

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



**RRDS GOVERNMENT DEGREE COLLEGE
BHIMAVARAM, W.G.DT, ANDHRA PRADESH**

Name of the Student: **MUNNALURI, SRI NAGA SURYA
BHAVANI PRASAD**

Name of the College: **RRDS Govt Degree College, BVRM**

Registration Number: **203128200012**

Period of Internship: **From: 10/04/2023 To: 16/07/2023**

Name & Address of the Intern Organization

**DA Solutions,
Penugonda,
West Godavari Dt,
Andhra Pradesh**

AD KAVI NANNAYA University

YEAR

An Internship Report on

Web site Design

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

B.Com (CA)

Under the Faculty Guideship of

S. Lakshmi Kantham

(Name of the Faculty Guide)

Department of Commerce

R.R.D.S Govt Degree College

(Name of the College)

MUNNALURI. SR. ^{Submitted by:} NAGA SURYA BHAVANI
PRASAD

(Name of the Student)

Reg.No: 203128200012

Department of Commerce

RRDS Govt Degree College.

(Name of the College)

Student's Declaration

I, MUNNA LURU S.N.S. BHAVANJ PRASAD a student of B.Com(CA)
Program, Reg. No. 203198200019 of the Department of RRDS Govt Degree
College do hereby declare that I have completed the mandatory internship
from 20/04/2023 to 16/07/2023 in DH SOLUTIONS (Name of
the intern organization) under the Faculty Guidship of
S. Lakshmi Kantham (Name of the Faculty Guide), Department of
Commerce, RRDS Govt Degree College
(Name of the College)

M.S.N.S.B. Prasad

(Signature and Date)

Official Certification

This is to certify that MUNNALURI . S.N.S. BHAVANI PRASAD (Name of the student) Reg. No. 903198200019 has completed his/her Internship in DH Solutions (Name of the Intern Organization) on website Design (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.Com(CA) in the Department of RRDS Govt Degree College (Name of the College).

This is accepted for evaluation.


(Signature with Date and Seal)

Endorsements

Faculty Guide

S. Jitendra

Head of the Department

S. Jitendra

Principal

V.K.R.

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



Certificate from Intern Organization

This is to certify that MUNNALURI S.N.S. BHAVANI PRASAD (Name of the intern)
Reg. No 203128200012 of RRDS Govt Degree College (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 ~~M~~UNNALURI S N S BHAVANI
PRASAD, 3rd B.com(CA)**

**Reg. No 203128200012 of R.R.D.S. Government
Degree College-Bhimavaram**

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

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

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



M.Sai Ram
Managing Director

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

Number 7661032961

ACKNOWLEDGEMENTS

I take immense pleasure to express my thanks to each and every faculty member for giving their valuable suggestions in completing this Long Term Internship within the limited timeframe. I thank all my college mates and friends for giving their moral support. I would like to express my humble gratitude to my beloved parents for their blessings throughout my academic career. I would like to express my sincere thanks to Dr.V.K.J. PRASUNA, M.COM, Ph.D., Principal, for her constructive cooperation, motivation and valuable guidance throughout the course and also during the Long-Term semester Internship in DH SOLUTIONS. I am really thankful to proprietor and Supervisor M.SAI RAM of DH SOLUTINS for giving me opportunity to do Long-Term semester Internship and guiding us about function of their industry. I would like to convey my heartfelt thanks and gratitude to S. Lakshmi Kanthan Lecturer in the Department of Commerce, 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. Lakshmi Kanthan, for his valuable guidance and help in completing this project.

Name: MUNNALURI S.N.S. BHAVANI PRASAD

Hall Ticket Number: 203128200012

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CHAPTER 1: EXECUTIVE SUMMARY

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

During my Internship at DM solutions a digital marketing Company, I gained valuable practical experience in the field of web development. It specializes in providing digital marketing services like development strategies, managing social media Platforms conducting market research & optimizing websites.

Throughout the internship, I successfully achieved the following learning objectives,

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

In Conclusion, my Internship at DAI solutions allowed me to apply theoretical knowledge in a Professional setting, acquire new skills, and gain hands-on experience in the web development sector.

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.

Dm Solutions, a cloud-based digital marketing company, has sairam as its Managing Director. It had ranked top among india website solution services

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

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 Dd solution, 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 10:00 AM. The Company provided me with a dedicated work space.

