

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

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PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: *Pativada Venkata Uday Kumar*

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

Registration Number: *203126203015*

Period of Internship: From: *10-4-2022* To: *16-7-2022*

Name & Address of the Intern Organization : *DH solution Penugonda*
W.G.D.T. - A.P
PSN: 515110

Adikavi Nannaya University

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Estd : 1972

☎ 08816 - 223458

🌐 www.rrdsgdc.ac.in



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AISHE : C-24023

✉ gdcbhimavaram.jkc@gmail.com

An Internship Report on

Digital Marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final year B.A (HEPA)

Under the Faculty Guidance of

S. Satyanarayana

(Name of the Faculty Guide)

Department of History

R.R.D.S. Govt Degree College Chinnavaram

(Name of the College)

Submitted by:

Pativada Venkata Uday Kumar

(Name of the Student)

Reg.No: 203126203015

Program
Department of B.A (HEPA)

R.R.D.S. Govt Degree College Chinnavaram

(Name of the College)

Student's Declaration

I, Pativenda Venkata Uday Kumar student of D.A (HEPA)

Program, Reg. No. 203126203015 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in DM Solution From 10.4.2022 to

16.07.2022 in _____ at
Digital marketing under the Faculty Guideship of

S. Satyanarayana, Department of
History RRDS Government Degree College,
Bhimavaram.

P. Venkata Uday Kumar
(Signature of the student)

Official Certification

This is to certify that Pativada Venkata vday Kumar (Name of the student) Reg. No. 201202015 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 B.A (H.E.P.A) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.



(Signatory, 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 Palivada Venkata Uday Kumar (Name of the intern)
Reg. No 203126203015 of R.R.D.S. Great Degree college (Name of the
College) underwent internship in D.H. Solutions (Name of the
Intern Organization) from 6-6-2023 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 PATIVADA VENKATA UDAY
KUMAR 3rd B.A (HEPA)**

**Reg. No 203126203015 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 SOLUTIONS 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 P. Aravind Swamy Lecturer in the Department of Economics, R.R.D.S GOVERNMENT DEGREE COLLEGE BHIMAVARAM for his support and encouragement at each stage of this endeavor. I accord with pleasure, our deep sense of gratitude to our beloved Internship Mentor S. Satyanarayana Lecturer in History for his valuable guidance and help in completing this project.

Name: Pativada Venkatesh Uday Kumar

Hall Ticket Number: 203126203015

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CHAPTER 1: EXECUTIVE SUMMARY

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

Executive Summary:

During my internship at DH solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH solution 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 Solution allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

CHAPTER 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 Saiaram as its Managing Director. DH Solutions has rated top among in the website solution services

They are offered a wide range of services such as website design, website development, mobile Application development. Digital marketing company vision - leading provider of innovative digital marketing services. leading provider of innovative digital marketing

and company mission. Deliver exceptional strategies for clients success. Company values Excellence, integrity, collaboration, innovation, client-centricity.

DH Solutions company, may have policies on privacy, data security, employee conduct, non-discrimination, and client confidentiality, company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative / design team, 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.

Internship Part:

During my internship at DH Solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with working 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, creating social media content, assisting in the development and implementation of marketing campaigns, and monitoring website analytics.

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

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

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing	The Promotion of Products or brands via an or more form - say electronic	
Day - 2	Content marketing: They want content that is compelling and relevant to the searcher, frequently updated and full of enriched material	Content marketing involves researching keywords, writing articles, improving the description of products and services on your site, and creating educational content that works	
Day - 3	SEO (search engine optimization): on-site seo involves ensuring that your site is developed correctly with the proper framework that appeals to search engines	off-site seo refers to any action that you are taking from your website that happens off of your main digital properties	
Day - 4	SMM (social media marketing): while paid social media marketing includes the advertisements we all know and love, it also involves paid efforts for deriving new fans to your page or brand	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 and other search engines, so when a person is browsing for answers to a particular question	your paid ads pop up near 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 wide 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, and other social media ad offerings	

WEEKLY REPORT






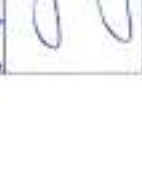
WEEK - 1 (From Dt. 20/11/2022 to Dt. 26/11/2022)

