

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: G. Shanon

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

Registration Number: 203126203008

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

Name & Address of the Intern Organization
DH Solutions, Pentagona,
West Godavari

Adikavi Nannaya University
VFAR

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Estd : 1972

☎ 08816 - 223458

🌐 www.rrdsgdc.ac.in



Accredited by NAAC

AISHE : C-24023

✉ gdcbhimavaram.jkc@gmail.com

Student's Declaration

I, Gowdaru sharon a student of BA[HEPA]
Program, Reg. No. 20312520308 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
_____ under the Faculty Guidship of
S. Satyanarayana Department of
History RRDS Government Degree College,
Bhimavaram.

G. Sharon
(Signature of the student)

Official Certification

This is to certify that Gurupri shastri (Name of the student) Reg. No. 20212420308 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. Degree College (Name of the College).

This is accepted for evaluation.



M. Sanjay
(Signatory with Date and Seal)

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 Georjapu. sharon (Name of the intern)
Reg. No 02126202008 of RADSWANT DEGREE COLLEGE (Name of the
College) underwent internship in O.H solutions (Name of the
Intern Organization) from 10-11-2022 to 16-7-2023

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


Authorized Signatory M Sarada with Date and Seal



UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that GURRAPU SHARON
3rd Ba**

**Reg. No 203126203008 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**

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

Name: Gurupri shastri

Hall Ticket Number: 203126203008

Contents

Chapter 1: Basics of Digital Marketing

1. Introduction to Digital Marketing
2. Content Marketing
3. SEO (Search Engine Optimization)
4. SMM (Social Media Marketing)
5. SEM (Search Engine Marketing)
6. Paid Ads
7. Email Marketing

Chapter 2: Types of Internet Marketing Methods

1. Affiliate Marketing
2. Display Advertising
3. Email Marketing
4. Inbound Marketing
5. Pay-Per-Click Advertising
6. Search Engine Optimization
7. Social Media Marketing

Chapter 3 : Digital marketing Planning & strategy

1. content marketing
2. Email marketing
3. Advertising
4. mobile marketing
5. Reputation marketing
6. social media marketing
7. Video marketing
8. search engine optimization
9. web Analytics

Chapter 4 : Digital marketing - Face book

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
- 4, developing a strategy

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 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 web sites. 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. 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 sauram 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 APP 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, 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, leveraging 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 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 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 ways to gain 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 brands via one or more forms of electronic media called digital marketing	
Day - 2	Content marketing:- they work content that is completely relevant to the searcher & frequently updated and full of enrichments	content marketing involves researching key words writing articles the description of products with complete your audience to attract	
Day - 3	SEO (search engine optimization) on site SEO & off site SEO involves ensuring that your site is developed consistently with appeals in search engine	off site SEO refers to any actions that you and taking for your brand that market off of your	
Day - 4	SMM (social media marketing) while paid social media marketing includes the advertisements we all know clicking on to your page	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) Advertisements are placed on Google or other search engines so when a user is browsing for the answer to a particular question	your paid ads pop your banner to the top of the search engine results page (SERP)	
Day - 6	Paid ads:- Paid ads are a few ways to get in front of a targeted audience and bring more traffic to your website	Advertising you can advertise across various platforms using methods organic ads facebook ad a few others	

WEEKLY REPORT







WEEK - 1 (From Dt. 10/11/2023 to Dt. 17/11/2023)

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 basics 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 want content that is compelling relevant to the searcher, frequently updated and full of enrichment. Content marketing involves researching key words writing articles improving description of the products services on your site, and creating educational content that will compel your website visitors to engage more on the next day. I learned about the SEO which involves ensuring that your site is developed correctly with the proper on-page work and off-site SEO refers to any actions that you are taking for your brand that happen off of your main digital properties. The next day, I learned about the social media marketing which includes advertisements on social media is a bit more elusive but that also tends to make it more fun to implement on DAY 5. I learned about search engine marketing your methods such as Google ads FB ads and social media ads.