Through out my internship, I acquired essential skills in digital marketing.

I learned how to conduct effective market research, analyze data to make data-driven decisions develop engaging social-media platforms.

Overall, my internship period at Dd solutions Company provided me basic knowledge about web designing using word Press software.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Word Press - <u>Home</u> It's a open source Content Management system (CMS) to build dynamic websites & Blogs.	Using the word Press to create websites with ease	S. Jyoti
Day - 2	Word Press - <u>Overview</u> CMS is a software which stores all the data such as text, Photos, music, documents etc.	Brief history and information about word Press	S. Jyoti
Day - 3	Word Press - <u>Installation</u> we can download word Press browser software from any kind of web browser.	It's require My-SQL database	S. Jyoti
Day - 4	Word Press - <u>Dashboard</u> It is an administration area of your Blog.	we can customize Blog using Dashboard tools.	S. Jyoti
Day - 5	Word Press - <u>History</u> It is released on 9th May, 2003 by its founders Mike & Matt	The programming language used to develop PHP along with My-SQL	S. Jyoti
Day - 6	Word Press .com It is a web site where you don't have to do anything.	There are some limitations in this site	S. Jyoti

WEEKLY REPORT

WEEK - 1 (From Dt: 10/4/2023 to Dt: 16/4/2023)

Objective of the Activity Done:

Detailed Report:

In the first week, I have learned about web designing basics. On the first day, I have learned about word Press - Home.

On the second day, I have learned about word Press - Overview.

On the 3rd day, I have learned about word Press - Installation.

On the 4th day, I have learned about word Press - Dash board.

On the 5th day, I have learned about word Press - history.

On the 6th day, I have learned about word Press.com

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Word Press .org It is a web site where you have to manage your own blog.	It gives full control & freedom over your site including WP software	heli
Day -2	Word Press - settings These are the basic settings in word Press	These are used to change the blog or story.	heli
Day -3	Word Press - General settings It is used to set the basic configuration settings.	Click ^{step 1} settings → General option. General ^{step 2} setting page will be shown	heli
Day -4	word Press - writing settings It is a feature in adding & editing posts.	To change writing settings → writing option.	heli
Day -5	word Press - Reading settings It is used to set the content related to the front page.	Click on settings → Reading option.	heli
Day -6	word Press - Discussion settings It can be defined as the interaction between the blogger & visitors.	Click on settings → Discussion option	heli

WEEKLY REPORT

WEEK - 2 (From Dt. 17/4/23, to Dt. 23/4/23.)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about word Press - setting and it's uses.

on the 1st day of this week, I have learned about word Press.org

on the 2nd day of this week, I have learned about basics of word Press - setting.

on the 3rd day of this week, I have learned about General settings of word Press website.

on the 4th, 5th and 6th day of this week learned as follows, writing setting, reading setting and Discussion settings.

WEEKLY REPORT

WEEK - 3 (From Dt. 30/4/23. to Dt. 5/5/23.)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about the categories of word Press website.

on the 1st day of this week, I have learned about Media Selftype.

On the 2nd day of this week, I have learned about Add category in word Press.

On the 3rd day of this week, I have learned about Edit category in word Press.

on the 4th day of this week, I have learned about Delete category.

On the 5th day of this week, I have learned about Arrange category.

On the 6th day of this week, I have learned about the how use Plug-ins in the word Press website.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	word Press - Media setting It is used to set the height & width of the images.	Click on settings → Media option	Leji
Day - 2	word Press - Add Category It sorts the Group Content into different sections.	Click on Posts → categories option.	Leji
Day - 3	word Press - Edit category It is used to Edit posts in word Press.	Click on Posts → edit categories	Leji
Day - 4	word Press - Delete category It is used to Delete a category.	Click on Posts → Delete category.	Leji
Day - 5	word Press - Arrange category we can not arrange categories directly in word Press.	Click on Posts → categories order in word Press.	Leji
Day - 6	Plugins in word Press It allows to easily modify, customize or enhance word Press blog.	Click on Plugins → installed Plugins	Leji

