

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: A. Asha Jyothi

Name of the College: R. R. D. S Govt Degree College Bhimavaram

Registration Number: 20312620 3001

Period of Internship: From: 10-4-2023 To: 16-7-2023

Name & Address of the Intern Organization: DH Solutions, Penugonda

Adikavi Nannaya University
YEAR

RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM, W.G.DT., A.P.

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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Student's Declaration

I, Adidola Asha Jyothi a student of BA [HEPA]

Program, Reg. No. 203126203001 of RRDS Government Degree College,

Bhimavaram do hereby declare that I have completed the mandatory

internship in Digital marketing From 10-4-2023 to

16-07-2023 at DH solutions at Penugonda

under the Faculty Guideship of

S. satyanga Nayana, Department of

U.S.T.B.Y, RRDS Government Degree College,

Bhimavaram.

A. Asha Jyothi

(Signature of the student)


Official Certification


This is to certify that Adidala Asha jyothi (Name of the student) Reg. No. 203126203001 has completed his/her Internship in DH solutions (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.A (HEPA) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.


(Signature with Date and Seal)

Endorsements

Faculty Guide 

Head of the Department 


PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202.



Certificate from Intern Organization

This is to certify that Adidata Asha Jyothi (Name of the intern)
Reg. No 202126203001 of R.R.D.s Govt Degree College (Name of the
College) underwent internship in OIT solutions (Name of the
Intern Organization) from 10-4-2023 to 16-7-2023

The overall performance of the intern during his/her internship is found to be
Satisfactory (Satisfactory/Not Satisfactory).

Authorized Signatory with Date and Seal





UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

This is to certify that A.Asha Jyothi

**Reg. No 203126203001 of R.R.D.S. Government
Degree College-Bhimavaram**

**underwent internship in Website Design ,
DH Solutions**

from From 10/04/2023 to 16/07/2023

**The overall performance of the intern during
his/her internship is found to be
Satisfactory.**



M.Sai Ram
Managing Director

**JVL Nagar Road, Colony,
Penugonda, Andhra Pradesh 534320
Number 7661032961**

ACKNOWLEDGEMENTS

I take immense pleasure to express my thanks to each and every faculty member for giving their valuable suggestions in completing this Long Term Internship within the limited timeframe. I thank all my college mates and friends for giving their moral support. I would like to express my humble gratitude to my beloved parents for their blessings throughout my academic career. I would like to express my sincere thanks to Dr.V.K.J. PRASUNA, M.COM, Ph.D., Principal, for her constructive cooperation, motivation and valuable guidance throughout the course and also during the Long-Term semester Internship in DH SOLUTIONS. I am really thankful to proprietor and Supervisor M.SAI RAM of DH SOLUTINS for giving me opportunity to do Long-Term semester Internship and guiding us about function of their industry. I would like to convey my heartfelt thanks and gratitude to Dr. P. Aravinda swamy Lecturer in the Department of Economics, R.R.D.S GOVERNMENT DEGREE COLLEGE BHIMAVARAM for his support and encouragement at each stage of this endeavor. I accord with pleasure, our deep sense of gratitude to our beloved Internship Mentor S. Satyanarayana lecturer in History for his valuable guidance and help in completing this project.

Name: Adidala Asha Jyothi

Hall Ticket Number: 203126203001

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CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

During my internship at DH Solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH Solutions specializes in providing digital marketing services such as developing strategies, managing social media platforms, conducting market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives:

1. Acquiring knowledge of digital marketing concepts and strategies.
2. Developing skills in market research and data analysis.
3. Creating engaging social media content.
4. Understanding marketing campaign development.

To accomplish these objectives, I actively participated in various activities. These included conducting market research, analyzing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics.

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing. I gained a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at DH Solutions allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

• DH Solutions, a cloud-based digital marketing company, has Saumil as its Managing Director. DH Solutions has rated top among in the website solution services.

They are offered a wide range of services such as website Design, website Development, Mobile Application Development, Digital Marketing

Company vision - Leading provider of innovative digital marketing. and Company Mission - Deliver exceptional strategies, Technologies, and experience for client

Success Company Values - Excellent, integrity, collaboration, innovation, client-centricity.

DH Solutions Company may have policies on privacy, data security, employee conduct,

non-discrimination, and client confidentiality.

Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative/design team, analytics/reporting, technical team, and administrative/support functions. As an intern at DH Solutions, in a digital marketing company, my roles and responsibilities may involve assisting with market research, content creation, social media management, campaign monitoring, data analysis, and supporting the team in various digital marketing tasks. DH Solutions future plans to grow up they can focus on acquiring new clients, expanding service offerings, developing partnerships, enhancing customer satisfaction, and staying updated with industry trends and technologies.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

During my internship at DH Solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.




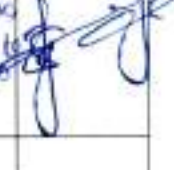


My weekly schedule consisted of working Monday to Friday, from 10am to 1pm. The company provided me with a dedicated workspace equipped with a computer, internet access, and relevant software tools used in digital marketing, such as Google Analytics, social media management platforms, and content management system.

