



PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**  
**DIGITAL MARKETING**

Name of the Student: M. Sivani

Name of the College: R.R.D.S GOVT Degree college

Registration Number: 203126203013

Period of Internship: From: 10-4-23 To: 16-7-23

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

Adikavi Nannaya University

YEAR

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Estd : 1972

☎ 08816 - 223458

🌐 [www.rrdsgdc.ac.in](http://www.rrdsgdc.ac.in)



Accredited by NAAC

AISHE : C-24023

✉ [gdcbhimavaram.jkc@gmail.com](mailto:gdcbhimavaram.jkc@gmail.com)

### Student's Declaration

I, Mulaparthi Sivani a student of BA (H.E.P.A)

Program, Reg. No 302126703013 of RRDS Government Degree College,

Bhimavaram do hereby declare that I have completed the mandatory

internship in digital Marketing From 10-4-2023 to

16-7-2023 at DH solutions at

Bhimavaram under the Faculty Guideship of

S. Satyanarayana, Department of

History, RRDS Government Degree College,

Bhimavaram.

M. Sivani

(Signature of the student)

## Official Certification


This is to certify that Mula parthi Suman (Name of the student) Reg. No. 20196203013 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 III BA (HFAA) in the Department of R.R.D.S Govt Degree college (Name of the College).

This is accepted for evaluation.

  
(Signature) with Date and Seal

### Endorsements

Faculty Guide 

Head of the Department 


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



## Certificate from Intern Organization

This is to certify that Mulapraschi Shrivani (Name of the intern)  
Reg. No. 2021202202013 of R.R.O's Guntur Degree College (Name of the  
College) underwent internship in DH solutions (Name of the  
Intern Organization) from 10-4-2022 to 16-7-2022

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 MULAPARTHI SIVANI ,  
3rd Ba (HEPA)  
Reg. No 203126203031 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 Swami 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: Mulaparti Sivani

Hall Ticket Number: 203126203013

## 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 - Facebook

## Chapter 5 :- Digital marketing - Pinterest

## Chapter 6 :- Digital marketing - Twitter

## Chapter 7 :- Digital marketing - LinkedIn

## Chapter 8 :- Digital marketing - YouTube

## Chapter 9 :- Digital marketing - mobile

## Chapter 10 :- Digital marketing - Email

## Chapter 11 :- Web Analytics

- 1) setting goals.
- 2) collecting data.
- 3) processing data.
- 4) developing a strategy.
- 5) Experimenting and testing.

## Chapter 12 :- Affiliate marketing

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

## CHAPTER 1: EXECUTIVE SUMMARY

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

### ~~Executive Summary~~ Executive Summary :

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

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

To accomplish these objectives, I actively participated in various activities. These included conducting 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 :

DH Solutions, a cloud-based digital marketing company, has Saisam 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 development, mobile application development, digital marketing

Company vision - Leading provider of innovative digital marketing. and

Company mission - Delivers

exceptional strategies, technologies and company values - Excellence, integrity, collaboration, innovation, client-centricity.

DH Solutions company may have policies on privacy, data security, employee conduct, non-discrimination, and client confidentiality.

Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative/design team, analytics/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 valuable hands-on experience in the field.

The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.

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

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting market research, analyzing data to identify trends and insights,



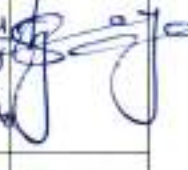



- Creating social media content, assisting in the development and implementation of marketing campaigns, and monitoring website analytics.

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

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



### ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing	The promotion of products and brands via one or more forms of electronic media is called as digital marketing.	
Day - 2	Content marketing: 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 the description of products and services on the site, and creating valuable content.	
Day - 3	SEO (Search Engine optimization) :- on site SEO involves on site optimization that your site is developed correctly with the proper keywords that appeals to search engines.	off site SEO refers for any actions that you are taking for your brand that happens off of your main website properties.	
Day - 4	SMM (Social media marketing) while paid social media marketing includes the advertisements we all know and love. It also includes non-paid options for driving	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 on Bing search engines so when on user is browsing from for the answer to a particular question.	your paid ads pop your brand to the top of the search engine results page (SERP)	
Day - 6	paid ads :- paid ads are a fun way to get in front of a wider audience and bring more traffic to your website, less expensive than traditional	Advertising, you can advertise across various platforms using methods such as google ads, Facebook Ads, other social media ad offerings	




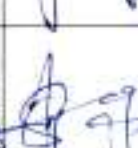
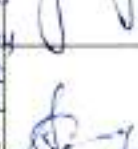

## WEEKLY REPORT

WEEK - 1 (From Dt. 10/4/22. to Dt. 15/4/22...)