Objective of the Activity Done:

Detailed Report:

WEEK 1 - In the first week of my intern we learn basics of digital marketing. Day 1 I learn about the basis of digital marketing, Introduction to digital marketing learning outcomes - the promotion of products or brands via one or more forms of electronic media. Day 2 I learn about the content marketing. They want content that is compelling, relevant to the searcher, frequently updated and full of rich content learning outcomes - content marketing involves researching the needs, writing articles, improving the description of products and services on your site. Day 3 I learn about the content marketing. They want content that is compelling, relevant to the searcher, frequently updated and full of rich content. Day 4 I learn about the SEO & search engine optimization. on-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines. Learning outcomes - on-site SEO refers to any actions that you are taking for your brand that happen off of your main digital properties. Day 5 I learn about the SEM & social media marketing. While paid social media marketing includes the advertisements we all know and love, it also involves paid options for driving new fans to your page and brand. Day 6 I learn about the paid ads are always a way to get in front of a wider audience and being more specific to your website. Day 7 I learn about the SEM & search engine marketing. Advertisements are placed on Google or Bing search engine, so when a user is browsing for the answer to a particular question.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p>Email marketing: Email marketing is far from dead these days and can - times to be a highly efficient method for your digital marketing campaigns. The key is to generate</p>	<p>more high-quality leads through your other online efforts</p>	
Day - 2	<p>Affiliate marketing: This type of marketing uses businesses which is paying to individuals or companies to promote their products/services on their websites. Such type of marketing typically involves placing a banner</p>	<p>ads, another site in which the hosts being paid based on number of customers click on particular advertisement and makes the online</p>	
Day - 3	<p>Brief description Display advertising: is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing your banner ads on other websites for the visitors</p>	<p>who are interested in business's products/services. The display ads be in certain sizes and include video and audio</p>	
Day - 4	<p>Email marketing: Email marketing is an online version of direct mail in this rather than sending a customer a hard copy advertisement, it displays a form type which allows businesses to send similar information via email</p>	<p>more with the help of email. Such type of marketing will include business coupons, newsletters, invitations to special events and surveys</p>	
Day - 5	<p>Inbound marketing: In this type of marketing, an online content such as blogs, social media and podcast ads used in order to attract new customers.</p>	<p>The idea of this strategy is that it revolves around businesses creating their own content that draws attention of their</p>	
Day - 6	<p>Pay-per-click advertising: It is known as search engine marketing which is advertising in which business places ads on search engine websites like Google and Yahoo</p>	<p>These ads are placed in special top or side panels that separated out for paid ads. It is seen that many search engines offer</p>	

WEEKLY REPORT







WEEK - 2 (From Dt. 16.11.22.. to Dt. 22.11.22.)

Objective of the Activity Done:

Detailed Report:

Week 2 - in the second week of my intern we learn about types of internet marketing. Day 1 I learn about the Email marketing. Email marketing is far from dead these days and continues to be a highly official out-hold for your digital marketing campaigns. The key is to generate learning outcomes: more high-quality leads through your online efforts. Day 2 I learn about the Affiliate marketing; This type of marketing uses businesses which is paying to individuals or companies to promote their products or services on their websites. Such type of marketing typically involves placing a banner leaving out a commission; acts on their site, in which the hosts being paid based on number of customers click on particular advertisement and makes the purchase online. Day 3 I learn about the Display advertising; is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors. Day 4 I learn about the Email marketing; Email marketing is an online version of direct mail. In this, rather than sending a customer a hard copy advertisement, it displays a form type which allow business days. Day 5 I learn about the Inbound marketing; In this types of marketing, an online content such as blogs, social media and podcasts are used in order to attract new customers. Day 6 I learn about the Pay-per-click advertising; It is known as search engine marketing, which is advertising in which business place ads on search engine websites like Google and yahoo.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Search Engine optimization: It is a free form of advertising which is designed to increase businesses ranking on search engines. It gets that higher to the business creating more likely. However chances of being	results on top when internet user search for business or some thing similar to the match	
Day - 2	social media marketing: in this type of marketing strategy, the business is promoted with the help of social media outlets such as a face book, twitter or google +, Pinterest and instagram	It works by creating ad oriented page for business on each site and developing content which draws followers that eventually converts to pay	
Day - 3	Content marketing: That main goal of content marketing is to attract a customer's attention, educate newcomers, and nurture leads with this marketing strategies. You can nurture and educate your potential	Customers by providing them with the necessary content, guide them through the sales funnel, and finally make them take a desirable action	
Day - 4	Brief description: Email is a worthwhile marketing tool that involves sending promotional content to your clients. A billion day and users make this channel the most popular	It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them	
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue	helps to greatly expand a diverse audience, increase the traffic to your website, allows targeting and	
Day - 6	mobile marketing: mobile marketing is an advertising activity aimed at promoting products and services	Companies use SMS marketing as an effective way of promoting their products. How you can see ha	