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting market research, analyzing data to identify trends and insights, creating social media content, assisting in the development and implementation of marketing campaigns, and monitoring website analytics.

Throughout my internship, I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to make data-driven decisions, develop engaging social media content, and understand the various aspects of running marketing campaigns. I also gained valuable experience in working within a professional team, managing deadlines, and effectively communicating with clients.

Overall, my internship at DH Solutions provided me with a solid foundation in digital marketing, equipping me with the practical skills and knowledge necessary to pursue a successful career in the field.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital Marketing	The promotion of products or businesses via one or more forms of electronic media is called as digital	
Day - 2	Content Marketing - They want content that is compelling, relevant to the searcher, frequently updated and full of enrichment	Involves searching key words, writing articles, improving the description of products and service on your site, and creating additional content that will compel your audience.	
Day - 3	SEO Social Media Marketing on-site SEO involves ensuring that your site is developing correctly with proper framework that appeals	off-site SEO refers to any actions that you are taking for your brand that happen off of your main digital properties.	
Day - 4	SMM Social Media Marketing Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question.	organic social media is a bit more elusive but that also tends to make it more fun to implement.	
Day - 5	SEM Search Engine marketing while paid social media marketing includes the advertisements we all know and love, it also involves paid options for driving new fans to your page or	your paid ad pops your brand to the top of the search engine results page	
Day - 6	paid ads are a fun way to get in front of a wider audience and bring more traffic to your website - less expensive than traditional, honest	You can advertise across various platforms using methods such as Google Ads, Facebook Ads, other social media ad offerings.	


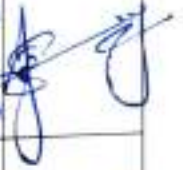

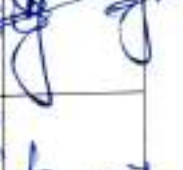
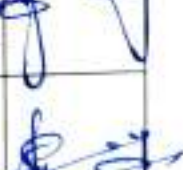
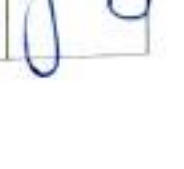
WEEKLY REPORT

WEEK - 1 (From Dt. 10/11/23 to Dt. 15/11/23)

Objective of the Activity Done:

Detailed Report: In the first week of the internship I learned the basics of digital marketing on Day 1, I learned about the basic introduction of the digital marketing that is the promotion of products or brands via one or more forms of electronic media is called as "digital marketing". on Day 2 I learned about the content marketing where they used content that is compelling, relevant to the searcher, frequently updated and full of enrichment. content marketing involves describing keywords, writing articles, improving descriptions of the products/services on your site, and creating educational content marketing that will compel your audience to engage more on next day I learned about the on-site seo where involves ensuring that your site developed correctly with the proper form work and off-site seo which is any actions that you're taking from your brand that happen off of your main digital properties the another day I learned about the social media marketing.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Email Marketing Email marketing is for when that those days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate more high quality leads through search engines.	When there, send high-quality content is great emails that speak to their personality, addressing interests, wants and needs and enticing them to continue to your website.	
Day - 2	Affiliate marketing This type of marketing uses business which is paying to individuals or companies to promote their products on their websites.	Such type of marketing typically involves placing a banner ad on another site, in which the host is being paid based on number of customers click on ad.	
Day - 3	Display Advertising It is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors.	Who are interested in business products. The display ads can be in certain size and include video and audio.	
Day - 4	Email Marketing - Email marketing is an online version of direct mail, in this, rather than sending a customer a hard out copy advertisement, it displays a form which allows business to send information.	More with the help of email, such type of marketing will include business coupons, news letters, invitations, special events and surveys.	
Day - 5	In this type of marketing, an online content such as blogs, social media and podcasts are used in order to attract new customers.	The idea of this strategy is that it revolves around business content that is of an attention of shoppers.	
Day - 6	It is known as search engine marketing, which is advertising in search engine websites like Google and Yahoo.	These ads are placed in special top or side panels that separated out from paid ads. It is seen that many search engines offer these.	

WEEKLY REPORT

WEEK - 2 (From Date 11/12/23 to Dt. 17/12/23)

Objective of the Activity Done:







Detailed Report:

In the second week of the internship I learned the Email Marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaign. The key is to generate more high-quality leads through your other online efforts.

Affiliate Marketing: This type of marketing uses businesses which is paying to individuals or companies to promote their products on their websites. Such type of marketing typically involves placing a banner on another site, in which the hosts being paid based on number of customers click on particular advertisement and makes the purchase online.

