchange to start.
- Invitations to all our events, to keep participants and interested young people connected to AIESEC.
- WhatsApp groups with event participants for tasks and key updates.

## CAMPAIGNS

From programme campaigns on social media to organisation-focused campaigns on LinkedIn and the national Diwali campaign. **For young people going abroad:** tailored campaigns for Global Volunteer and Global Talent, Country Myth-busters, Travel with a Buddy, Diwali, and LinkedIn Opportunities.

**For international participants coming to Hyderabad:** Salim, a participant from Morocco, took over AIESEC in Morocco's Instagram; a campaign for chapters in Egypt; and large-scale outreach using LinkedIn Helper and Recruiter.









# PARTNERSHIPS AND FUNDRAISING 07

Engage with AIESEC events spark young people's interest in developing themselves to contribute to a better world. They're also how many people first discover our exchanges and membership. In 2020 we pioneered seven of these events, plus a YouthSpeak Forum.

| EVENT | WHAT IT WAS | RAISED (₹) |
|---|---|---|
| **The Kiraak Show: Laugh for a Cause** | Our first virtual comedy show, with five well-known stand-up comedians. Proceeds support children's education through Project Vidhya. | **1,28,822** |
| **Skill-Up** | An online virtual world tour to engage and inspire the city's youth. | **96,000** |
| **Elevate** | Online seminars to help people upskill for their careers and grow as future leaders. | **96,000** |
| **Virtual Hyderabad Model United Nations** | A simulation where students learn diplomacy, international relations and how the UN works. | **46,500** |
| **YouthSpeak Forum** | Brings young and senior leaders together to cross-pollinate ideas and turn them into action. | **45,200** |
| **Mind beyond Meds** | Mental-health awareness: a judgement-free space to talk about stress, anxiety and adapting to uncertainty. | **42,050** |
| **Bridge2Career** | A three-day career workshop: online training, peer learning and personal coaching to help students build their personal brand and soft skills. | **23,428** |
| **The Start-Up Summit** | An entrepreneurship workshop on the process, risks and rewards of starting a venture. Our partner Entreesphere incubated the top five ideas. | **58,000** |

### WORKING WITH OUR BOARD OF ADVISORS

A key focus all year was to deepen our relationship with the board through engagement and transparency, drawing on their knowledge, experience and network while showing them the value we were adding to the city despite the pandemic. We sent quarterly newsletters, held regular individual and joint board meetings and one-on-ones, and the board ran training sessions for our leadership team.








## LOOKING AFTER OUR PARTNERS 08

### LISTENING

All year we collected feedback from clients, exchange participants, supporters and event attendees, through forms, sessions and calls. These small habits became professional behaviours, and the feedback and review systems set up in 2020 will serve the chapter for years.

## MANAGING CRISES

In March, as the virus spread, 22 of our exchange participants were in Egypt. Our only focus was getting them home safely before Egypt locked down, and we did, within a day.

Separately, a misunderstanding between a participant and a host organisation led the organisation to withdraw a payment it had promised in goodwill. Quick, clear communication and steady follow-up, explaining the chapter's position, secured a payment of ₹50,000.

## GOING THE EXTRA MILE

Quarterly newsletters and festival greetings for all our partners, engagement emails for every participant going abroad, and invitations for international participants to all our meetings and conferences.







# FINANCE 09

We set out to strengthen the chapter's foundations. Alongside operations and people, that meant financial and legal stability. We challenged how we thought about sustainability, and what we arrived at is now simply how AIESEC in Hyderabad operates.

| START OF TERM | |
|---|---|
| Liabilities | ₹9,08,499 |
| Bank balance | ₹92,839 |

| END OF TERM | |
|---|---|
| Liabilities | ₹0 |
| Bank balance | ₹1,02,333 |

**₹5,29,997**
from new revenue streams

**₹1,46,639**
profit, Aug–Dec

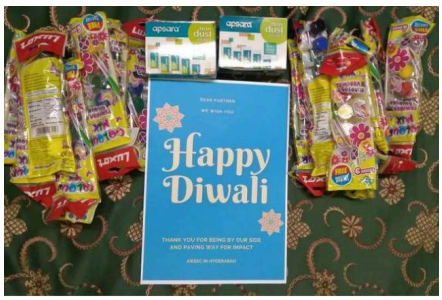
**86.97%**
AIESEC finance standards implemented

From August to December, income reached 105.69% of budget. Spending reached 146.03%, mostly because we cleared past account reconciliations that hadn't been budgeted. A regularly updated cash-flow plan kept our money moving efficiently, backed by monthly Finance Task Force meetings and monthly reports to members and the leadership team.