Objective of the Activity Done:

**Detailed Report:** In the first week of the internship, I learned the basics of digital marketing on Day 1. I learned about the basic introduction of the digital marketing that is the promotion of products or (marketing that is the) brands via one or more forms of forms of electronic media is called as 'Digital marketing' on Day 1. I learned about the content marketing where they want content that is compelling relevant to the searches, frequently updated and full of the niche content marketing involves researching keywords, writing articles, improving description of the products & services on your site, and creating educational content that more on the next day. I learned about the SEO which involves ensuring that your site is developed correctly with the proper framework and off site SEO refers to any actions that you're taking your brand.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<b>Email marketing</b> : Email marketing is for lead these days and it is considered to be a highly efficient method for your digital marketing campaign. This helps to generate more high-quality leads through your	From this, send high quality content is sent emails that spreads to them personally addressing interests and needs and enticing them to contact	
Day - 2	<b>Affiliate marketing</b> : This type of marketing 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 ad on another site in which the host being paid based on number of customers which make purchases or ad revenue	
Day - 3	<b>Display Advertising</b> : It is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors	who are interested in business is products/services. The display ads can be in certain form and include video and audio	
Day - 4	<b>Email marketing</b> : Email marketing is an online version of direct mail. In this, rather than sending a customer a hard copy of advertisement, it displays a form type which allows business to send similar information.	The idea of this is to get more. With the help of email, such type of marketing will include business coupons, newsletters, invitations to special events and so on	
Day - 5	<b>Inbound marketing</b> : In this type of marketing, an online content such as blogs, social media and products are used in order to attract new customers	The idea of this strategy is that it revolves around business creating own content that attract attention of shoppers.	
Day - 6	<b>pay per-click advertising</b> : It is known as search engine marketing, which is advertising in which business place ads by search engine websites like Google and yahoo.	These ads are placed in special top or side panels that are highlighted out for paid ads. It is seen that many search engines offers	







## WEEKLY REPORT

WEEK - 2 (From Dt. 10.11.23. to Dt. 21.11.23.)

Objective of the Activity Done:

Detailed Report: In the second week of my intern we learn about types of internet marketing. Email marketing is far from dead those days and continues to be a highly effect method for your digital marketing. From there send high quality content is your emails that spreads to them personally, addressing internet. This type of marketing uses bases which is paying to individuals or campaigns to promote their products / services on this website. Such type of market typically involves placing a banner ad on another site, in which the most common types of offline advertising medium. It is similar to affiliate marketing they are interested in business products services. The display ads videos.

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) is a free form of advertising which is designed to increase businesses ranking on search engines. It is seen that higher is the business's ranking marketing	Results on top when internet users search for business or something similar to the match.	
Day - 2	Smm (Social media marketing): In this type of marketing strategy the business is promoted with the help of social media outlets such as	It works by creating a dedicated page for business on each site & developing content which draws followers that eventually	
Day - 3	Content marketing: The main goal of content marketing is to attract a customer's attention, educate new customers and guide them through the sales funnel and finally make them take a desirable action	Customers by providing them with the necessary content, guide them through the sales funnel and finally make them take a desirable action	
Day - 4	Email marketing: Email is a worth while marketing tool that involves sending promotional contents to your clients. 3.7 billion daily email users make this channel the most popular.	It allows marketers to send personalized campaigns to target audience and track their performance for better	
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business, find a customer base, and expand your business. There are many types of advertising	It helps to greatly expand a diverse audience; increases traffic to your website; allows targeting and getting	
Day - 6	mobile marketing: mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also involves optimizing	Companies use SMS marketing as an effective way of promoting their products. Now you can see how Domino's Pizza uses SMS.	