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: - Email marketing is fast and cheap. These days and continues to be a highly efficient method for your digital marketing campaigns. The key is to online effort.</p>	<p>From these send high quality content based emails that speak to their personally addressing interests. Interacts them to visit website.</p>	
Day - 2	<p>Affiliate marketing: - This type of marketing uses businesses which is paying to individuals, or companies to promote their products / services on their website.</p>	<p>Such a type of marketing typically involves either a target or an advertiser in which the tools being used based on number of clicks or click on particular makes online.</p>	
Day - 3	<p>Display Advertising: - It is one of the most common types of online advertising medium. It is similar to a billboard marketing where floating banner ads on other website for the visitors.</p>	<p>Who are interested in business's products services the display ads can be in color, image and include video and audio.</p>	
Day - 4	<p>Email marketing: - Email marketing is an online version of direct mail. In this rather than sending a customer a hand out or advertisement it displays a pop up type which allows businesses to send similar ads.</p>	<p>made with the help of email such type of marketing will include business cards, coupons, newsletters, invitations to special and sales.</p>	
Day - 5	<p>Advertising: - Advertising is a powerful tool that helps promote your business finds customer base and enticed customers to buy. These are many advantages that internet advertising.</p>	<p>The idea of this strategy is that it revolves around businesses connecting own content that process of spreading.</p>	
Day - 6	<p>Mobile marketing: - Mobile marketing is an advertising activity aimed at promoting products and services via smart phone. This type of marketing also involves of optimizing</p>	<p>These ads are placed in special top portion of panels that scroll out for paid ads. It is seen that may search engines offer</p>	






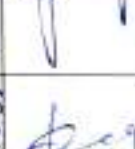
WEEKLY REPORT

WEEK - 2 (From Dt 16/11/23. to Dt 21/11/23..)

Objective of the Activity Done:

Detailed Report: In the second week of my internwe 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. It uses businesses which is paying to individuals or 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 marketing or online advertising of medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors. Email marketing is an online version of direct mail in this rather than sending a customer a hand out or advertisement it displays a form type which allows businesses to send similar 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	SEO (Search Engine optimization) It is a form of advertising which is designed to increase businesses ranking on search engines more likely than and change of displaying	Results on the internet user searches for business of something similar to the market	
Day - 2	SEM (social media marketing) In this type of marketing strategy, the business is promoted with the help of Twitter, Google+, Pinterest and Instagram	It works by creating a dedicated page for business on each site displaying content which eventually to attracting	
Day - 3	Content marketing :- The main goal of content marketing is to attract a customer's attention educate new comes and make leads with this marketing you can market and promote	customers, by providing them with the necessary content to make them through the sales funnel and take a decision	
Day - 4	Email marketing :- Email is worth while marketing tool that involves sending promotional content to your clients 3.9 billion daily email users channel the most particular	It allows marketers to send personalized campaigns, segment their audience and create relevant content for them	
Day - 5	Advertising :- Advertising is a powerful tool that helps promote your business find customer base and external revenue streams through that internet advertising	It helps to generate, expand a diverse audience; increase traffic to your website; allow and	
Day - 6	Mobile Marketing :- mobile marketing is an advertising activity aimed at promoting products and services mostly involves optimizing	companies use such marketing as an effective way of promoting their products help you can see how Domino's Pizza uses	

WEEKLY REPORT

WEEK - 3 (From Dt 29/11/23 to Dt 27/12/23)

Objective of the Activity Done:

Detailed Report: In the 3rd week of my intern we learn about digital marketing planings and strategy. It is a new form of advertising which is designed to increase business ranking on search engines. It is seen that higher 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 face book, twitter, Google E, Pinterest and so on. The main goal of content marketing is to attract educate consumers and nurture leads. With this marketing strategy, you can nurture and educate your potential. Email is a worth while marketing tool. It involves sending promotional content to your clients. 3.9 bilon daily email users making this channel the most popular. There 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 for brands and potential customers. nearly out of control. Famous Goust brands if	Learning outcome: that is what positive online reviews are important for a brand success. Reputation - most important soft skill for	[Signature]
Day - 2	Social media marketing:- there are 3.5 billion people that use social media for different needs. they make up of few words population	Learning outcome: social media marketing and using social media channels. Such as twitter and facebook and instagram and others	[Signature]
Day - 3	video marketing:- According to statistics sur. of persons view best videos over other types of content for brands. This means that if you want more brand	Learning it helps companies provide step by step instructions demonstrate their products and services through an event website	[Signature]
Day - 4	search engine optimization: SEO- is about optimizing site and making organic traffic. commonly digital marketing. providing path to cross links and backlinks	particular a concept as well as share behind it in content the visibility of the website. Remember you can't force anyone at a particular distance when you are searching for a	[Signature]
Day - 5	web analytics:- This is a way to track the activity of users on web pages. If you can't access in probably means the performance and behaviors of customers	Analytics that forms user data about the number of visitors and pages they visit on this site. The first	[Signature]
Day - 6	How adense works:- google adsense provides a way for publishers to earn money from their online content. Adense works by making and to user see based on their	and more. The ads are created and paid for by advertisers who want to promote their products.	[Signature]

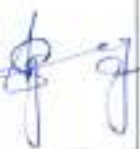





WEEKLY REPORT

WEEK - 4 (From Dt. 25/12/23. to Dt. 31/12/23)

Objective of the Activity Done:

Detailed Report: In the 4th week of my intern we learn about digital marketing plans and strategies consumer reputation feedback is essential both for brands and retailers 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 statista 51% of consumers prefer videos over other types of content from brands. This means that if you want your business to grow you should try the ability of users on web pages it enables companies and marketers 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	Brief description:- About wegos. Affiliare registration on a vendor registration How to add products.	Learning outcomes I constant my own business by using affiliare registration	
Day - 2	Brief description:- Facebook - The basics Facebook is widely known as the most popular social network and it's likely to diminish anytime.	Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy coaches this stand down	
Day - 3	Brief description:- signing up to Facebook is simple very first step is to sign up for a Facebook account and it's pretty simple	The Platform makes it easy to get started head over to Facebook's home page and fill in the required fields	
Day - 4	one of the most important basics of Facebook is staying secure - once you've created your new profile you can make privacy settings	This will control who can view your profile and information. To edit these settings, click on the settings options.	
Day - 5	personalise your profile:- is one of the more fun Facebook basics that need to be known - it gives you a shot at being creative.	The chances that you share a name with someone else on Facebook are very high that's your profile	
Day - 6	videos and photo:- Facebook lets users share all kinds of content such as photos and videos you can also share live broadcast and albums	to upload, you can head to your profile select the photos tab and choose 'Add Photo Video'. This lets you upload media computer	







WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the 5th week of my intern we learn about digital marketing in Pinterest -st Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any its 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 fundamental 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	Posting:- 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 going yours	
Day - 2	Sign up:- you can directly head to and join it just by your email address you can also sign up directly via your Facebook and account	when you sign up on Pinterest you will also get the option to link to your Facebook Twitter and your Microsoft account	
Day - 3	create your profile:- next thing that Pinterest tutorial suggests is creating your Pinterest profile with a consistent user name and profile pic that you already have on other social media	your Twitter or Instagram account is considered advisable. This lets you follow each other on Pinterest	
Day - 4	check your settings:- in Pinterest settings you can set your notifications, home feed security and apps settings you can turn on your email notifications that are related to your board	Email notification will help you find new people to follow by seeing who comment on your pins 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	reminds that your Pinterest profile will include all your username that you set in the box given	
Day - 6	Pinterest board:- Pinterest board, example as per the definition suggested by Pinterest tutorial a Pinterest board is an accumulation of all Pinterest pins	A Pinterest user can create boards that can further be shared or pinned to other Pinterest users as well	

WEEKLY REPORT







WEEK - 6 (From Dt. 14/5/23. to Dt. 19/5/23.)