Display advertising: is one of the most common types of online advertising medium. it is similar to affiliate marketing where placing banner ads on other websites for the visitors. who are interested in business's services. the display ads can be in certain range and include video and audio.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	SEO - It is a free form of advertising which is digital to increase business ranking on search engines. It is seen that higher as the business ranking more likely there are chance of display.	Results on top when internet user search - they just business or something similar to the match	
Day - 2	SMM - In this type of marketing strategy the business is promoted with the help of social media and jobs such as Facebook, Twitter, Google+, Pinterest and Instagram.	It works by creating a dedicated page for business on each site developing content which always draws the eventually converts customers	
Day - 3	Content Marketing - The main goal of content marketing is to attract a customer's attention, educate, new content and nurture leads with this marketing strategy, educate your potential.	Customers by providing them with the necessary content, guide them through the sales funnel and finally make them take a desirable action.	
Day - 4	Email marketing - Email is a widely used marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular.	It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.	
Day - 5	Advertising is a powerful tool that helps promote your business final customer base and expand revenue streams. There are many advantages internet advertising.	It helps to greatly expand a advertise quickly; increase traffic to your website, allow targeting and retargeting.	
Day - 6	Mobile marketing is an advertising activity of promoting products and services via smart phones. This type of marketing also involves optimizing.	Companies use SMS marketing as an effective way of promoting their products. You can see Domino's pizza uses SMS.	

WEEKLY REPORT

WEEK - 3 (From Dt. 27/11/23. to Dt. 27/11/23.)







Objective of the Activity Done:

Detailed Report: In the third week of the internship I learned the Search Engine optimization: it is a free form of advertising which is designed to increase businesses ranking on search engines. It is seen that, higher is the business's ranking, more likely there are chances of displaying results on top when internet user searches for business on something similar to the match.

Social media marketing: In this type of marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google+, Pinterest and Instagram. It works by creating a dedicated page for business on each site and developing content which draws followers that eventually converts to pay customers.

Content marketing: The main goal of content marketing is to attract a customer's attention, educate newcomers and nurture leads. With this marketing strategy, you can nurture and educate your potential sales funnel, and finally make them take a decision.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Reputation marketing: Consumer feedback is essential both for brands and potential customers. Nearly 90% of customers list a brand if it has positive reviews.	That is why positive online reviews are important for a brand's success. With reputation marketing, you can highlight positive consumers.	
Day - 2	They are 3.5 billion people that use social media for different needs. They make up 45% of the world's population.	Social media marketing means using social media channels, such as Twitter, Instagram and Pinterest, Tumblr.	
Day - 3	According to statistics, 54% of consumers prefer videos over other types of content from brands. This means that if you want your business to succeed.	It helps companies provide step-by-step instructions, ads, services, show a new ad, or make a particular announcement as well as.	
Day - 4	SEO is about optimizing your site and improving organic traffic. Community digital marketing managers pay attention to cross links and key words.	It increases the visibility of the website. Remember, the better visibility, the more customers you can attract.	
Day - 5	This is way to track the activity of users on each page. It enables companies to access information about the preferences of customers.	Analytics platforms usually depend on the number of visitors and pages they visit on this site, the duration of their visit.	
Day - 6	Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.	The ads are created and paid for by advertisers who want to promote their products.	

WEEKLY REPORT







WEEK - 4 (From Dt. 9/15/23 to Dt. 21/5/23)

Objective of the Activity Done:

Detailed Report:

Reputation Marketing: Consumer feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive reviews. That is why positive online reviews are important for a brand's success. With reputation marketing, you can highlight positive consumer reviews of your brand. Social media marketing means using there are 3.5 billion people that use social media for different needs they make up 45% of the world's population. Social media channels, such as Twitter and Facebook, Instagram and Pinterest, Tumblr, and LinkedIn to connect. Video Marketing According to statistics, 45% of customers prefer videos over other types of content from brands. This means that if you want your business to go viral, you should try video marketing. It helps companies provide step-by-step instructions, demonstrate their products, show an event, make announcements.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About Wegos 1) Affiliate registration 2) vendor registration How to add products.	I conducted my own business by using affiliate registration	
Day - 2	The basics: face book is widely considered as the most popular social network and its popularity isn't dying down - just only time soon.	Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy breaches.	
Day - 3	Signing up to Facebook is simple. This very first step is to sign up for a Facebook account and it's pretty simple.	The platform makes it easy to get started.	
Day - 4	One of the most important basics of Facebook is staying secure. Once you've created your new profile, you can make changes to your privacy.	This will control who can view your profile and information you share.	
Day - 5	Personalise your profile. This is one of the more fun Facebook basics that need to be known. It gives you a shot to be very creative.	The chances that you share a name with someone else are very high. That's why you should personalise your profile.	
Day - 6	Facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts and albums.	To upload, you can head to your profile, select the photos tab and choose 'Add photo/video'. This lets you upload multiple	

WEEKLY REPORT







WEEK - 5 (From Dt. 8/5/23.. to Dt. 13/5/23..)