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Permalink settings</u> It is a permanent link to a particular blog Post or category.	Click on settings → Permalinks option from the left navigation	<i>haji</i>
Day - 2	<u>Add Posts</u> They are known as articles and sometimes referred as blogs.	Click on Posts → Add new in word Press.	<i>haji</i>
Day - 3	<u>Edit Posts</u> It's study about how to Edit Posts on word Press.	Click on Posts → All Posts in word Press.	<i>haji</i>
Day - 4	<u>Delete Posts</u> It's study about how to delete Posts on word Press.	Click on Posts → All Posts in word Press.	<i>haji</i>
Day - 5	<u>Preview Posts</u> It's study about how to Preview Posts on word Press.	Click on Posts → All Posts in word Press.	<i>haji</i>
Day - 6	<u>Publish Posts</u> Publish is used to make the post available to all the users.	Click on Posts → All new in word Press.	<i>haji</i>

WEEKLY REPORT

WEEK - 4 (From Dt. 6/6/23 to Dt. 11/6/23)

Objective of the Activity Done:

Detailed Report: In this week of my internship

I have learned about use of word Press - Posts.

On the first day of this week, I have learned about Postink settings in word Press.

On the second day of this week, I have learned about Add posts in word Press.

On the third day of this week, I have learned about Delete posts in word Press.

On the fourth day of this week, I have learned about Preview posts.

On the fifth day of this week, I have learned about Edit posts in word Press.

On the sixth day of this week, I have learned about Publish Posts in word Press.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	How to delete a word Press Post, Click on the appropriate menu.	Note that you go into the folder to delete post.	Leji
Day - 2	Media Library It consists of the images, audios, videos and files.	click on Media → Library in word Press	Leji
Day - 3	Add Media word Press allow you to add, all kind of media files.	Click on Media → Add new in word Press	Leji
Day - 4	Insert Media Media files can be inserted to your pages or posts.	Click on Posts → Add new in word Press	Leji
Day - 5	Edit Media You can manage all the information about your media	Click on Media → Library and click on media file.	Leji
Day - 6	Create an image gallery in word Press	If you're adding multiple images to your word Press website.	Leji

WEEKLY REPORT

WEEK - 5 (From Dt. 12/5/23 to Dt. 17/5/23)

Objective of the Activity Done:

Detailed Report:

In this week of my Internship Period, I have learned about word Press - Media and Posts.

On the 1st day of this week, I have learned about how to delete a word Press Post.

On the 2nd day of this week, I have learned about Media Library of word Press.

On the 3rd day of this week, I have learned about Add Media in word Press.

On the 4th day of this week, I have learned about insert media files in word Press.

On the 5th day of this week, I have learned about Edit Media files in word Press.

On the 6th day of this week, I have learned about create an Image gallery in word Press.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Gallery using Envira gallery If you want to create a more functional and aesthetically pleasing image	we will be using the Envira Gallery Plugin as it is the best WordPress type	<i>haji</i>
Day - 2	<u>Add Pages</u> This is similar to adding Posts in WordPress.	Click on Pages → Add new as shown	<i>haji</i>
Day - 3	<u>Publish Pages</u> we will study how to Publish Pages in WordPress	Publish used to make the Pages available to all users.	<i>haji</i>
Day - 4	<u>Edit Pages</u> we will study how to Edit Pages in WordPress.	Click on Pages → All Pages in WordPress.	<i>haji</i>
Day - 5	<u>Delete Pages</u> we will learn to Delete Pages in WordPress.	Click on Pages → All Pages in WordPress.	<i>haji</i>
Day - 6	<u>Add Page Title</u> Click the add title text to open the text box	the title of your Page should be descriptive of the information	<i>haji</i>

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In this week of Internship Period, I have learned about word Press - Media and Pages.

On the first day of my Internship Period, I have learned about Gallery using Envira Gallery.

On the second day of this week, I have learned about Add Posts in word Press.

On the third day of this week, I have learned about Publish Pages in word Press.

On the fourth day of this week, I have learned about Edit Posts.

On the fifth day of this week, I have learned about Delete Pages in the word Press.

On the sixth day of this week, I have learned about Add Page title in word Press.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<u>status & visibility</u> The <u>status & visibility</u> section contains details about how and if your post	Public- visible to everyone Private- only visible to site admin.	
Day -2	<u>Add Tags</u> Tag is a small information attached to the main content.	It tells the visitors what <u>actually</u> the post is about.	
Day -3	<u>Edit Tags</u> we will study to Edit tags in word press.	Click on Posts → Tags in word press.	
Day -4	<u>Delete Tags</u> we will learn about Delete tags in word press.	Click on Posts → Tags in word press.	
Day -5	<u>Add Links</u> we will learn to add links in word press pages.	Adding links to your pages or blog posts.	
Day -6	<u>Edit Links</u> we will study how to edit link in word press.	Click on Pages → All Pages as shown in the following.	