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WEEK - 3 (From Dt. 23.10.23 to Dt. 29.10.23.)

Objective of the Activity Done:

Detailed Report:

Week-3 in the 2nd week of my intern we learn about Digital marketing planings and strategies Day-1 I learn about to search Engine optimization: It is a form of advertising or marketing on search engines. It is seen that higher is the business ranking, more likely there more chances of displaying Day-2 I learn about social media marketing: In this type of marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google+, Pinterest and Instagram Day-3 content marketing: The main goal of content marketing is to attract a customer's attention, educate newcomers, and nurture leads with this marketing strategy, you can nurture and educate your potential Day-4 Email marketing: Email is a work-while marketing tool that involves sending promotional content to your clients. Day-5 Advertising: Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue streams. There are many advantages that internet advertising Day Mobile marketing: Mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also involves

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description: Reputation marketing: consumer feedback is essential both for brands and potential customers.	That is why positive online reviews are important factors for a business's success with reputation marketing.	
Day - 2	Social media marketing: There are 3.5 billion people that use social media for different needs. They make	Learning outcomes: Social media marketing means using social media channels.	
Day - 3	Video marketing: According to statistics, 54% of consumers prefer videos over other types of content from	It helps companies provide step-by-step instructions, demonstrate their products or services, show	
Day - 4	Search engine optimization: SEO is about optimizing your site and improving organic traffic commonly, digital	It increases the visibility of the website. Remember, the better visibility, the more	
Day - 5	Web analytics: This is a way to track the activity of users on web pages. It enables companies to access information	Analytics platforms usually report on the number of visitors and pages they visit on this site, the	
Day - 6	How AdSense works: Google AdSense provides a way for publishers to earn money from their online site	The ads are created and paid for by advertisers who want to promote	







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WEEK - 4 (From Dt. 20.05.2023... to Dt. 26.05.2023...)

Objective of the Activity Done:

Detailed Report: Week-4 in the 4th week of my intern we learn about digital marketing planings and strategies Day:1 learn about Reputation marketing: Consumer feedback is essential both for brands and potential customers. Recently 2 out of 4 customers trust a brand if it has positive reviews. Day:2 Social media marketing: There are 2.5 billion people that use social media for different needs. They makeup 1/3 of the world's population. Day:3 Video marketing: According to statistics, 80% of consumers prefer videos over other types of content from brands. This means that if you want your business to go viral, you should try video marketing. Day:4 Search engine optimization: SEO is about optimizing your site and improving organic traffic. Commonly, digital marketing. Day:5 web analytics: This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behaviors of customers. Day:6. How AdSense work Google AdSense provide a way for Publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	About wigos 1. Affiliate registration 2. Vendor registration How to add Products	I constant my own business by using affiliate registration	
Day -2	Facebook - The basics is widely considered as the most popular social network and its popularity isn't likely to diminish	Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy breaches	
Day -3	Signing up to Facebook is simple. The every first step is to sign up for a facebook account and it's really simple	The platform makes it easy to get started. Head over to Facebook's homepage and fill in the required fields	
Day -4	One of the most important basics of Facebook is staying secure. Once you've created your new profile, you can make changes to your profile	This will control who can view your profile and information you share. To edit these settings, click on settings	
Day -5	Personalise your profile. This is one of the most fun Facebook basics that need to be known. It gives you a shot at being recognized	The chances that you are a name with someone else on Facebook are very high. That's why you should personalise	
Day -6	Videos and Photo: Facebook users show all kinds of content such as photos and videos. You can also live broadcasts and albums	to upload, you can head to your profile, select the photos to be chosen. Add Photo/video: This lets you upload media	







WEEKLY REPORT

WEEK - 5 (From Dt. 9.5.23. to Dt. 13.5.23.)