Objective of the Activity Done:

Detailed Report:

In the 5th fifth week of the internship. I learned the About Wegos
1) Affiliate Registration. 2) Vendor Registration.
How to add product. I constant my own business by using affiliate registration.
Face book is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy breaches can't bring this giant down. Signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it's pretty simple. The platform makes it easy to get started. One of the most important basics of Facebook is staying secure. Once you've created your new profile, you can make changes to your privacy settings. This will control who can view your profile and information you share.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	posting on face book is considered one of its best features. This is one of the many features of face book	posting content you want to share with your friends and family you can keep every one update on what's going on in your life	
Day - 2	you can directly head to pinterest.com and join it just by your e-mail address you can also sign up directly via your gmail account	when you sign up on pinterest, you will also get the option to link to your Twitter, Facebook, Yahoo, Microsoft account	
Day - 3	next thing that pinterest tutorial suggests is creating your pinterest profile making it impressive going with a consistent username	your Twitter or facebook account is considered advisable. This lets your followers find you quite easily on pinterest	
Day - 4	in pinterest settings, you can set your notifications, home feed security and app settings you can turn on your emails notifications that-	Email notifications that will help you find new people to follow by seeing who comments, likes, or repins ideas that are related to you board	
Day - 5	pinterest profile is responsible for holding all your pinterest pins, pinterest boards and all other settings.	Details that your pinterest profile will include-	
Day - 6	pinterest board example as per the definition suggested by pinterest tutorial, a pinterest board is the accumulation of different individual pins	A pinner owns pinterest Boards that can further be shared or pinned to other pinners as well.	

WEEKLY REPORT







WEEK - 6 (From Dt. 14/5/22 to Dt. 19/5/22)

Objective of the Activity Done:

Detailed Report:

In the 6th week of internship I learned posting on Facebook is considered one of its best features. This is one of the many fun features of Facebook. Posting content you want to share with your friends and family. You can keep everyone updated on what's going on in your life. You can directly head to and join it just by your e-mail address. You can also sign up directly via your Facebook and Gmail account. When you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter, Google+, Yahoo & Microsoft account. Next thing that Pinterest tutorial suggests is creating your Pinterest profile and making it impressive. Going with a consistent username and profile pic that you already have on your Twitter or Instagram account is considered advisable. This lets your followers find you quite easily on Pinterest.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	As a pro your advertising goals Pinterest allows you do create ad as per your business goal, So if you want to sell more products, encourage app down loads.	Now you need to tap on the red plus button and choose 'create ad'	
Day - 2	Twitter is a social networking website that's designed for finding and sharing short updates.	in fact, each post or tweet as they're called on Twitter is limited to just 280 individual characters.	
Day - 3	Creating a Twitter account. if you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this.	If you are using a desktop or laptop computer in your web browser.	
Day - 4	There are many ways to use Twitter. Some users might never post their own updates choosing, instead to follow updates from other users.	but many people do enjoy tweeting about what's going on in their world and joining a bigger conversation.	
Day - 5	Hashtags are a really important part of Twitter. But what exactly is a hashtag?	Simply put, a hashtag is any word or phrase included in a tweet that starts with a hashtag symbol (#).	
Day - 6	Twitter is about more than just sharing your own updates.	It also allows you to follow tweets from other users. So you can see what's happening right now and connect with people who	

WEEKLY REPORT







WEEK - 7 (From Dt. 20/11/23 to Dt. 26/11/23)

Objective of the Activity Done:

Detailed Report:

In the 7th week of the internship, I learned that Pinterest allows you to create ads as per your business goal. So if you want to sell more products, encourage app downloads, or attract more traffic, you can find best-suited ad formats. Now, you need to tap on the red plus button and choose 'create ads'. Twitter is a social networking website that's designed for finding and sharing short updates. In fact, each post - or tweet as they're called on Twitter - is limited to just 280 individual characters. If you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this. If you're using a desktop or laptop computer, go to www.twitter.com in your web browser.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Customizing your profile and privacy settings: looking to make your twitter profile a bit more personal or make your tweets more secure?	Editing your twitter profile navigate to you -> profile page. if you're using the twitter mobile app, select the me button	
Day - 2	LinkedIn is a popular social network with a specific purpose while other social networks like facebook twitter focus on your personal life, linkedin is ab-	professional networking - that is, building a group of contacts to help advance your career	
Day - 3	Creating a linkedin account: to get started, go to in your web browser. Enter your information, choose a password, then click the join button.	LinkedIn will guide you through the steps of adding more detail to your profile.	
Day - 4	Common linkedin terms: Connections? Endorsements? Recruiters? if you've never linkedin, there are a few terms a little confusing at first.	Reviewing some of the most commonly used terms will give you a better understanding of how linkedin works	
Day - 5	if you've never used an online networking site, linkedin can seem a little intimidating at first.	Even if you're already familiar with social media sites like Facebook and twitter, you'll still want to take some time to learn linkedin	
Day - 6	Adding connections is a big part of linkedin. But unlike most other social media sites, folks do connect with others one you know (or find)	Doing so can seem like you're networking, but it's not safe either than truly building your professional	

WEEKLY REPORT

WEEK - 8 (From Dt. 23/5/23 to Dt. 29/5/23)

Objective of the Activity Done:

Detailed Report:







In the 8th week of the internship, I learned Customizing your profile and privacy settings: Looking to make your Twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing your account.

Editing your Twitter profile: Navigate to your profile page. If you're using the Twitter mobile app, select the Me button.

LinkedIn is a popular social network with a specific purpose. While other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all professional networking - that is building a group of contacts to help advance your career.

