

# 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: B. Sindhu

Name of the College: RR.D.S Government Degree College

Registration Number: 203126203003

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

Name & Address of the Intern Organization

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, Bhuvanavathi Sindhu a student of 11<sup>th</sup> BA (HFA)

Program, Reg. No. 20312620378 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 Perungudi

under the Faculty Guidship of  
S. Subramayana Department of  
V-Hisfity RRDS Government Degree College,  
Bhimavaram.

B. Sindhu  
(Signature of the student)

## Official Certification

This is to certify that Bommavarapu Sudhu (Name of the student) Reg. No. 203136203003 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 STIP BA (HSPA) in the Department of R.R.D.S Govt Degree clg (Name of the College).

This is accepted for evaluation.



### Endorsements

Faculty Guide



Head of the Department



Principal

  
PRINCIPAL

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





## Certificate from Intern Organization

This is to certify that Bommavarapu Sindhu (Name of the intern)  
Reg. No 203126203003 of R.D.S Govt Degree U (Name of the  
College) underwent internship in DH 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 BOMMAVARAPU SINDHU ,  
3rd Ba**

**Reg. No 203126203003 of R.R.D.S. Government  
Degree College-Bhimavaram**

**underwent internship in Digital marketing ,  
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**

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- 6, social media Marketing
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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.

### Executive summary;

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 marketing research, analyzing data, creating social media content, assisting in marketing campaign development, and maintaining 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 solution allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

- Chapter (4) :- Digital Marketing - Facebook
- Chapter (5) :- Digital Marketing - Pinterest
- Chapter (6) :- Digital Marketing - Twitter
- Chapter (7) :- Digital Marketing - LinkedIn
- Chapter (8) :- Digital Marketing - YouTube
- Chapter (9) :- Digital Marketing - Mobile
- Chapter (10) :- Digital Marketing - Email
- Chapter (11) :- Web Analytics :-

- 1, setting goals
- 2, collecting data
- 3, processing data



## 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 :

DH Solutions, a cloud-based digital marketing company, has sairam 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 experiences for clients' success.

company values - excellence, 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, creative/design 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 solution future plans to grow up they can focus on acquiring new clients, expanding service offerings, leveraging partnerships, enhancing customer satisfaction, and staying updated with industry trends and technologies.

4. Developing a strategy.
5. Experimenting and testing.

### Chapter (12):- Affiliate Marketing

1. Pick a best marketing channel
2. Join an affiliate marketing network
3. Expand your network
4. Be consistent and master your skills.

### 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 10 am to 1 pm. 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 systems.

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting marketing 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, and 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.








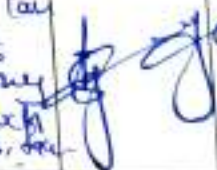
### ACKNOWLEDGEMENTS

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 in lecturer in History for his valuable guidance and help in completing this project.

Name: Bommavarapu sindhu

Hall Ticket Number: 203126203003

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 services via one or more forms of electronic media is called as digital marketing.	
Day - 2	Content marketing: They want content that is compelling frequently updated and full of enrichment	Content marketing involves research, keywords, acting, and improving the decision that will employ your audience to engage them.	
Day - 3	SEO (Search Engine optimization): - on site SEO involves answering that your site is developed to appeal to search engines.	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) while paid social media marketing includes the advertisements we all know and love. It also involves paid options for driving business.	organic social media is a bit more elusive, but that also funds to make it more fun to implement.	
Day - 5	SEM (Search Engine marketing) Advertisements are placed on Google or Bing search engines so when asked to a particular question.	Your paid ad pay your brand to the top of the search engine results page (SERP).	
Day - 6	Paid ads :- Paid ads are a fun way to get in front of a wider audience and bring more traffic to your website. less expensive	Advertising, you can advertise across various platforms using methods such as Google ads, Facebook, and social media.	



## WEEKLY REPORT

WEEK - 1 (From Dt. 12/11/22, to Dt. 15/11/22.)







Objective of the Activity Done:

Detailed Report:

In the first week of my intern we learn basics of digital marketing

Introduction to digital marketing they want content that is compelling, relevant to the searcher, frequently updated and full of enrichment. on-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines. 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 brand. Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question. 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.

### ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p>Email marketing: Marketing is far from dead these days and continues to be a highly effective method for your digital marketing campaigns. This key is to get your other's online effects.</p>	<p>From there, send high-quality content in your emails that speaks to them personally addressing interests, wants, or needs.</p>	
Day - 2	<p>Affiliates marketing: This type of Marketing uses businesses which is paying to promote their products / services on their website.</p>	<p>Such type of marketing typically involves paying a blogger or an author site in which the hope being paid based on the number of visitors who are interested in business is products or services the display ads can be in any shape and including video and audio.</p>	
Day - 3	<p>Display Advertising: It is one of the most common types of online advertising medium. It is similar to affiliate Marketing website for the visitors.</p>	<p>who are interested in business is products or services the display ads can be in any shape and including video and audio.</p>	
Day - 4	<p>Email marketing: Email marketing is an online version of direct mail. In this, sending a customer about our advertisement, it display a form type which about business to send more information.</p>	<p>Made with the help of email, such type of marketing will include business coupons, news letters, invitations to special events and so on.</p>	
Day - 5	<p>Inbound marketing: In this type of marketing, and other content such as blogs, social media and podcasts are used in order to attract new customers.</p>	<p>The idea of this strategy is that it seeks to attract businesses creating own content that draws attention of shoppers.</p>	
Day - 6	<p>Pay-per-click advertising: It is known as search online marketing, which advertising in which business place ads search engine.</p>	<p>Those ads are paid in social top of search engines that specified and for related ads. It is how that making search engines work.</p>	



## WEEKLY REPORT







WEEK - 2 (From Dt. 10/1/23... to Dt. 16/1/23...)

Objective of the Activity Done:

Detailed Report:

In the second week of my intern we learn about types of internet marketing. Email marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate. This type of marketing uses businesses which is paying to individuals of companies to promote their products/services on their websites. Such type of marketing typically involves placing a banner is one of the most common type of online advertising medium. It is similar to affiliate marketing where placing banner ads on other website for the visitors. Email marketing is an online version of direct mail. In this, rather than sending a customer a hand out of advertisement, it displays a form type which allows businesses to send similar information of even in this type of marketing an online content such as blogs, social are used in order to attract new.

**ACTIVITY LOG FOR THE THIRD WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p><b>SEO (Search Engine optimization)</b>                      It is a true form of advertising which is design to increase business leading on search engines. It is search engine optimization. It is the business's ability to make itself more visible to those who are looking for it.</p>	<p>Results on top when internet user searches for business of something similar to the market.</p>	
Day - 2	<p><b>SMM (social media marketing)</b>                      In this type of marketing strategy the business is promoted with the help of social media outlets such as facebook, twitter, linkedin, pinterest and tumblr.</p>	<p>It works by creating a dedicated page for business on each site and developing content with a group of followers that eventually comes to pay customers.</p>	
Day - 3	<p><b>Content marketing</b>: The main goal of content marketing is to attract a customer's attention, educate new converts and nurture leads, members and educate your potential.</p>	<p>customers by providing them with the necessary content, guide all the way through the sales funnel and finally make them take a desirable action.</p>	
Day - 4	<p><b>Email marketing</b>: Email is a worth while marketing tool that involves sending promotional content to your clients, 3.9 billion daily and is the most popular.</p>	<p>It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.</p>	
Day - 5	<p><b>Advertising</b>: Advertising is a powerful tool that helps promote your business, build a customer base, and expand revenue streams. There are many advantages that include advertising.</p>	<p>It helps to spread by expand a diverse audience; increase traffic to your website and allows for targeting.</p>	
Day - 6	<p><b>Mobile marketing</b>: mobile marketing is an advertising activity limited via smartphone. This type of marketing also involves optimizing.</p>	<p>Companies use SMS marketing as an effective way of promoting their products. Here you can see how pizzeria uses SMS.</p>	



## WEEKLY REPORT







WEEK - 3 (From Dt. 20/11/23 to Dt. 27/11/23)

Objective of the Activity Done:

Detailed Report: In the 3rd week of my intern we learn about Digital marketing planings and strategies. It is a free form of advertising which is designed to increase businesses ranking on search engines. It is seen that, highest is the business's ranking, more likely there are chances of displaying. 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. 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. Email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular. There are many advantages that internet advertising.



