



Applicant Guidelines

SUMMER INTERNSHIP PROGRAM 2025

Innovate | Elevate | Brew The Future

Eligibility Criteria:

- 3rd and 4th-year undergraduate students
- Graduate students

Submission Guidelines:

- Step 1: Choose a theme that interests your team.
- Step 2: Prepare a 3-4 slide presentation pitching your idea in an innovative, creative, and bold way.
- Step 3: Take a group picture and post it on LinkedIn, briefly explaining your idea. Use the hashtags #InnovateElevateBrewtheFuture #SIP2025.
- Step 4: Attach the link to your LinkedIn post in the presentation on a separate slide (this does not count toward the 3-4 slide limit).
- Step 5: Submit your presentation in PDF format via the link that will be provided at a later stage.

VIRAL VISIONARIES – TRENDY IDEAS WITH REAL IMPACT

Scope of the Theme:

This theme focuses on leveraging viral trends—across business, social media, and lifestyle—to develop innovative strategies that drive real impact for Tapal. Participants may propose ways to adapt or capitalize on trending ideas to create value for the company.

Use these as a guide, but think beyond:

- Viral social media trends, digital content formats, or influencer marketing that align with Tapal's brand and target audience.
- Trends with clear potential for consumer engagement.
- A marketing campaign that transforms your ideas into a compelling marketing/brand strategy.
- The impact of your idea on brand visibility, operational efficiency, customer experience, etc.

FUTURE FORWARD – STAY AHEAD OF THE CURVE

Scope of the Theme:

This theme focuses on identifying emerging trends, technological advancements, and industry shifts that will shape Tapal's future in the FMCG sector. Participants must provide practical, data-driven strategies to help Tapal adapt, grow, and stay competitive in the evolving market.

Use these as a guide, but think beyond:

- Shifts in consumer behavior, supply chain advancements, and e-commerce growth that could impact the FMCG landscape.
- Actionable insights to support executive decision-making.
- Practical and scalable approaches for long-term success.
- Market research, industry reports, and case studies to validate your recommendations.

ZEN & HUSTLE – WELLNESS

Scope of the Theme:

This theme challenges participants to develop workplace wellness strategies that foster a safe, supportive, and engaging environment. The goal is to promote balance, resilience, and holistic well-being while enhancing productivity and sustainability.

Use these as a guide, but think beyond:

- Initiatives that encourage open communication, psychological safety, and a culture of trust to support employee well-being.
- Sustainable practices like eco-friendly packaging, energy-efficient operations, and waste reduction to enhance environmental wellness.
- Wellness programs that extend beyond the workplace, creating a positive societal and environmental impact.
- Long-term adaptability of the idea in line with evolving wellness trends.



Apply Now:

<https://forms.office.com/r/WTHZza9MuL>

Registration Deadline:

19th March 2025

Submission Deadline:

26th March 2025