## WEEKLY REPORT

WEEK - 3 (From Dt. 22/4/22 to Dt. 28/4/22)

Objective of the Activity Done:

Detailed Report: In the 3<sup>rd</sup> week of my intern we learn about digital marketing planning and strategies.







It is a free of advertising which is dision or to increase business ranking on search engines.

It is seen that, higher is the business.

Results on top when internet users search for business or something similar to the match.

In this type of marketing strategy the business is promoted with the help of social media outlets such as facebook. It works by creating a dedicated page for business on each site, developing content which always follows. Content marketing main goal of content marketing is to offer a customer's attention, educate new comes and nature leads.

**ACTIVITY LOG FOR THE FORTH WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Reputation marketing</u> : Consumer feedback is essential for brands and potential customers. nearly 3 out of 4 consumers trust a brand if it has positive reviews.	Learning outcome: That is what positive online reviews are important for a brand's success. Reputation marketing is how you can highlight positive consumer brand and social media.	
Day - 2	<u>Social media marketing</u> : There are 2.5 billion people that use social media for different needs. They make up 45% of the world's population.	Learning outcomes: Social media marketing means using social media channels, such as Twitter and Facebook, Instagram and Pinterest, LinkedIn and LinkedIn.	
Day - 3	<u>Video marketing</u> : According to statistics, 50% of consumers prefer videos over other types of content from brands. This means that if you want to reach your audience, you need to use video.	Learning: It helps to companies provide step by-step instructions, demonstrate their products or services, or host an event or training.	
Day - 4	<u>Search engine optimization</u> : SEO is about optimizing your site and improving organic traffic. commonly digital marketing changes pay attention to content, link and backlinks keywords.	Particular advancements we'll as share behind. It increases the visibility of the website. Remember the better visibility there are customers you can attract. For instance, when you are searching for a game.	
Day - 5	<u>Web analytics</u> : This is a way to track the activity that is on web pages. It enables companies to access information about the preferences and behaviors of customers.	Analytics platforms usually report on the number of visitors and pages they visit on this site, the duration of their visit, and more.	
Day - 6	<u>How ad sense works</u> : Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.	The ads are created and paid for by advertisers who want to promote their products.	

## WEEKLY REPORT

WEEK - 4 (From Dt. 31.5.22. to Dt. 31.5.22.)







Objective of the Activity Done:

Detailed Report: In the 4<sup>th</sup> week of my internship we learned about Digital marketing.

Plannings and strategies consumer feedback is essential both for brands and potential customers nearly 3 of 4 customers trust a brand if it has positive. That is why positive online reviews are important for a brand's success. With reputation marketing. digital marketing as 25 billion people that use social media for different needs, they make up 45% of the world's population. Social media marketing means using social media marketing means using social media channels, such as twitter and facebook, and instagram, pinterest, Tumblr, Twitter ect.



ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About <del>was</del> <del>was</del> <del>was</del> 1) Affiliate registration a) Vendor registration How to add products.	I constant my own business by using affiliate registration.	
Day - 2	Face book. The basics: <del>was</del> <del>was</del> <del>was</del> Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon.	Actually face book is the third most visited site in the world after Google and YouTube. Even privacy breaches can't bring this giant down.	
Day - 3	Signing up to face book is simple. The very first step is to sign up for a face-book account and it's pretty simple.	The platform makes it easy to get started.	
Day - 4	One of the most important basics of face book is staying secure. Once you've created your new profile you can make changes from privacy settings.	This will control who can view your profile and information you share. To edit these settings, click on the settings options.	
Day - 5	Personalize your profile: This 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 why you should personalize your profile.	
Day - 6	Videos and photos: face book lets users share all kinds of content such as photos and videos. You can also share live broadcasts and albums.	To upload: you can head to your profile, select the 'photos' tab and choose 'Add photo video'. This lets you upload media from your computer.	







## WEEKLY REPORT

WEEK - 5 (From Dt. 21/5/23. to Dt. 31/5/23..)

Objective of the Activity Done:

Detailed Report: In the 5<sup>th</sup> week of my internship we learned about digital marketing in facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. Actually, facebook is the third most visited site in the world after google and youtube. Signing up to facebook is simply the first step is to sign up for a facebook account and it's perfectly simple. Head over to facebook's homepage and fill in the required fields. One of the most important basics of facebook is staying private. Once you've created your new profile, to edit these settings, click on the settings option.