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 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, you can highlight your brand.	
Day - 2	Social media marketing: there are 3.5 billion people that use social media - for different needs, they make up 45% of the world's population.	Marketing means using social media channels such as Twitter and Facebook, Instagram, Pinterest, Tumblr and LinkedIn to connect.	
Day - 3	Video marketing: According to statistics, 81% of consumers prefer videos over other types of content from brands. This means that if you use your business to provide your products or services, you will also be able to provide a particular answer to your customers.	It helps companies provide step-by-step instructions, demonstrate their products or services, show an event, or create a particular answer to your customers.	
Day - 4	Search engine optimization: SEO is about optimizing your site and improving organic traffic. Commonly, digital marketing managers pay attention to cross-device user behavior.	It increases the visibility of the website. Remember, the better visibility the more customers you can attract. It is obvious.	
Day - 5	Web analytics: This is a way to track web analytics of users on web pages. It enables companies to access information about the preferences of customers.	Analytics platforms usually report on the number of visits and pages they visit on this site, the duration of their visit, and more.	
Day - 6	How AdSense works: 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 related and paid for by advertisers who want to promote their products.	

## WEEKLY REPORT







WEEK - 4 (From Dt. 1.5.23.. to Dt. 7.5.23..)

Objective of the Activity Done:

Detailed Report: In the 4th week of my intern we learn about digital marketing planings and strategies. Consumer Reputation feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive reviews there are 3.5 billion people that use social media for different needs, they make up 45% of the world's population. According to statistics 54% of consumers 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. This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behaviours of customers. 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.



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 constant my own business by using affiliate registration	
Day - 2	Facebook - The basics: facebook is widely considered as the most popular social network and its popularity time	Actually, facebook is the third most visited site in the world after Google and you tube. Even its privacy just down	
Day - 3	Signing up to facebook is simple. The very first step is to sign up for a facebook it's pretty simple	The plat form makes it easy to get started head over to facebook's home page and fill in the fields	
Day - 4	One of the most basics of facebook is staying secure. once you created your new profile changes to your privacy settings	this will control who can view your profile and information you share TO edit these settings click on the settings option	
Day - 5	Personalise your profile: This is one of the most facebook basics that need to be known. It gives you a shot at being	The chances that you share a name with someone else on facebook are very high that's why share your personalise your profile	
Day - 6	Videos and photo: facebook lets users share all kinds of content such as photos and videos. You can share live broadcasts and albums.	To upload, you can head to your profile select the photos and video tab and choose add photo/video this lets them from your computer.	









## WEEKLY REPORT

WEEK - 5 (From Dt. 8/5/22. to Dt. 13/5/22.)

Objective of the Activity Done:

Detailed Report: In the 5th week of my intern we learn about digital marketing in pinterest. facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. signing up to facebook is simple. The very first step is to sign up for a facebook account and it's pretty simple. 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 is one of the more fun facebook basics that need to be known. It gives you a shot at being creative. facebook lets users videos and all kinds of content such as photos and videos. you can also share live broadcasts and albums.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description : Posting: Posting on Facebook is considered one of its best features this is one of the many features of Facebook.	Post content you want to share with your friends and family. You can keep everyone updated on what's going on in your life.	
Day - 2	Sign up :- You can directly head to Pinterest.com and join it just by your e-mail address you can also sign up directly with your Facebook and Gmail account.	When you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter, Google+, and LinkedIn.	
Day - 3	Create your Profile: next thing that Pinterest tutorial suggests is creating your Pinterest profile and making it impressive.	Your Twitter or Instagram account is considered advisable this lets your followers know you exist easily on Pinterest.	
Day - 4	check your profile :- in Pinterest settings, you can set your notification home feed, security and app settings. you can turn on your email.	email notifications that will help you who comments, likes or repins ideas that are related to your board.	
Day - 5	Pinterest Profile: Pinterest Profile is responsible for holding all your Pinterest pins, Pinterest boards and all other settings.	Details that your Pinterest Profile will have are your username that you set in the bio given after.	
Day - 6	Pinterest board: Pinterest board example as per the definition suggested by Pinterest tutorial, a Pinterest board is the accumulation of	It allows users to create boards that can further be shared or pinned to other profiles as well.	