WEEKLY REPORT

WEEK - 7 (From Dt. 2/5/23 to Dt. 2/6/23.)

Objective of the Activity Done:

Detailed Report: In this week I have learned about word Press - Pages and tags. On the first day of this week I have learned about status & visibility.

On the second day of this week, I have learned about Add tags in word Press.







On the third day of this week, I have learned about Edit tags in word Press.

On the fourth day of this week, I have learned about Debate tags in the word Press.

On the fifth day of this week I have learned about Add Links in the word Press.

On the sixth day of this week, I have learned about Edit Links in word Press.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Delete Links we will learn about how to Delete links from WordPress.	click on Pages → All Pages in WordPress.	
Day -2	Tags & SEO WordPress tags are also significant for your SEO.	Tags could be harmful to your SEO.	
Day -3	Display Tag Cloud Using tags in WordPress not only organizes your posts.	Creating a tag cloud widget will improve your user.	
Day -4	Conclusion WordPress tags are a great way to manage your content.	Some small faults in using tags.	
Day -5	Method-1, The Link button Copy the URL you want to use	In your Page or Post, highlight the text.	
Day -6	Method-2, Copy and Paste You do this by highlighting a URL, then right-clicking it	In your Page or Post, highlight the text you want to link	

WEEKLY REPORT

WEEK - 8 (From Dt. 3/6/23 to Dt. 8/6/23)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about Wordpress - Tags and Links. On the first day of this week, I have learned about Add links.

On the second day of this week, I have learned about Edit links.

On the third day of this week, I have learned about Delete links.

On the fourth day of this week, I have learned about Method-1, Link button.

On the fifth day of this week, I have learned about Method-2, Copy & Paste.

On the sixth day of this week, I have learned about Add links to Images.

WEEKLY REPORT

WEEK - 9 (From Dt. 13/6/23 to Dt. 19/6/23)

Objective of the Activity Done:

Detailed Report:

In this week, I have learned about use of links in the word press.

On the first day of this week, I have learned about Add links to Images.

On the second day of this week, I have learned about Google Analytics.







On the third day of this week, I have learned about use of Google Analytics.

On the fourth day of this week, I have learned about understand the concept of Google Analytics tool.

On the fifth day of this week, I have learned about Google analytics overview.

On the sixth day of this week, I have learned about Analy Intelligence.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Add link to images Insert an image to any page or post using the image block	Click on the image. Once and a toolbar will appear.	
Day - 2	Google analytics It is actually one of the most popular Google services.	The tool contains directly to your website in order to collect	
Day - 3	Need of Google analytics All of the information gathered by Google analytics.	learn who your visitors are and where they come from.	
Day - 4	Understand the concept of the Google Analytics tools.	The first important difference is between users and sessions	
Day - 5	Google Analytics overview The first time you open Google Analytics you might be introduced	The service has been introduced	
Day - 6	Analytics intelligence Instead of navigating through a menu to find simple answers	Simply find the search bar at the top of your Google Analytics	

WEEKLY REPORT

WEEK - 10 (From Dt. 23/6/23 to Dt. 29/6/23)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about SEO-Technology.

On the first day of this week, I have learned about Real Time Report.

On the second day of this week, I have learned about SEO tactics Methods.







On the third day of this week, I have learned about SEO-website Domains.

On the fourth day of this week, I have learned about SEO-Related file name.







On the fifth day of this week I have learned about SEO-Design & Lay out.