To get started, go to in your web browser. Enter your information, choose a password, then click the Join button. It will guide you through the steps of adding more detail to your profile.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Watching You Tube videos: Now that you have known the basics you're ready to dive in and start watching you tube videos	Understanding embedded videos there are two basic ways to view a you tube video.	
Day - 2	Signing into you tube. While it's not necessarily required, we do recommend signing in to you tube	Signing in allows you to like and comment on the videos you find share videos more easily, and even up- -load	
Day - 3	You tube for mobile devices. More and more people are watching videos on these devices	more than 40 percent of you tube's traffic comes from mobile devices, including smartphones and tablets	
Day - 4	Searching is a great way to find new videos on you tube. Let's say you're looking for videos of dogs on skate boards.	It sounds a little silly, we know, but there are probably thousands of videos on just this one topic	
Day - 5	Sharing is probably one of our favorite things to do on you tube.	After all, who doesn't want to see that funny video of a dog on a skate board?	
Day - 6	Liking and commenting: signing in allows you to interact with any video you find on you tube.	For example you can like or dislike videos, or leave a comment to share your thoughts.	







WEEKLY REPORT

WEEK - 9 (From Dt. 9/16/22 to Dt. 9/16/22)

Objective of the Activity Done:

Detailed Report: In the 9th week of the interns-hip I learned Watching You Tube Videos: Now that you know the basics, you're ready to dive in and start watching You Tube videos. For example, you can just click the YouTube video below to play it. understanding embedded videos There are two basic ways to view a You Tube video. While it's not necessarily required, we do recommend signing in to You Tube. Signing in allows you to like and comment on the videos you find, more easily, and even upload and edit your own videos. More and more people are watching videos on the go these days. More than 40 percent of You Tube's traffic comes from mobile devices, including smartphones and tablets.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Mobile marketing is a marketing strategy that specifically takes advantages of mobile channels like optimized websites.	Beyond simply delivering a message, it has to take into account how information looks on different devices.	
Day - 2	How much priority a company gives to their mobile marketing strategy depends on the company itself.	A company may have existed for many decades and have a lot of technology, processes, for the desktop.	
Day - 3	In-app marketing is marketing through mobile apps. It can be either for your own brand or for other brands.	In-App marketing refers to the use of banners, overlays, and in-box messaging to market your app users.	
Day - 4	Mobile push marketing sends marketing messages on mobile devices using push technology.	It allows you to deliver relevant information to users even if they are not on your website or app.	
Day - 5	SMS Marketing is a marketing campaign via text message. You can send promotions, alerts, offers and customer's phones.	Text Marketing campaigns can be successful because most people have their phones with them, and it is push notifications.	
Day - 6	QR code marketing allows you to create a link to your website, download your app, view your business hours, news letters.	Customers can scan the QR code with the camera on their smartphones and it is simple to use.	

WEEKLY REPORT







WEEK - 10 (From Dt. 9/16/22 to Dt. 14/16/22)

Objective of the Activity Done:

Detailed Report:

In the 10th week of the internship, I learned basics of Mobile Marketing. Mobile Marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser. Beyond simply delivering messages, it has to take into account how information looks on different devices, how well an app performs, location-based information. How much priority a company gives to their mobile marketing strategy depends on the company itself. A company may have existed for many decades and have a lot of technology, processes, and system in place for the desktop. In app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands messaging to market your products to your app users.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list.	Its high return on investment makes it crucial to most businesses' overall inbound strategy.	
Day - 2	Segmentation is an effective way to group your consumers on the basis of their demographic information, boosting marketing activity.	By using this information, you can easily tailor your emails to specific groups.	
Day - 3	Customers are now expecting significant as well as personalized content and experiences both online and offline.	Experiences that not only meet, but exceed consumer expectations and set them apart from the competition.	
Day - 4	Educational emails: The most preferred type of email is educational emails.	An educational mail should help to resolve an issue for the individuals receiving the email.	
Day - 5	Are your subscribers getting the right message through your welcome emails?	The initial mail you send to your subscribers is critical in building your connection with your audience.	
Day - 6	If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand.	Purpose: to strengthen your business or product through customer feedback.	

WEEKLY REPORT





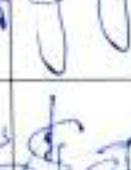
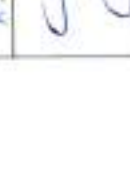
WEEK - 11 (From Dt. 15/6/22 to Dt. 20/6/22)

Objective of the Activity Done:

Detailed Report:

In the 11th block of my intern we learn about digital marketing in. Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list. High return on investment makes it crucial to most business overall in local strategy. Segmentation is an effective way to group your consumers on the basis of their demographic information activity by using this information you can easily tailor your emails to specific groups. Consumers are now expecting significant - as well as personalized content and experience both online and offline. Marketers are determined to leverage email personalization to move forward. The most preferred type of mails is educational emails. An educational mail should help to resolve an issue for the individuals receiving the email. As your subscribers getting the right message through your welcome emails the sent to your subscribers is critical in building your connection with your audience. If you business customer based then sending a mail will help to build trust in your brand & strengthen business on products.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve	These goals can include increased sales, customer satisfaction and brand awareness. Business goals can be both quantitative	
Day -2	The second step in web analytics is the collection and storage of data	Businesses can collect data directly from a website or web analytics tool, such as Google Analytics	
Day -3	The next stage of the web analytics funnel involves businesses:	processing the collected data into actionable information.	
Day -4	This stage involves implementing insights to formulate strategies that align with an organization's goals.	Search queries conducted on-site can help an organization develop a content strategy based on what users searching website	
Day -5	Businesses need to experiment with different strategies in order to find the one that yields the best results.	Testing is a simple strategy to help learn how an audience responds to different content.	
Day -6	Web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, and what activity they performed while on the site.	In addition to web analytics, these tools are commonly used for product analytics, social media analytics, and marketing analytics.	

WEEKLY REPORT

WEEK - 12 (From Dt. 01/06/23, to Dt. 09/06/23)

Objective of the Activity Done:







Detailed Report:

In the 12th week of the internship I learned the first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. These goals can include increased sales, customer satisfaction and brand awareness. Business goals can be both quantitative and qualitative.

Collecting data: The second step in web analytics is the collection and storage of data. Businesses can collect data directly from a website or web analytics tool, such as Google Analytics.

Processing data: The next stage of the web analytics funnel involves businesses processing the collected data into actionable information. This stage involves implementing insights to formulate strategies that align with an organization's goals.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pick a best marketing channel once you have decided on the topic, audience, and product -s that your affiliate marketing brand will cover. You will decide on a marketing channel.	While creating a dedicated review website, such as outdoor gear or John's a Popular app approach, you can also do affiliate marketing.	
Day - 2	Join an affiliate marketing network: Affiliate networks connect affiliates and merchants.	While it's not always necessary to join an affiliate network, you are likely find that doing so will streamline the relationship-building.	
Day - 3	Creating a successful affiliate marketing platform takes time and dedication.	To increase your overall audience size though, it is helpful to use a mix of digital marketing approaches, including.	
Day - 4	Be consistent and master your skills: in addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including	Conducting market research to understand your audience. Analyzing the competitive landscape to know where you stand among other affiliates.	
Day - 5	The affiliate gets a unique link from which clicks can be tracked - typically using cookies.	The cookie then tracks the user to see if they make a purchase. If they do within an allotted amount of time, the affiliate	
Day - 6	The affiliate marketing: This party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies.	An affiliate promotes one or multiple affiliate products and tries to attract and convince potential customers of the value merchants	

WEEKLY REPORT

WEEK - 13 (From Dt. 26.6.23 to Dt. 2.7.23.)

Objective of the Activity Done:

Detailed Report:

In the 13th week of the internship I learned once you have decided on the topic, audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. While creating a dedicated review website, such as Outdoor Gearlab, is a popular approach, you can also do affiliate marketing on social media platforms like Instagram. Join an affiliate marketing network: Affiliate networks connect affiliates and merchants while it's not always necessary to join an affiliate network, you will likely find that doing so will streamline the relationship-building process with merchants and ultimately increase your potential to earn affiliate commissions. Creating a successful affiliate marketing platform takes time and dedication to increase your overall audience size though, it is helpful to use a mix of digital marketing.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Adidala Asha Jyothi	adidalaasha@gmail.com asha	
Day - 2	Adidala Asha Jyothi	ashajyothi112233@gmail.com Asha @ 1	
Day - 3	Adidala Asha Jyothi	adidalaasha@gmail.com asha	
Day - 4	Adidala Asha Jyothi	ashajyothi112233@gmail.com Asha @ 1	
Day - 5	Adidala Asha Jyothi	adidalaasha@gmail.com asha	
Day - 6	Adidala Asha Jyothi	ashajyothi112233@gmail.com Asha @ - 1	

WEEKLY REPORT

WEEK - 14 (From Dt. 21/7/23, to Dt. 27/7/23)

Objective of the Activity Done:

Detailed Report:

In the 14th week of my internship,
we earned about email Id's in

1) username : Adidala Asha Jyothi
email Id : adidalaasha@gmail.com
password : asha Jyothi

2) username : Adidala Asha Jyothi
email Id : ashajyothi112233@gmail.com
password : Asha @ - 1







3) username : Adidala Asha Jyothi
email Id : adidalaasha@gmail.com
password : asha Jyothi

4) username : Adidala Asha Jyothi
email Id : ashajyothi112233@gmail.com
password : Asha @ 1

5) username : Adidala Asha Jyothi
email Id : adidalaasha@gmail.com
password : asha Jyothi

6) username : Adidala Asha Jyothi
email Id : ashajyothi112233@gmail.com
password : Asha @ 1

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop name :- Subadaya Book shop mobile number 7947146736	Address:- main Road Patakotu west Godavari, 534269	
Day - 2	Shop name :- Vishal mega mart. mobile number 7942683395	Address:- Tabavathi Vasti street, Gandhi Nagar Bhimavaram 534201	
Day - 3	Shop name :- Isha shopping mall mobile number 7947148661	Address:- Juvala Palem Road Bhimavaram Bazar 534202	
Day - 4	Shop name :- Rama Sathya shopping Complex	Address:- Gandhi nagar, mastha puri Road Bhimavaram 534201	
Day - 5	Shop name :- muvvala complex mobile number:- 7947149287	Address:- Bhimavaram Bazar, Bank Colony 534202	
Day - 6	Shop name :- Kamal Commedical complex mobile number 7947149446	Address:- Narasayya - agarhasth Bhimavaram Koda Vathi Road - 534210	

WEEKLY REPORT

WEEK - 15 (From Dt. 8.12.22. to Dt. 16.12.22.)