## WEEKLY REPORT







WEEK - 6 (From Dt. 14/5/23 to Dt. 20/5/23..)

Objective of the Activity Done:

Detailed Report: In the 6th week of my intern we learn about digital marketing in Pinterest. Posting on Facebook is considered one of its best features. This is one of the many fun features of Facebook. You can directly head to [Pinterest.com](https://www.pinterest.com) and join it just by your email address you can also sign up directly via your Facebook and Gmail 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. In Pinterest settings, you can set your notifications, home feed, security and apps settings. You can turn on your Email notifications that Pinterest profile is responsible for holding all your Pinterest pins, Pinterest boards and all other settings. A Pinterest board is the accumulation of different individual Pinterest pins.



### ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Goals: Pinterest allows you to create ads for your business goal. So if you want to sell more products.	Now you need to tap on the red plus button and choose 'Create ad'.	
Day - 2	What is twitter :- Twitter is a social networking web site that's designed for finding and sharing short updates.	Learning outcomes - In fact each post or tweet as they're called on twitter - is limited to just 280.	
Day - 3	Creating twitter account :- If you want to post your own updates to twitter, you'll need to create one.	If you're using desktop or laptop, or computer, go to <a href="http://www.twitter.com">www.twitter.com</a> . This is the browser.	
Day - 4	How to tweet :- There are many ways to use twitter. Some users might never post their own updates choosing instead to follow.	But many people do enjoy tweeting about what's going in their world and joining in a larger conversation.	
Day - 5	What is a hashtag :- 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 (#).	
Day - 6	Following and Connecting on twitter :- 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.	

## WEEKLY REPORT




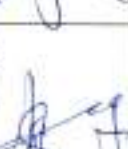


WEEK - 7 (From Dt. 20/5/22 to Dt. 26/5/22)

Objective of the Activity Done:

Detailed Report: In the 7th week of my intern we learn about digital marketing in Twitter. Pinterest allows you to create ad 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 format. Twitter is a social networking website that's designed for finding and sharing short updates. If you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this. There are many ways to use Twitter. Some users might never post their own updates choosing instead to follow updates from other users. Hashtags are a really important part of Twitter. But what exactly is a hashtag? Twitter is about more than just sharing your own updates.



### 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 and make your tweets more secure.	Editing up twitter profile navigation to your profile page if you're using the twitter's mobile app.	
Day - 2	What is linkedin :- linkedin is a popular social work with a specific purpose - while other social networks like facebook	Professional net working - that is, building a group of contacts to help you	
Day - 3	Creating a linkedin account. To get started, go to it in your web browser. enter your information	linkedin will guide you through the steps of adding more detail to your profile	
Day - 4	Common linkedin terms :- Connections :- Endorsements Recruiters :- if you're new to linkedin. Here are	Reviewing some of the most commonly used terms will give you a better	
Day - 5	navigating linkedin :- if you've never used an online networking site, linkedin can seem a little	Even if you're already familiar with social media sites like facebook and twitter	
Day - 6	Adding connections :- Adding connections is a big part of linkedin.	Doing so can seem like you're networking for its own sake rather than truly	









## WEEKLY REPORT

WEEK - 8 (From Dt. 27.12.23 to Dt. 03.16.23.)

Objective of the Activity Done:

Detailed Report: In the 8th week of my intern we learn about Digital marketing in LinkedIn. Looking to make your Twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing your account. 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. To get started, go to in your web browser. Enter your information, choose a password, then click the Join button. Connections, Endorsements, Recruiters? If you're new to LinkedIn, these are a few terms that may seem a little confusing at first. If you've never used an online networking site, LinkedIn can seem a little intimidating at first. Adding connections is a big part of LinkedIn. But unlike most other social media sites, trying to connect with everyone, you know can send the wrong signal.