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 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. Go 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	Ads Per your advertising goals: Pinterest allows you to create ads for your business so if you want to get more of downloads or more traffic you can find best suited ad format.	Now you need to tap on the plus button and choose create ad;	
Day - 2	What is twitter? - twitter is a social networking website that's designed for finding and sharing short updates.	In fact each post or tweet as they are 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're using a desktop computer go to in your web 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 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	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 hash tag symbol	
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 with people you're interested in	







WEEKLY REPORT

WEEK - 7 (From Dt 20/5/23.. to Dt 26/5/23.)

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 ads for 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 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 or make your tweets more secure. Twitter has several options for customizing your account.	Editing your Twitter profile. Navigating to your profile page if you are using the Twitter mobile app, select the 'me' button.	
Day - 2	What is LinkedIn: 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	Learning 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 more detail to your profile.	
Day - 4	Common LinkedIn terms: - connections Endorsements. Recruiters If you're new to LinkedIn, there are a few terms that may seem 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	Navigating LinkedIn: 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 the way around LinkedIn.	
Day - 6	Adding connections: Adding connections is a big part of LinkedIn. Unlike most other social media sites, finding to connect with everyone you know can send the wrong signal.	Doing so can seem like you're networking for its own sake rather than to truly build your professional network.	







WEEKLY REPORT

WEEK - 8 (From Dt. 23/5/23 to Dt. 26/5/23...)

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 tweets more secure twitter has several options for customizing your account linkedin is a professional network with a specific purpose, while other social network 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' recruiter: if you're new to linkedin, there 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 every one, 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. understanding embedded videos there are two ways to view a you tube	
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 so are videos more easily and even upload and edit your own videos	
Day - 3	you tube 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 traffic comes from mobile devices including smartphones and tablets	
Day - 4	searching for videos:- searching is a great way to find new videos on you tube. let's 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 you tube.	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 you tube	For example you can like or dislike or leave a comment to share your thoughts	







WEEKLY REPORT

WEEK - 9 (From Dt. 31/6/23.. to Dt. 06/07/23..)

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 are ready to dive in and start watching you tube videos. while it's not necessarily reviewed we do recommend signing in to you tube more and more people are watching videns on the go these days searching is a great way to find new videos on you tube. let's say you're looking is probably one of our favorite things to do on you tube signing in allows you to interact with any video you find on you tube.

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, gms, messaging, mobile apps, messenger, etc. and mobile optimized browser.	Beyond simply delivering it has to take into account how information varies on different devices and how well an app performs based on location based information.	
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 many decades 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 other brands.	For your own brand in-app marketing refers to the use of banners, overlays, and in-box messaging to market your products app users.	
Day - 4	mobile push marketing:- 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:- sms marketing is a marketing campaign via text message. you can send promotional alerts, and more to current and potential customers.	Text marketing campaigns can be successful because most people have their phones with them and it is difficult to ignore 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 and sign up for your newsletter.	customers can scan the QR code with the camera on their smartphones and it is simple to use.	







WEEKLY REPORT

WEEK - 10 (From Dt. 9/6/23... to Dt. 14/6/23)

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 apps messaging apps, and mobile optimized browser. How much priority a company gives to their mobile marketing strategy depends on the company it self 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 sends marketing messages on mobile devices sends marketing push campaign via text message. you can send current and potential customers phone numbers or code marketing allows you to create a link to your website download your app preview your business, or sign up for your news letter.