Objective of the Activity Done:	
Detailed Report:	
Shop Name	: Subadaya Book shop [7947146736]
Address	: main Road, Palakattu Bhimavaram [534260]
Shop Name	: Vishal mega mart [7942693395]
Address	: Tatavarthi Vani street Bhimavaram [534201]
shop Name	: Isha Shopping mall [7947148661]
Address	: Tuvala Palem Road Bhimavaram [534202]
shop Name	: Rama Sathya shopping complex
Address	: Gandhi Nagar, matsyapuzhi Road Bhimavaram 534201
shop Name	: muvata Complex [7947149287]
Address	: Bhimavaram, Bazar Bank Colony 534202
shop Name	: Kamaal Commedical [794714946]
	Complex.
Address	: Narasayyagariham Bhimavaram Kodavali Road 534210.

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

As an intern at DIT solutions in perungudi, the work environment is designed to foster a positive and collaborative atmosphere. People interactions are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address any challenges.

The company provides well-maintained facilities, including a comfortable workspace, necessary equipment, maintenance staff ensures the upkeep of the office environment, addressing any issues promptly.

The job roles are clearly defined with supervisors providing guidance and clarity on tasks and responsibilities. Protocols, procedures, and processes are in place to ensure consistency and efficiency in workflow. Time management is emphasized, with clear deadlines and expectations communicated to interns.

A harmonious relationship is fostered among team members, with a supportive and cooperative atmosphere. Socialization is encouraged through team-building activities and occasional social events, enhancing camaraderie and team cohesion.

Mutual support and teamwork are valued, with colleagues readily available to offer assistance and guidance when needed. Regular feedback and performance evaluations help interns stay motivated and improve their skills.

The office space is designed for productivity, with adequate ventilation and comfortable workstations. Efforts are made to provide a conducive environment that allows interns to focus on their tasks effectively.

In summary, DH Solutions provides a supportive work environment that values open communication, mutual support, and team work. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management, and ensures a harmonious and motivating atmosphere for interns to thrive in their digital marketing responsibilities.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

In On Solutions Company. Several real-time technical skills that I can acquire to enhance my abilities and contribute effectively to the company's operations. Here are some key technical skills I can focus on:

Search Engine Optimization (SEO): Learn about optimizing websites for search engines, keyword research, on-page and off-page optimization techniques, and staying up to date with algorithm changes.

Social Media Marketing:

Familiarize yourself with various social media platforms, their advertising features, and strategies for organic and paid promotion. Understand analytics and reporting tools specific to each platform.

Content Marketing: Acquire knowledge of email marketing tools, list segmentation, designing effective email campaigns, and analyzing campaign performance metrics.

Content Marketing: Learn how to create compelling content for different mediums such as blog posts, articles, videos, and infographics. Understand how to optimize content for SEO and drive engagement.

Analytics and data interpretation: Develop skills in using tools like Google Analytics to track website traffic, user behaviour, conversion rates, and other relevant metrics. Learn how to interpret data and use it to improve marketing strategies.

Mobile Marketing: Gain knowledge of mobile marketing strategies, including mobile app marketing, mobile advertising, and mobile user experience optimization.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc).

During my internship at DH solutions, a digital marketing company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organizing resources effectively. As a leader, I inspire and motivate team members, promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity, and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling multiple tasks and adapting to changing priorities. Continuous improvement is a priority for me, actively seeking feedback and enhancing my skills. I set SMART goals aligned with company objectives.

and make informed decisions by analyzing options and considering available data. I evaluate performance using key metrics, identifying areas for improvement and making data-driven decision. Overall, my internship has equipped me with valuable managerial skills in planning, leadership, teamwork, behavior, workmanship, time management competency improvement, goal setting, decision making, and performance analysis. These skills will shape my future career in digital marketing.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

As an intern at DH Solutions, a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication, I focus on refining my writing skills to convey information accurately and persuasively. I pay attention to grammar, punctuation, and clarity, ensuring that my written content is professional and engaging.

I am also working on improving my conversation abilities by actively listening and engaging in meaningful dialogues. I seek opportunities to ~~part~~ participate in group discussions, actively contributing my insights while respecting other's opinions.

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideas or presenting in front of others. To manage anxiety, I practice deep breathing and positive self-talk to remain composed and focused.

Understanding others is crucial for effective communication. I strive to be attentive and empathetic, actively listening to others' perspectives and seeking clarification when needed. I value diverse viewpoints and aim to create an inclusive environment where every one feels heard.