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	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 you-tube video below to play it. understand how to view a you tube video	
Day - 2	Signing into youtube: while it's not necessarily required, we do recommend signing in to youtube.	Signing in allows you to like and comment on the videos you find. These videos make it easier, and even upload.	
Day - 3	YouTube for mobile devices: more and more people are watching videos on the go these days.	in fact, more than 40 percent of you-tube's, including smartphones and tablets.	
Day - 4	searching for videos: searching is a great way to find new videos on you-tube. let's say you're looking for videos of dogs on skateboards.	it sounds a little silly, we know, but there are probably thousands of videos on just this one topic.	
Day - 5	Sharing options: sharing is probably one of our favorite things to do on youtube.	After all, who doesn't want to see that funny video of a dog on a skateboard?	
Day - 6	Liking and Commenting: Signing in allows you to interact with any video you find on youtube.	For example, you can like or dislike videos or leave a comment to share your thoughts.	



## WEEKLY REPORT







WEEK - 9 (From Dt. 31/5/23.. to Dt. 06/6/23..)

Objective of the Activity Done:

Detailed Report: In the 9th week of my intern we learn about digital marketing in YouTube. Now that you know the basics, you're ready to dive in and start watching YouTube videos. While it's not necessarily required, we do recommend signing in to YouTube. More and more people are watching videos on the go these days. Searching is a great way to find new videos on YouTube. Let's say you're looking for videos of dogs on skateboards. Sharing is probably one of our favorite things to do on YouTube. Signing in allows you to interact with any video you find on YouTube.



ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is mobile marketing? Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS, MMS, messaging, mobile browser.	Beyond simply delivering messages, it has to take into account how information looks on different devices, how well an app runs.	
Day - 2	What is a mobile first strategy? How much priority a company gives to their mobile marketing strategy depends on the company itself.	A company may have existed for a long time and have a lot of technology, processes and systems in place for the desktop.	
Day - 3	In-app marketing: In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for another brand.	for your own brand, In-App marketing gives access to the user's behavior, overlays, and in-app messaging to market your brand.	
Day - 4	Mobile push marketing: mobile push marketing sends messages of 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: SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and phone numbers.	Text marketing campaigns can be successful because most people have their phones with them push notifications.	
Day - 6	QR code marketing: QR code marketing allows you to create a link to your website, download your app or view your business sign up for your newsletter.	QR code customers can scan the QR code with their smartphones and it is simple to use.	

## WEEKLY REPORT






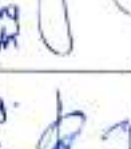
WEEK - 10 (From Dt... 9/6/23, to Dt... 16/6/23)

Objective of the Activity Done:

Detailed Report: In the 10th week of my intern we learn about Digital marketing in mobile. 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. How much priority a company gives to their mobile marketing strategy depends on the company itself. In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands. Mobile push marketing sends marketing messages on mobile devices using push technology. SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customers phones. QR code marketing allows you to create a link to your website, download your app, review your business, or sign up for your newsletter.



ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is email marketing? 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 (ROI) makes it crucial to most businesses overall inbound strategy.	
Day - 2	Segmentation: segmentation is an effective way to group your consumers on the basis of their demographic information and browsing activity.	segmentation By using this information, you can easily tailor your emails to specific groups.	
Day - 3	Personalization: customers are now expecting significant personalized content and experiences, both online and offline.	customers marketers are determined to leverage email personalization to move from 1:1 messaging toward 1:1 and out from the.com	
Day - 4	Educational Emails: The most preferred type of mail is educational emails.	An educational mail should help to resolve an issue for the individuals receiving the mail.	
Day - 5	Welcome Email: Are you 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	Testimonial Email: if your business is customer based then sending email including testimonials will help you to build trust in your brand.	Purpose: To strengthen your business of product through customer feedback.	









## WEEKLY REPORT

WEEK - 11 (From Dt. 15/6/23 to Dt. 20/6/23)

Objective of the Activity Done:

Detailed Report: In 11th week of my intern we learn about digital marketing in email. Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list. Segmentation is an effective way to group your consumers on the basis of their demographic information, purchase history, and browsing activity. Customers are now expecting significant as well as personalized content and experiences both online and offline. The most preferred type of email is educational emails. Are your subscribers getting the right message through your welcome emails? If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand.

ACTIVITY LOG FOR THE TWELVETH WEEK

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



## WEEKLY REPORT







WEEK - 12 (From Dt. 01/6/23. to Dt. 06/6/23)

Objective of the Activity Done:

Detailed Report: In 12th week of my intern we learn about digital marketing web analytics. The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. The second step in web analytics is the collection and storage of data. The next stage of the web analytics funnel involves businesses. This stage involves implementing insights to formulate strategies that align with an organization's goals. Businesses need to experiment with different strategies in order to find the one that yields the best results. web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activity while on the site.