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.	It's 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. Purchase history and other activities.	By using this information you can easily tailor your emails to specific groups.	
Day - 3	Personalization - Customers are now expecting significant as well as personalized content and experiences both online and offline.	Marketers are determined to reverse email personalization to move from 1: many messaging and 1:1 experiences to set them apart.	
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 email.	
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 and purpose.	
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 can produce 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 the 11th week 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. Net win on investment (ROI) makes it crucial to most businesses overall in board strategy. Segmentation is an effective way to group your consumers on the basis of their demographic information activity by using the information. Personalized content and experiences both online and offline marketers are determined to leverage email personalization to maximize. The most preferred type of mail is educational email. An educational mail should help to resolve an issue for the individual receiving the email. Ask your subscribers getting the right message through your welcome emails. The initial mail you sent to your subscribers is critical in building your connection with your audience. If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand to strengthen your business or predict through customer feedback.

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 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 qualitative and quantitative.	
Day - 2	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.	
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's goals.	For example, search queries conducted on a site can help an organization develop a content strategy 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 are vital for understanding a website, such as where visitors came from, how long they stayed, how they found the site and online 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 20/6/23 to Dt 26/6/23)

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 pick a best decided on the topic, audience and products that you are affiliate on a marketing channel.	while creating a defined review website such as outdoor gear lab is a popular approach you can also do affiliate marketing on social media platform like Instagram.	
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 will likely find that doing so will streamline the and ultimately increase your potential to earn affiliate commission.	
Day - 3	Expand your network: creating a successful affiliate marketing platform takes time and dedication.	to increase your own small audience size though, it's 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 around other affiliate niches.	
Day - 5	How do affiliate make money? Affiliate gets a unique link to affiliate - 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 then the commission	
Day - 6	The affiliate marketing industry 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 of the merchant's product so they end up buying it.	







WEEKLY REPORT

WEEK - 13 (From Dt. 26/6/23 to Dt. 1/7/23.)

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 to join an affiliate and merchants creating a successful affiliate marketing platform takes time and dedication in addition to taking trial so 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	username :- GuotoraPu. shawon	GuotoraPu shawon -n@gmail com shawon 123	
Day - 2	Username :- GuotoraPu. shawon	shawon guotora Pu @ gmail com 123	
Day - 3	username :- GuotoraPu. shawon	shawon guotora -Pu @ gmail com 123shawon	
Day - 4	username :- GuotoraPu. shawon	GuotoraPu. SHA RON @ gmail com 8453 shawon	
Day - 5	username :- GuotoraPu. shawon	shawon guotora -Pu @ gmail com. shawon 2842 123	
Day - 6	username :- GuotoraPu. shawon	shawon guotora -Pu @ gmail com shawon12 3	

WEEKLY REPORT

WEEK - 14 (From Dt. 27.7.23. to Dt. 31.7.23.)

Objective of the Activity Done:

Detailed Report:

In the 14th week of my internship we learned about e-mail Id's in.

1. user name : GuwotaPu. sharon

E-mail Id : GuwotaPu. sharon@gmail.com

Pass word : Sharon 123

2. user name : GuwotaPu. sharon.

Email Id : sharon guwotaPu@gmail.com

Pass word : sharon 123

3. user name : GuwotaPu. Sharon

E-mail Id : Sharon guwotaPu@gmail.com

Pass word : Sharon 123

4. user name : GuwotaPu. Sharon

E-mail Id : GuwotaPu Sharon@gmail.com

Pass word : Sharon 123

5. user name : GuwotaPu. Sharon

E-mail Id : Sharon guwotaPu@gmail.com

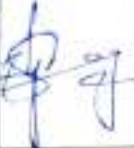





Pass word : Sharon 123

6. user name : GuwotaPu. Sharon

E-mail Id : Sharon guwotaPu@gmail.com

Pass word : Sharon 123.