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 face book is considered one of its best features. This is one of the many fun features of facebook	Posting content you want to share with your friends and family you can keep everyone updated on what's going on in your life.	
Day - 2	Sign up :- You can directly head to pinterest.com and join it just by your e-mail address. You can also sign up directly with your facebook and Gmail account.	When you sign up on pinterest, you will also get the option to link your facebook, twitter, Google+, Yahoo & Microsoft account.	
Day - 3	Create your profile :- Next thing that pinterest Tutorial suggests is creating your pinterest profile and making it impressive. Go with a consistency, someone and profile pic that you already have on.	Just Twitter or Instagram account is considered advisable. This lets your followers find you quite easily on pinterest.	
Day - 4	Check your settings :- In pinterest settings, you can set your notification, home feed, search and app settings you can turn on your Email notification that.	Email notifications that will help you find new people to follow by seeing who comments, like or repins ideas that are related to your board.	
Day - 5	Pinterest profile :- Pinterest profile is responsible for holding all your pinterest pins, pinterest boards and all other settings.	Details that your pinterest profile will include are - Your username that you get in the box given after <a href="http://www.pinterest.com">www.pinterest.com</a>	
Day - 6	Pinterest board :- Pinterest board example As per the definition suggested by pinterest Tutorial, a pinterest board is the accumulation of different individual pinterest pins.	A pinner owns pinterest boards that can further be shared or pinned to other pinner as well.	






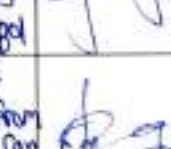
## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the 6<sup>th</sup> week of my internship we learned about digital marketing. In Pinterest you can directly head to ~~pinrest~~ <sup>pinrest</sup>.com and join it just by your email address, when you sign up on Pinterest, you will also get your notifications, home feed, security and apps setting. Email notifications that will help you find new people to follow by seeing comments for holding all your Pinterest pins Pinterest board and setting. Details that your Pinterest profile will include are your username that you set box given Pinterest marketing is called Pinterest marketing.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Ad as per your advertising goals: Pinterest allows you to create ad as per your business goal. So if you want to sell more products encourage app downloads, or get more traffic, you can find best-suited ad format.	Now, you need to tap on the red 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're called on Twitter is limited to just 280 individual characters.	
Day - 3	Creating a Twitter account: If you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this.	If you're using a desktop or laptop computer, go to <a href="http://www.twitter.com">www.twitter.com</a> in web browser.	
Day - 4	How to tweet: There are many ways to use Twitter. Some users might never post their own updates, but instead 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 hashtag symbol.	
Day - 6	Following and Connecting on Twitter: Twitter's 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 now and connect with	

people who are important to you.







## WEEKLY REPORT

WEEK - 7 (From Dt. 20.12.23 to Dt. 26.12.23)

Objective of the Activity Done:

**Detailed Report:** In the 7<sup>th</sup> week of my internship we learned about digital marketing in Twitter. Twitter is a social networking website that's designed for finding and sharing short updates. In fact, each post or tweet on this one called on Twitter - is limited to just 280 individual characters. Twitter account Creating to post your own updates to Twitter, you'll need to Creating on account. There are two ways this website. If you're using a desktop or laptop computer, go to [www.Twitter.com](http://www.Twitter.com) in your web browser. There are many ways to use Twitter, some users might never post their own updates choosing instead to follow. But many people do enjoy tweeting about what's going on in their world and going.

### ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Customizing your profile and privacy settings. Looking to make your Twitter profile a bit more personal or make your tweets more secure.	Editing your Twitter profile page. If you're using the Twitter mobile app, select the me button.	
Day - 2	What is 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	Professional networking - that is, building a group of contacts to help advance your careers.	
Day - 3	Creating a LinkedIn account. To get started, go to LinkedIn.com in your web browser. Enter your info, make a choice for password, then click the join button.	LinkedIn will guide you through the steps of adding more detail to your profile.	
Day - 4	Common LinkedIn terms: Connections? Endorsements? Recruiters? If you're new to LinkedIn, there are a few terms that 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 your way around LinkedIn.	
Day - 6	Adding Connections: Adding connections is a big part of LinkedIn. But unlike most other social media sites, you can't connect with everyone you know. You can send the "waving signal."	Doing so can seem like you're networking for its own sake rather than truly building your professional network.	