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 products that your affiliate marketing brand on a marketing channel	while creating a dedicated review website, such as a YouTube channel, is a popular approach, media platforms like Instagram	
Day - 2	Join an affiliate marketing network: Affiliate networks connect affiliate and merchants.	while it's not always necessary to join an affiliate network you will likely find that doing so will streamline the relationship and affiliate commissions	
Day - 3	Expand your network: creating a successful affiliated marketing platform takes time and dedication	To increase your overall audience size through, 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 in your niche	
Day - 5	How do affiliate make money? The affiliate gets a unique link (an "affiliate link") from which clicks can be traced typically using cookies	The cookie then tells the user to see if they make a purchase if they make a purchase an allotted amount of time from the	
Day - 6	The affiliate marketing: This party is sometimes also known as the publisher. Affiliates can also range from small individuals to large companies.	An affiliate promotes one or multiple affiliate products and tries to attract and generate products so that they end up buying it.	

## WEEKLY REPORT

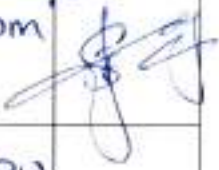

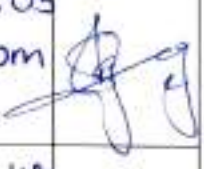

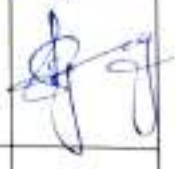

WEEK - 13 (From Dt. 26/6/23 to Dt. 02/7/23)

Objective of the Activity Done:

Detailed Report:

In 13th week of my intern we learn about digital marketing channel. 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. Join an affiliate networks connect affiliates and merchants. Creating a successful affiliate marketing platform takes time and dedication. In addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including the affiliate gets a unique link from which clicks can be tracked - typically using cookies. This party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Bommavarapu Sindhu	Sindhubomma <del>capo</del> @ gmail.com	
Day -2	Bommavarapu Sindhu	Bommavarapu Sindhu@ gmail. com	
Day -3	Beautiful life 03	beautiful life 03 @ gmail.com	
Day -4	Better than life 04	better than life 04 @ gmail.com	
Day -5	cutie pie 1	cutie pie 1435 @ gmail.com.	
Day -6	cutie 9828 pie	cutie 9828 pie @ gmail.com.	



## WEEKLY REPORT




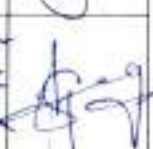
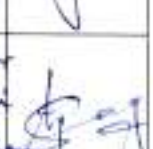

WEEK - 14 (From Dt. 21.7.23. to Dt. 27.7.23.)

Objective of the Activity Done:

Detailed Report: In the 14th week of my intern we learn about Digital marketing in learn about and passwords

- 1, user name : Bommaravapu Sindhu  
Email Id : sindhubommaravapu@gmail.com  
password : 14356578
- 2, user name : Bommaravapu Sindhu  
Email Id : Bommaravapu.sindhu@gmail.com  
password : Venkata sindhu
- 3, user name : life beautiful  
Email Id : beautiful life 03@gmail.com  
password : Bangaram
- 4, user name : life then better  
Email Id : better then life 04@gmail.com  
password : attitude girl
- 5, user name : cute pie  
Email Id : cute pie 1435@gmail.com  
password : darlings -
- 6, user name : cute 9828 pie  
Email Id : cute9828pie@gmail.com  
password : love birds - 46