On the sixth day of this week I have learned about SEO-Optimized keywords.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Real time report While most marketers and website owners need data.	This is where the real time report will help.	
Day - 2	SEO techniques & Methods Techniques that search engines recommend as best	These techniques that search engines do not approve.	
Day - 3	SEO-website Domine When you start thinking of doing a business.	what you intend to sell to them.	
Day - 4	SEO-Related Please One of the simplest methods to improve your search engine	we did a lot of research on site names.	
Day - 5	SEO-Design & layout It gives the first impression to your site	search engines are very smart but after all they are software	
Day - 6	SEO-Optimized keywords It is about that is used to match with the query.	Most people enter search phrases that consist of two words	

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Photo shop, Photo shop is a photo editing and graphic design software	It's also allows to edit images.	
Day - 2	Photo shop workspace This's article below video, we will know how we can make.	we all use Photo shop for different photos	
Day - 3	Layers in Photo shop These are allows to work nondestructive image.	Layers is the only that makes photos good.	
Day - 4	Photoshop Layer Mask It is a overlay important part of Photoshop tools.	This is a very efficient work space.	
Day - 5	Photo shop Layer styles This's article we will know how to apply.	What you can see some layers styles	
Day - 6	Draw shapes, Using shape tools. as like Pen tool, shape layers.	Various shapes like rectangle tools.	

WEEKLY REPORT

WEEK - 11 (From Dt. 27/12/23 to Dt. 31/12/23)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about Photo Shop application and its use.

On the first day of this week, I have learned about basics of Photo shop.

On the second day of this week, I have learned about Photo shop workspace.

On the third day of this week, I have learned about layers in Photo shop.

On the fourth day of this week, I have learned about Photo shop layer styles.

On the fifth day of this week, I have learned about Photo shop layer mask.

On the sixth day of this week, I have learned about Draw shapes in Photo shop.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Photo shop smart object It's a versatile task the quality of any vector object	Every designer must know about the Photo shop.	
Day - 2	Blend modes, This is about to blend pixels of two images.	Blend mode is a popular among designers	
Day - 3	Pen tool. This used to create and shape selection.	If you want cut any object with clean sharp edges.	
Day - 4	Remove background from images in Photo shop	This is a powerful tool to a clean white background	
Day - 5	Brush tool in Photo shop	Now go and get the Brush tool from the tool bar.	
Day - 6	Use filters to effect in Photo shop	There are many of designers who use filters.	

WEEKLY REPORT

WEEK - 12 (From Dt. 9/7/23 to Dt. 13/7/23)

Objective of the Activity Done:

Detailed Report: In this week, I have learned about the use of Photo shop application.

On the first day of this week, I have learned about Photo shop Smart Object.

On the second day of this week, I have learned about Blend Modes in Photo shop.

On the third day of this week, I have learned about Pen tool.

On the fourth day of this week, I have learned about Remove Background from Images in Photos.

On the fifth day of this week, I have learned about Brush tool.

On the sixth day of this week, I have learned use of filters.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Earn Money from Your site	Millions of advertisers can take your ad space.	
Day - 2	Ads optimized for Mobile	Google can optimize the size of your ad units.	
Day - 3	save time	Add one piece of code to your site	
Day - 4	only the highest paying ads go live	Boost Your Revenue.	
Day - 5	The right ads for your audience	Add ad segments to engage.	
Day - 6	you're in control.	Block Ads you don't like.	

WEEKLY REPORT

WEEK - 13 (From Dt. 14/7/23 to Dt. 20/7/23..)

Objective of the Activity Done:

Detailed Report:

In this week I have learned about money earning process from Ads.

On the first day of this week, I have learned about Earn Money from Your site.

On the second day of this week, I have learned about Ads optimized for Mobile.






On the third day of this week, I have learned about Save time in Ads.

On the fourth day of this week, I have learned about Only the highest paying ads go live.

On the fifth day of this week I have learned about the right ads for Your audience.

On the sixth day of this week I have learned about Your in control.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop name - Vistal Mega Mart. Call no - 7947413664.	Address - Taka Vasthi Vast Street, Bhina Varan.	
Day - 2	Shop name - Bha Shopping Mall Call no - 7947414308	Address - 2-1-21, J.P. Road, Bhinavaran.	
Day - 3	Shop name - Bhavya Shopping Centre Call no - 7947139336	Address - 7-214, J.P. Road, Bhinavaran.	
Day - 4	Shop name - Coastal City Centre Call no - 7947146696	Address - Bahubundi, Bhinavaran.	
Day - 5	Shop name - Manikama Complex Call no - 7947119555	Address - Bhinavaran.	
Day - 6	Shop name - Vora Mohalakhda Silk. Call no - 7947128866.	Address - Sahaja Sai Plaza, Bhina Varan.	