### FINANCE FRIDAYS

Weekly sessions that taught members how the finance team works, the basics of our finance standards and how to make better-informed decisions, including in their personal finances. Quizzes measured how understanding grew and shaped what we taught next.

### INVESTMENTS THAT PAID OFF

- **Host organisations:** Diwali greeting cards and stationery for the children at the organisations hosting our international volunteers, which lifted satisfaction scores (NPS) and retention.
- **Virtual office:** a Mighty Networks community plan for premium features. Paid opens made incoming Global Volunteer sustainable and helped hit 100% of target.
- **T-shirts:** bought early in 2020 as participant welcome kits for better value delivery; after COVID-19 they became recognition prizes.
- **IXP campaigns:** three campaigns, ₹5,000 invested, ₹2,76,000 return and 15 confirmed Global Volunteer exchanges.
- **Participant care:** airport pickups, development sessions, conference invites and high tea.

Given where the chapter stood, financial sustainability needed the most attention. Our new revenue streams generated income while teaching members something new each time.

## BUILDING AIESEC IN AMARAVATI 10





In 2019 we helped start a new AIESEC chapter in Amaravati. In 2020 it contributed 12% of our results.

**₹2,63,976**
inflow

**11 + 1**
Global Volunteer + Global Talent exchanges

**3 · 2**
member exchanges confirmed · returned

**Investments:** ₹3,089 for a first-quarter visit, ₹4,500 for IXP campaign winners, ₹10,000 for event winners

**Support and training:** Amaravati members met participants at our Local Congress and joined regular team and team-leader meetings. The Amaravati coordinator received recruitment training from our Board of Advisors. We ran a team-leader bootcamp with our VP of people development, regular visits both ways, joint planning with our vice presidents, quarterly one-on-ones with our president, and a smooth leadership handover.

**Events:**

- **Technological Business Hackathon:** the first virtual AIESEC hackathon, developing tech solutions for the UN Sustainable Development Goals. ₹18,000 inflow; 3.28 lakh people reached through speakers.
- **Pro Instagrammer 101:** a three-day event teaching young people how to grow as influencers and bloggers. 80+ registrations, 15 sign-ups.
- **World Café:** with VIT-AP, to raise awareness of AIESEC. ₹48,651 inflow, 30 sign-ups, 1 confirmed exchange.

**A sustainable future:** a university partnership agreement (MoU) with SRM University.








"When AIESEC in Amaravati started in 2019, I had no idea how things would go. I had just come back from a wonderful exchange in Greece, supported by AIESEC in Hyderabad, and the experience was so wholesome I wanted the same for Amaravati. Hyderabad went beyond every expectation of how a founding chapter should support a new one: from setting up, visits and university relations to recruiting our first team, operations and leadership. We were part of everything: conferences, department meetings, joint sessions and all-member meetings. Their vice presidents passed their knowledge down to us, with guidance at every step. Amaravati is always grateful to Hyderabad for helping us get where we are."

**Aaditya Jain, Coordinator, AIESEC in Amaravati**

## THE BIGGER PICTURE: 2% OF HYDERABAD 11

AIESEC calls itself the world's largest youth-run organisation. As AIESEC in Hyderabad, we represent the city's youth and take responsibility for developing future leaders, for Hyderabad and for the world.

At the start of 2020 I asked myself: could we reach even 1% of the city, directly or indirectly, this year? Hyderabad's population is 76,74,689 (2011 census). Little did I know the opportunity would come disguised as a global pandemic.

With the whole city online, we could reach far more people, run sessions designed for impact, and introduce many more people to AIESEC and its programmes while giving them real value in awareness and skills. So we went after the goal at full power and built systems to measure the impact.

**2%**

By the end of the year we had reached **1,53,494 people**: not 1% of Hyderabad, but 2%.

People we reached included event participants, board members, members' parents, exchange participants, partner AIESEC countries, partner universities, National Exchange Program (NEP) participants and our own members.

And that is our story. Simply:

# WE MADE IT COUNT.

One AIESEC Hyderabad, at all times. Two percent at a time.