## WEEKLY REPORT

WEEK - 8 (From Dt. 27/5/22 to Dt. 02/6/22...)







Objective of the Activity Done:

Detailed Report: In the 8<sup>th</sup> week of my internship we learned about digital marketing in LinkedIn. LinkedIn is a popular social network with a specific purpose, while other social networks like Facebook and Twitter focus on professional networks that are building a group of contents to help advance your careers. Create a LinkedIn account to get started, go to [linkedin.com](https://www.linkedin.com) in your web browser, enter your information, choose a password, then click the button. LinkedIn will guide you through the steps, such as adding more detail to your profile.

Common LinkedIn terms: Connections, Interests, Mentions, Recruiters? If you're new to LinkedIn, there are a few terms that you should see. After reviewing some of the most commonly used



ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Watching YouTube videos: now that you know the basics, you're ready to dive in and start watching YouTube videos.	For example, you can just click the YouTube video to play it. Understanding embedded videos: There are two basic ways to view a YouTube video.	
Day -2	Signing into YouTube: while it's not necessarily required, we do recommend it to YouTube.	Signing in allows you to like and comment on the videos you find. Share videos more easily and even upload and edit your own videos.	
Day -3	YouTube for mobile devices: more and more people are watching videos on the go these days.	In fact, more than 40 percent of YouTube'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 YouTube. Let's say you're looking for videos of dogs on skateboards.	It sounds a little silly, we know, but there are probably thousands of videos on YouTube just this one topic!	
Day -5	Sharing options: sharing is probably one of our favorite things to do on YouTube.	After all, who doesn't want to see that funny video of a dog on a skateboard?	
Day -6	Liking and commenting: Signing in allows you to interact with any video you find on YouTube.	For example, you can like or dislike videos, or leave a comment to share your thoughts.	







## WEEKLY REPORT

WEEK - 9 (From Dt. 31/6/23.. to Dt. 8/6/23..)

Objective of the Activity Done:

Detailed Report: In the 9<sup>th</sup> week of my internship we learned about digital marketing in youtube videos now that you know the basics / your ready to drive in and start watching youtube. For example, you can just click the youtube video below to play it understanding embeded videos, while it is not nesasarily requized, we do recomm- and signing in to youtube. Signiny in allows you to like and comment on the videos you find, share videos more easily. mobile devise as more ~~easy~~ and more people are watching videos on the go those days. In fact, more than 60 percentage of youtube traffics comes from mobile devices, includes smart phones.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p><u>What is mobile marketing:</u>                      mobile marketing is a marketing strategy that specifically fulfills advantage of mobile channels like SMS, mass messaging, mobile apps, messaging apps, and mobile optimized browser.</p>	<p>Beyond simply delivering messages, it has to make into account how information looks on different devices, how well an app performs, location based information.</p>	
Day - 2	<p><u>What is a mobile - first strategy:</u>                      How much priority a company gives to their mobile marketing strategy depends on the company itself.</p>	<p>A company may have decades old and have a lot of technology processes and systems in place for the desktop.</p>	
Day - 3	<p><u>In-app marketing:</u>                      in-app marketing is marketing through a mobile apps. in-app marketing can be either for your own brand or for other brands.</p>	<p>For your own brand, in-app marketing refers to the use of banners, overlays, and in-box messaging to market to or products to your app users.</p>	
Day - 4	<p><u>Mobile push marketing:</u>                      mobile push marketing sends marketing messages on mobile devices using push technology.</p>	<p>It allows you to deliver relevant information to users even if they are not on your website or app.</p>	
Day - 5	<p><u>SMS marketing:</u>                      SMS marketing is a marketing campaign via text message. you can send promotions, alerts, offers, and more to current and potential customers' phones.</p>	<p>Text marketing campaigns can be successful because most people have their phones with them, and it is difficult to ignore push notification.</p>	
Day - 6	<p><u>QR Code marketing:</u>                      QR Code marketing allows you to create a link to your website, download your app, review your business, or sign up for your newsletters.</p>	<p>Customers can scan the QR code with the camera on their smartphones and it is simple to use.</p>	







## WEEKLY REPORT

WEEK - 10 (From Dt. 9/16/23, to Dt. 14/16/23.)