WEEKLY REPORT

WEEK - 14 (From Dt. 15/7/23 to Dt. 17/7/23)

Objective of the Activity Done:
Detailed Report: In this week, I have learned about Vendor Registration.
1st-Day:-
Shop Name - Vishal Mega Mart
Mobile No - 7947413664
2nd-Day:-
Shop Name - IBHA
Mobile No - 7947414308
3rd-Day:-
Shop Name - BHAVYA
Mobile No - 7947414308
4th-day:-
Shop Name - Coastal City Centre
Mobile No - 7947146696
5th-Day:-
Shop Name - Vasa Mahalakshmi Sike
Mobile No - 7947128666

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 Inhouse IT solution in Penang, 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.

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

The job roles are clearly defined, with supervisors providing guidance and clarity on tasks and responsibilities. Protocols, Procedures, and Processes are in place to ensure consistency and efficiency in work flow.

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.

The office space is designed for productivity, with adequate ventilation and comfortable workstations.

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, promote 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 IT solutions company, several real-time technical skill that i can acquire to enhance my abilities and contribute effectively to the Company's operations.

SEO,

Learned about optimizing websites for search engines. Keyword for search engines, keyword research, on-page and off page optimization techniques, and staying up to date with algorithm changes.

Social Media Marketing,

Content Marketing,

Email Marketing,

Analytics and Data Interpretation,
Mobile Marketing,

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 DDT 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, Reliability, and a strong work ethic, delivering high-quality work within deadlines. I manage my deadlines, 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.)

As an intern at Dtt solutions, a digital marketing Company, I'm determined to continuously improve my communication skills. In terms of oral communication, I'm actively working on enhancing my ability working on enhancing my ability 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'm also working on improving my communication 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.

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

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 Dd solutions, a digital marketing Company, I'm committed to enhancing my abilities in a group discussions, team participation, contribution as a team member, and leading team activities.

To excel in group discussions, I actively listen to other 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.

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I'm pro active 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 D4 solutions is to enhance my abilities in group discussions, team participation, contribution as a team member, and leading team activities.

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 in DT 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.

overall, the technological developments I have observed and adapted to during my internship have shaped the way digital marketing operations.

AI & 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 innovation have opened up new avenues for reaching and connecting with target audiences.

Student Self Evaluation of the Short-Term Internship

Student Name: <u>MUNNALURS S.N.S. BHAVANI PRASAD</u>	Registration No:
Term of Internship: From: <u>10/4/2023</u>	To: <u>16/7/2023</u>
Date of Evaluation: <u>16-07-2023</u>	
Organization Name & Address: <u>DH Solutions, Penunganda, West Godavari Dt, Andhra Pradesh</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: 16-07-2023

M.S.N.S.B. Prasad
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: MUNNALURI, G.N.S. BHAVANI PRASAD Registration No: 202312820000
 Term of Internship: From: 10/4/2023 To: 16/7/2023
 Date of Evaluation: 16-07-2023
 Organization Name & Address: DH Solutions, Penugonda, West Godavari Dt., Andhra Pradesh
 Name & Address of the Supervisor with Mobile Number: M. Sai Ram.

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

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

Rating Scale: 1 is lowest and 5 is highest rank.

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

Date: 16/07/23

Signature of the Supervisor



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: MUNNALURI. S. N. S. BHAVANI PRASAD
Programme of Study: B.Com (CA)
Year of Study: II
Group: Computer Applications.
Register No/H.T. No: 2031239200012
Name of the College: RRDS Govt Degree College, Blinavaram.
University: AKNU (Adi Kavi NANNAYA University)

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	28
3.	Oral Presentation	10	10
	GRAND TOTAL	50	46

Date: 13/7/2023

Signature of the Faculty Guide

S. Hithil

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: MUNNALURI, S.N.S. BHAVANI PRASAD
Programme of Study: B.COM(CA)
Year of Study: III
Group:
Register No/H.T. No: 203128200019
Name of the College: R.R.D.S Govt Degree College, Bhimavaram
University: AKNO (Adi Kavi Nannaya University)

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	78
2.	For the grading giving by the Supervisor of the Intern Organization	20	20
3.	Viva-Voce	50	48
	TOTAL	150	146
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	192

Signature of the Faculty Guide

S. Jothilal

Signature of the Internal Expert

P. T. R.

Signature of the External Expert

N. Lalitha Suya

Signature of the Principal with Seal
PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202

