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## The right connect

### *Flexibility and an open culture system at Reliance Capital gave Aastha opportunities to build a lasting network*



When Reliance Capital came to our college with branding profile for the internship recruitment, I was all excited as it is my dream to work in the domain, and, also it is one of the sole reason to join MBA at Great Lakes, Chennai. After getting through the selection process, and finally landing up at the Mumbai office of Reliance Capital, the feeling was amalgamation of excitement and nervousness. The day started with HR Induction process followed by meeting with reporting manager.

I was fortunate enough to be handed over for a project in the very first week — ‘Connect Magazine’ (monthly magazine of Reliance Capital) to read and give recommendations to bring in new edges to the project. This encouraged me to introduce new ideas to table. The leaders were very open to all the opinions, suggestions, motivated further to add more thoughts as much as I wanted to. I recommended a landing page, video, e-Magazine, multi-lingual editions that would help analyse, capture trends and reach out as a leading brand in the market. This is where one of the course — analytics, that I studied in the first year of MBA helped in collating data, and gave a different perspective to look through a totally different lens. When I shared my inputs, the team appreciated and asked to further upon to get it implemented.

I was solely working on the ideas which was challenging but at the same time brought immense learning to understand different aspects of magazine designing.

The best thing that happened in Reliance Capital is the opportunity to work closely with Mr. Abhay Kumar, CMO - Reliance Capital. In the very first meeting itself, he made the team feel comfortable and listened to our expectations regarding the project. The flexibility and open culture system gave opportunities to build lasting network and also promote the inner growth which is in line with the professional employment.

When I look back and see the distance travelled so far, under Mr. Abhay’s guidance, the internship not only taught nuances of business but also made the future a lot clearer. Another great learning from the internship at Reliance is how work attire helps in making a right impression of you in front of your colleagues, customers and stakeholders. Not trying to keep it extremely strict and formal, the company is more relaxed, vibrant, energised and lets you showcase your personality,

as they believe a personality acts as a representation of the organization as well as the employee.

At the end I will say my experience in Reliance is priceless — Not because of internship experience but because of the immense growth opportunities and development that came along.

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