I practice extempore speeches to enhance my ability to think on my feet and communicate ideas spontaneously. This helps me develop confidence in expressing my thoughts without prior preparation.

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to protocols. I focus on expressing gratitude, summarizing key takeaways, and leaving a positive impression.

By continuously working on these aspects, I am confident that my communication skills will significantly improve, enabling me to effectively convey my thoughts, build strong relationships, and contribute effectively to the success of DH Solutions.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

As an intern at DH Solutions, a digital marketing company, I am committed to enhancing my abilities in group discussions, team participation, contribution as a team member, and leading team activities.

To excel in group discussions, I actively listen to others' perspectives and opinions, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative environment. I value open communication and respect diverse opinions, encouraging others to express their thoughts freely.

In terms of team participation, I engage wholeheartedly in team activities, offering support and cooperation to fellow members. I proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work.

I embrace a proactive attitude, taking initiative and demonstrating a willingness to go the extra mile.

As a team member, I contribute by sharing my expertise and knowledge in digital marketing. I actively seek opportunities to provide value and support to my colleagues, whether through offering insights, sharing resources, or collaborating on projects. I am reliable, dependable, and dedicated to the team's success.

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and coordinating tasks, setting clear objectives, and guiding the team towards achieving collective goals. I foster a supportive and inclusive environment where every team member feels valued and motivated to perform their best.

In conclusion, my focus as an intern at Olt Solutions is to enhance my abilities in group discussion, team participation, contribution as a team activities. By actively engaging in discussions, supporting my team, and taking on leadership roles, I aim to strengthen my skills and make valuable contributions to the company's success.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

During my internship at Dll Solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

Crucial technological development is the increasing importance of data analytics and measurement tools. The availability of sophisticated analytics and measurement such as Google Analytics and social media analytics and social media has enable us to track and analyze the performance of marketing campaigns in real-time. I have gained hands-on experience in leveraging these tools to monitor key performance indicators, measure ROI, and make data-driven decisions.

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing. With the widespread use of smartphones and tablets, mobile optimization and responsive design have become essential for reaching and engaging target audiences effectively. I have learned to develop mobile-friendly websites, implement mobile advertising strategies, and leverage location-based marketing techniques.

Additionally, the emergence of new social media platforms and features has expanded the possibilities of digital marketing. From the rise of influencer marketing to the adoption of stories and live video features, I have witnessed the power of these platforms in driving brand awareness and engagement.

Overall, the technological developments I have observed and adopted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities, while advanced analytics tools have enabled us to measure and optimize campaigns effectively. Mobile technologies and social media innovations have opened up new avenues for reaching and connecting with target audiences.

Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: Adidaha Asha Jyothi Registration No: 203126203001
Term of Internship: From: 10-4-2023 To: 16-7-2023
Date of Evaluation: 16-07-2023
Organization Name & Address: DH solutions

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5 ✓
2	Written communication	1	2	3	4	5 ✓
3	Proactiveness	1	2	3	4	5 ✓
4	Interaction ability with community	1	2	3	4	5 ✓
5	Positive Attitude	1	2	3	4	5 ✓
6	Self-confidence	1	2	3	4	5 ✓
7	Ability to learn	1	2	3	4	5 ✓
8	Work Plan and organization	1	2	3	4	5 ✓
9	Professionalism	1	2	3	4	5 ✓
10	Creativity	1	2	3	4	5 ✓
11	Quality of work done	1	2	3	4	5 ✓
12	Time Management	1	2	3	4	5 ✓
13	Understanding the Community	1	2	3	4	5 ✓
14	Achievement of Desired Outcomes	1	2	3	4	5 ✓
15	OVERALL PERFORMANCE	1	2	3	4	5 ✓

Date:

16-07-2023

A. Asha Jyothi

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Adidada Asha Syathi Registration No: 20312620241
 Term of Internship: From: 16-4-2023 To: 16-7-2023
 Date of Evaluation: 16-07-2023
 Organization Name & Address: DH solutions
 Name & Address of the Supervisor BH 9 M. Sai Ram
 with Mobile Number

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

16-07-2023

Signature of the Supervisor



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Adidala Asha Jyothi
Programme of Study: Internship (BH Solutions) B.A.
Year of Study: 2022-2023
Group: BA [HEPA]
Register No/H.T. No: 203126203001
Name of the College: R.R.O.S Degree of Bhimavaram
University: ADIKAVI NANNAYA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	29
3.	Oral Presentation	10	08
	GRAND TOTAL	50	45

Date: 16-07-2022


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Adidala Asha Jyothi
Programme of Study: Internship [B# Solutions] B. A.
Year of Study: 2022-2023
Group: BA [HEPA]
Register No/H.T. No: 203126203001
Name of the College: P. R. D. S Government Degree College
University: ADIKAVI NARAYANA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	18
3.	Viva-Voce	50	37
	TOTAL	150	130 + 45
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	175

Signature of the Faculty Guide



Signature of the Internal Expert



Signature of the External Expert



Signature of the Principal with Seal

PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 207