Objective of the Activity Done:

Detailed Report: In the 10<sup>th</sup> week of my internship we learned about digital marketing in mobile marketing. mobile marketing is an ~~mar-~~ marketing strategy that specifically takes advantage of mobile channels like SMS & MMS. Beyond simply delivering messages it has to take into account how information looks on different devices. mobile is first strategy how much priority a company gives to their mobile marketing strategies depends on the brands. for your own brand in-App marketing refers to the use of banners, overlays and in box messaging. It allows you to deliver relevant information to users even if they are not on your website or app.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p>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 lists.</p>	<p>Its high return on investment (ROI) makes it crucial to most businesses overall inbound strategy.</p>	
Day - 2	<p>Segmentation: Segmentation is an effective way to group your consumers on the basis of their demographic information purchase history.</p>	<p>By using this information, you can easily tailor your emails to specific groups.</p>	
Day - 3	<p>Personalization: Customers are now expecting significant as well as personalized content and experience both online and offline.</p>	<p>Marketers are determined to leverage email personalization to combat many messaging tactics like text posts that not only meet,</p>	
Day - 4	<p>Educational emails: The most preferred type of mails is educational emails.</p>	<p>An educational mail should help to resolve an issue for the individuals receiving the email.</p>	
Day - 5	<p>Welcome email: Are your subscribers getting the right message through your welcome emails?</p>	<p>The initial mail you send to your subscribers is crucial in building your connection with your audience.</p>	
Day - 6	<p>Testimonial email: If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand.</p>	<p>Purpose: To strengthen your business or product through customer feedback.</p>	







## WEEKLY REPORT

WEEK - 11 (From Dt. 19.16.23 to Dt. 20.6.23.)

Objective of the Activity Done:

Detailed Report: In the 11<sup>th</sup> week of my internship I learn about digital marketing in Email marketing is a direct marketing channel that lets business store new products sales, and updates with customers on their contact 1<sup>st</sup> high return on investment (ROI) makes it crucial to most business overall in board strategy Segmentation is an effective way to grow your consumer base. you can easily on the basis of their demographic information you can easily tailor your emails to specific group. Statement one now expecting significant as well as personalized content and experience both online and offline marketers are determined to level up email personalization to move from the most preferred type of mails is educational email. An educational mail should help to resolve an issue for the individuals receiving the emails are your subscribers getting the right message through.

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	These goals can include increased sales.	
Day - 2	Collecting data: The second step in web analytics is the	Business can collect data directly from a website or	
Day - 3	processing data The next stage of the web analytics	processing the collected data actionable information	
Day - 4	Developing Strategy This stage involves implementing insights	For example search queries conducted	
Day - 5	Experimenting and testing Business need to, A/B testing is a simple strategy	For example A/B testing a simple strategy.	
Day - 6	web analytics tools In addition to web analytics, these tools are commonly used for	analytics and marketing	

## WEEKLY REPORT

WEEK - 12 (From Dt. 21/6/22 to Dt. 26/6/22)







Objective of the Activity Done:

Detailed Report:

In the 12<sup>th</sup> week of my internship we learned about digital marketing in data website. The first step in the web analysis process is for business to determine goals and the achieve. These goals can include increased sales, customer satisfaction and brand awareness. The ~~See~~ second step in web analysis is the collection and storage of data. Business can collect data directly from a website or web analysis, such as google analytics. The next stage involves implementing to formulate strategies that align with organization for example, search queries conducted on-site can help on organization develop a content, Business need to experimenting experiment with with different strategies in order result.