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 Palakattu west Godavari 534260	
Day - 2	Shop name:- Vishal mega mart. mobile number:- 7942683395	Address:- Talavadi vadi street, Godavari nagar Bhimavaram 534201	
Day - 3	Shop name:- Isha shopping mall mobile number:- 797148661	Address:- Juvala Palam Road Bhimavaram Bazar 534202	
Day - 4	Shop name:- Rama sat hya shopping complex	Address:- Godavari nagar matasya Puri Road Bhimavaram -534201	
Day - 5	Shop name:- murkula complex mobile number:- 7947149287	Address:- Bhimavaram Bazar, Bank colony 534202	
Day - 6	Shop name:- Karnal commercial complex mobile number:- 7947149446	Address:- Narasimha ayyagacharam Bhimavaram road -vadi Road 534210	

WEEKLY REPORT

WEEK - 15 (From Dt. 8/3/23 to Dt. 16/3/23)

Objective of the Activity Done:

Detailed Report:

shop name :- subodaya Bank shop [7947146736]

Address :- main Road, Patatalli Bhimavaram 534260

shop name :- vishal mega mart [7942683395]

Address :- Tatavathi Yarsi street Bhimavaram 534201

shop name :- Taha shopping mall [7947148661]

Address :- Yavala Palem Road Bhimavaram 534202

shop name :- Rama sathya shopping complex

Address :- Gandhi nagar, malsya Patti

Road Bhimavaram - 534201

shop name :- murvala complex [7947149283]

Address :- Bhimavaram, Bazar Bank

colony 534202

shop name :- kamal commercial [7947149446]

complex

Address :- narasayyagartham

Bhimavaram kodavalli

Road - 534201

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 workspace, necessary equipment, maintenance staff ensure 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.

in workflow time deadlines and expectation 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 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)

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.

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: Familiarize yourself with various social media platforms, their advertising features and strategies for organic and paid promotion understand analytics and reporting changes.

Social media marketing: Familiarize yourself with various content for SEO and drive engagement

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.

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.)

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 and adapt to changing priorities. Continuous improvement is a priority. 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.,)

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 conversational 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 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 and aims where everyone feels heard.

I practice extemporaneous 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 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 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 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 inclusive goals. I feel valued and motivated to perform their best.

In conclusion, my focus as an intern at DTI solutions is to enhance my abilities in group discussions, team participation, contribution as a team member, and leading team activities. By actively engaging, 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 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 creating and engaging target audiences effectively. I have learned to develop mobile advertising and leverage location-based marketing techniques.

Additionally, the emergence of new social media platforms and features has expanded the possibilities and of digital marketing. From the rise of influencer marketing to the adoption of stories 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. digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: <u>G. Shanon</u>	Registration No: <u>2030620305</u>
Term of Internship: From: <u>10-4-2023</u> To: <u>16-7-2023</u>	
Date of Evaluation: <u>16/7/23</u>	
Organization Name & Address: <u>DH solutions</u>	

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

G. Shanon
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Guwatapu Sharon

Registration No: 20312620308

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

Date of Evaluation: 16/7/23

Organization Name & Address: DH. solutions

Name & Address of the Supervisor
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

Signature of the Supervisor


INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Guvotapa Shastri
Programme of Study: Internship [DH solutions]
Year of Study: 2022 - 2023
Group: BA [HEPA]
Register No/H.T. No: 203125203008
Name of the College: R.R.D.S Government Degree College
University: ADIKAVI NANNAYA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	09
2.	Internship Evaluation	30	27
3.	Oral Presentation	10	07
	GRAND TOTAL	50	43

Date:


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Guotolapu Shaon
 Programme of Study: ~~Internship FAH solutions~~ IIIrd BA
 Year of Study: 2022 - 2023
 Group: BA (HEPA)
 Register No/H.T. No: 203126203008
 Name of the College: R.R.D.S. Degree College Bhimavaram
 University: ADIKAVI NANNAYA UNIVERSITY

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	76
2.	For the grading giving by the Supervisor of the Intern Organization	20	17
3.	Viva-Voce	50	39
	TOTAL	150	132 + 43
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-534 202