**ACTIVITY LOG FOR THE FIFTEENTH WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	shop name : <u>ratna kirana shop.</u> mobile Number: <u>9676138760.</u>	Address: <u>Ambedkar colony Rajiv Gandhi street garagaparu</u> Pin - <u>534186.</u>	
Day - 2	shop name : <u>teja kirana shop.</u> mobile Number: <u>9989189918.</u>	Address: <u>Ambedkar Colony Rajiv Gandhi street garagaparu</u> Pin - <u>534186</u>	
Day - 3	shop name : <u>la jar Pen shop.</u> mobile Number: <u>8515058676</u>	Address: <u>Ambedkar Colony Rajiv Gandhi street garagaparu</u> Pin - <u>534186</u>	
Day - 4	shop name : <u>Swathi kirana shop</u> mobile Number: <u>891980095</u>	Address: <u>Ambedkar Colony Rajiv Gandhi street garagaparu</u> Pin - <u>534186</u>	
Day - 5	shop name : <u>xerox shop - somathi shop.</u> mobile Number: <u>7729885377.</u>	Address: <u>Ambedkar Colony Rajiv Gandhi street garagaparu</u> Pin - <u>534186</u>	
Day - 6	shop name : mobile Number:	Address:	

### WEEKLY REPORT

WEEK - 15 (From Dt. 8/1/23 to Dt. 14/1/23)

Objective of the Activity Done:

Detailed Report: In 15th week of my intern we learn about vendor registration.

Shop Name : Ratna kirana shop (M/B) 9676132760

Address : Ambedkar colony Rajiv Gandhi street - GRP - pin - 534186

Shop Name : Teta kirana shop (M/B) - 9929189918

Address : Ambedkar colony Rajiv Gandhi street - GRP - pin - 534186

Shop Name : Laxar pan shop (M/B) - 9515058676

Address : Ambedkar colony Rajiv Gandhi street - Garagapattu - pin - 534186

Shop Name : Swajnya kirana shop (M/B) 8919800095

Address : Ambedkar colony Rajiv Gandhi street - Garagapattu - pin - 534186

Shop name : Sumathi Xerox shop (M/B) - 7729885377

Address : Ambedkar colony Rajiv Gandhi street - Garagapattu - pin : 534186

shop name :



## 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 DH Solutions in penugonda, 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 work space, 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 teamwork. 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 DH 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:** Learn how to create compelling such as blog posts, articles, videos, and infographics. Understand how to optimize content for SEO and drive engagement.

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



Analytics and Data Interpretation: Develop skills in using tools like Google Analytics to track website traffic, user behavior, 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).

Describe managerial skills: 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 decisions. Overall, my internship has equipped me with valuable managerial skills in planning, leadership, teamwork, behaviour, 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.)

Communication skills : 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 participate in group discussions, actively contributing my insights while respecting others' 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 everyone feels heard.

I practice extemporé 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.

Describe how could you enhance your abilities in  
Group discussion :

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 DIT solutions is to enhance my abilities in group discussions, team participation, contribution as a team member, and leading 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)

## Technological development :

During my internship at DH 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 platforms and tools, such as Google Analytics and social media analytics, has enabled 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 (KPIs), 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 creating 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 digital 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 adapted 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: <i>Bommalanapu Sindhu</i>	Registration No: <i>203126202003</i>
Term of Internship: From: <i>10/4/23</i>	To: <i>16/7/23</i>
Date of Evaluation: <i>16/7/23</i>	
Organization Name & Address: <i>DH Solutions</i>	

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: *16/7/23*

*B. Sindhu*  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name: Bommarajopu Sindhu Registration No: 203126202303

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

Date of Evaluation:

Organization Name & Address:

Name & Address of the Supervisor DH. Solutions  
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: 16/7/23

S. B. Sindhu  
Signature of the Supervisor





## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: **Bommavaramu Sindhu**  
Programme of Study: **Internship (D.H. Solution)**  
Year of Study: **2022-2023**  
Group: **BA. (H.F.PA)**  
Register No/H.T. No: **203126203003**  
Name of the College: **RR.D.S Government Degree clg. Bhimavaram**  
University: **ADIKAVI NANNAYA UNIVERSITY**

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	8
2.	Internship Evaluation	30	28
3.	Oral Presentation	10	8
	GRAND TOTAL	50	44

Date:

  
Signature of the Faculty Guide

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: **Bommarapu Sindhu**  
Programme of Study: **Internship (DH solutions)**  
Year of Study: **2022-2023**  
Group: **BA (HFA)**  
Register No/H.T. No: **203126203003**  
Name of the College: **R.R.D.S Government Degree college Bhimavaram**  
University: **ADIKAVI NANNAYA UNIVERSITY**

SLNo	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	A1
	TOTAL	150	134 + 14
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	178

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-534 702