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 decide on the topic audience, and products	while creating a dedicated review website, such as pro outdoor	
Day - 2	Join an affiliate marketing network Affiliate networks connect affiliates and merchants	while it's not always necessary to join an affiliate network	
Day - 3	Expand you network creating a successful affiliate marketing	To increase your overall audience size through.	
Day - 4	Be consistent and master your skills addition to taking time	Conducting market research to understand	
Day - 5	How do affiliate make money: the affiliate make money	Learning The cookie then tracks the users to see	
Day - 6	The affiliate marketing This party is some times also known as the	An affiliate promotes one or multiple.	

## WEEKLY REPORT

WEEK - 13 (From Dt. 30/6/23 to Dt. 11/7/23..)

Objective of the Activity Done:

Detailed Report: In the 13<sup>th</sup> week of my internship we learned about digital marketing in marketing channel once you have decided on the topic, audience and products that your affiliate marketing brand will cover. While creating a dedicated review website, such as outdoors gearlab, is a popular approach, you can also do affiliate marketing. Affiliate networks connect affiliate and merchants, while it's not always necessary to join an affiliate network, you will likely find that doing so will streamline. Creating a successful affiliate marketing platform takes and dedication. Conducting market research to understand your audience.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Sivani mulapasthi	Sivani mulapasthi 6@gmail.com Sivani@123	
Day - 2	Sivani mula pasthi	mulapasthi 4@gmail.com Sivani@12	
Day - 3	Sivani mulapasthi	Mulapasthi@gmail.com Sivani@93	
Day - 4	Sivani mulapasthi	Mulapasthi 7@gmail.com Sivani@11	
Day - 5	Sivani mula pasthi	Sivani mulapasthi 12@gmail.com Sivani@95	
Day - 6	Sivani mulapasthi	Sivani mulapasthi 47@gmail.com Sivani@66	

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

1. Username :- Sivani mulaparthi 6

Email Id :- msivanimulaparthi 6@gmail.com

password :- Sivani@123

2. Username :- Sivani mulaparthi

E-mail Id :- mulaparthi 4@gmail.com

password :- Sivani@12

3. Username :- Sivani mulaparthi

E-mail Id :- mulaparthi 600@gmail.com

password :- Sivani@33

4. Username :- Sivani mulaparthi

E-mail Id :- mulaparthi 17@gmail.com

password :- Sivani@11

5. Username :- Sivani mulaparthi

E-mail Id :- Sivani mulaparthi 19@gmail.com







password :- Sivani@55

6. Username :- Sivani mulaparthi 44@gmail.com

E-mail Id :- Sivani mulaparthi 47@gmail.com

password :- Sivani@66

**ACTIVITY LOG FOR THE FIFTEENTH WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	shop name :- suboday book shop mobile number 7947148736	Address :- Main Road Palakollu west Gudavasi, 534260.	
Day - 2	shop name :- vishal mega mart mobile number :- 7942683395	Address :- Tataner hi vasi street, Grandi nagas Bhimavaram 534201	
Day - 3	shop name :- vibha shop ing mall mobile number 7947148661	Address :- Juvala palem road Bhimavaram 534202	
Day - 4	shop name :- Rama sathya shopping Complex	Address :- Gandhi nagar, mastha pari Road Bhimavaram 534201	
Day - 5	shop name :- marvalla Complex mobil number 7947149287	Address :- Bhimavaram am Bazar, Bank colony 534201	
Day - 6	shop name :- kamal Commercial complex mobil number 7947149446	Address :- Narayana ya aghaham Bhimavaram Kothavati Road - 534200	

### WEEKLY REPORT

WEEK - 15 (From Dt. 8/7/22 to Dt. 16/7/22)

Objective of the Activity Done:

Detailed Report: In the 15<sup>th</sup> week

shop name :- Subodaya Book shop [M/N 794714986]

Address :- main Road Palku west Godavari 534260

shop name :- Vishal mega mart (M/N 794914966)

Address :- Tatavasthi Vasi street Gandhinagar

Bhimavaram 534201

shop name :- Isha shopping mall (M/N 794914366)

Address :- Juvala palm Road Bhimavaram Bazar

534202

shop name :- Rasma's Sathy shopping complex

Address :- Gandhinagar Masija puri Road

Bhimavaram, 53420

shop name :- mekala complex (M/N 794714987)

Address :- Bhimavaram Bazar Bank Colony

534260

shop name :- kamal commercial complex

M/N 794714986

Address :- Narasayya agharam Bhimavaram

Kodevalli Road 534210

## CHAPTER 5: OUTCOMES DESCRIPTION

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

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

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

The job roles are clearly defined on tasks and responsibilities. Protocols, procedures, and processes are in place to ensure consistency and efficiency in workflow. Time management is emphasized, with clear deadlines and expectations communicated to interns. A harmonious relationship is fostered among team members, with a supportive and cooperative atmosphere. Socialization is encouraged through

team-building activities and occasional social events, enhancing camaraderie and team cohesion.

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

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

In summary, DH Solutions provides a supportive work environment that values open communication, mutual support, and teamwork.

The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management, and ensures a harmonious and motivating atmosphere of interns to thrive in their digital marketing responsibilities.



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

In DH solutions company, several real-time technical skills that I can acquire to enhance my abilities and contribute effectively to the company's operations. Here are some key technical skills I can focus on:

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

Social media marketing: familiarize yourself with various social media platforms, their advertising features, and strategies for organic and paid promotion, understand analytics and reporting tools specific to each platform.

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

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

~~use use use use~~ 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.

~~use use~~ Mobile marketing:

Knowledge of mobile marketing strategies, including mobile app marketing, mobile advertising, and mobile user experience optimization.

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

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

the progress of the project to identify its strengths and weaknesses, and to make necessary adjustments.

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, team work, behaviour, communication, 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 focused 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 positive self-talk to remain composed and focused.

Understanding others is crucial for effective communication.

I strive to be attentive and empathetic, actively listening to others' perspectives and seeking clarification when needed. I value diverse viewpoints and aim to create an inclusive environment where everyone feels heard.

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

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and 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

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, ~~Initiative~~ I am committed to enhancing my abilities in group discussion as a team member, and leading team activities.

To excel in group discussions, I actively listen to others' perspectives and ~~opinion~~ 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~~ 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 productive attitude, taking initiative and demonstrating a willingness to go the extra mile.

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

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and coordinating tasks, setting clear objectives, and guiding the team towards 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 DH solutions is to enhance my abilities in group discussions, team participation, contribution as a team member, and taking on leadership roles, I am 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.

Social technologies ~~have~~ 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, [leverage location-based marketing techniques.] and make data-driven decisions.

Additionally, the emergence of new social me

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

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

*Student Self Evaluation of the Short-Term Internship*

Student Name: *Mulaparthi Shwani* Registration No: *203420*  
Term of Internship: From: *10-4-23* To: *16-7-23*  
Date of Evaluation: *15-7-2023*  
Organization Name & Address: *DH Solutions, Penugonda.*

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: *15-7-23*

*M. Shwani*  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name:	Mulapathi Sivani	Registration No:	20912620313
Term of Internship:	From: 10-4-2023	To:	16-7-2023
Date of Evaluation:	15-07-2023		
Organization Name & Address:	DH solutions		
Name & Address of the Supervisor with Mobile Number	DH solution 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: 15-07-2023

Signature of the Supervisor



## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: M. Sivani  
Programme of Study: Internship (D.H. solution) B.A  
Year of Study: 2022-2023  
Group: BA.(HEPA)  
Register No/H.T. No: 20312620301B  
Name of the College: R.R.D.S Degree Clg Bhimavaram  
University: ADIKVI NANNAYA UNIVERSITY

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	09
2.	Internship Evaluation	30	26
3.	Oral Presentation	10	08
	GRAND TOTAL	50	43

Date: 15-07-2023

  
Signature of the Faculty Guide

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: M.SIVANI  
Programme of Study: Internship (D.H. solutions) BA  
Year of Study: 2022-2023  
Group: BA (H.EPA)  
Register No/H.T. No: 203176203013  
Name of the College: R.R.D.S Degree College Bhimavaram  
University: ADIKAVE NANNAAYA University.

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	74
2.	For the grading giving by the Supervisor of the Intern Organization	20	16
3.	Viva-Voce	50	49
	TOTAL	150	132+43
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	175

Signature of the Faculty Guide

S. S. S. S.

Signature of the Internal Expert

P. A. S. S.

Signature of the External Expert

N. Lalshi Suya

Signature of the Principal with Seal

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