Objective of the Activity Done:

Detailed Report: week-5 in the week of my intern we learn about Digital marketing planings marketing Days-1 learn about to About wages 1. Affiliate registration How to add pro-ducts. learning outcomes I constant my own business by using affiliate registration Days-2. I learn about Facebook. The basics: Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. learning outcomes: Actually Facebook is the third most visited site in the world after Google and youtube. Even privacy breaches can't bring this giant down Days-3. I learn about to sign up to facebook is simple The very first step is to sign up for a facebook account and it's pretty simple learn-ing outcomes: The platform is easy to get started Head over to facebook's homepage and fill in the required fields. Day-4 one of the most important basics of Facebook is staying secure. one you are created your new profile Days 5. Personalise your profile: This is one of the more fun facebook basics that need to be known. Day 6. Videos and photo Facebook lets users share all kinds of content such as photos and videos. you can also share live broadcasts

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Posting: Posting on Facebook is considered one of its best features. This is one of the many fun features of Facebook.	Posting content you want to share with your friends and family. You can keep everyone updated on what you're doing.	
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 via your Facebook.	When you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter, and Google+.	
Day - 3	Create your profile: Next thing that Pinterest Tutorial suggests is creating your Pinterest profile and making it impressive going with a...	Your Twitter or LinkedIn 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, security and apps settings.	Email notifications that will help you find new people to follow by seeing who recommends or inspires ideas.	
Day - 5	Pinterest Profile: is a website for holding all your Pinterest Pins, Pinterest boards and all other settings.	Details that your Pinterest profile will include are your username that you set in the box and that...	
Day - 6	Pinterest board examples: As per the definition suggested by Pinterest Tutorial, a Pinterest board is the accumulation of different...	A Pinterest board can further be shared or pinned to other Pinterest pins.	







WEEKLY REPORT

WEEK - 6 (From Dt. 14.12.22. to Dt. 20.12.22.)

Objective of the Activity Done:

Detailed Report: Week 6 the week of my interest was about digital marketing in Pinterest. Day 1 I learned about posting on Facebook is considered one of its best features. This is one of the many fun features of Facebook. Learning outcome: 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 via your Facebook and Gmail account. Learning outcome: when you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter, Google+, Yahoo and Microsoft. Day 3 create your profile. Next thing that Pinterest tutorial suggests is creating your Pinterest board. Check your settings in Pinterest settings, you can set your notification, home feed, security and apps setting. Day 4 Pinterest profile is responsible for holding all your Pinterest pins. Pinterest board example. As per the definition suggested by Pinterest board is the accumulation of different individual

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Ads as per your advertising goals: Pinterest allows you to create ads for your business goals, so if you want to sell	Now, you need to tap on the used plus button and create ads	
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	If you're using a desktop or laptop computer, go to www.twitter in your	
Day -4	How to tweet: There are many ways to use Twitter - some users might never post their own updates choosing instead	But many people do enjoy tweeting about what's going on in their world and joining	
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 is about more than just sharing your own updates	It also allows you to follow tweets from other users so you can see	

WEEKLY REPORT







WEEK - 7 (From Dt. 28.11.22. to Dt. 26.12.22.)

Objective of the Activity Done:

Detailed Report:

Week 7 in the 7th week of my intern we learn about Digital marketing in twitter Day-1 learn about to Ads as per your advertising goals: Pinterest allows you to create ads as per your business goal, so if you want to sell more products, encourage app downloads, or attract more traffic, you can find best-suited ads for -mat Day-2 I learn about to what is twitter: Twitter is a social networking website that's designed for finding and sharing short updates. Learning outcome: In fact, each post or tweet as they are called on twitter is limited to just 140 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 this Day-4. How to tweet: There are many ways for twitter. some users might never post their own Day-5 what is a hashtag: Hashtags are a really important part of twitter. But what exactly is a hashtag? Day-6: Following and connecting on twitter: Twitter is about more than just sharing your own updates also allows you to follow tweets from other users so you can see what's happening

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 setting: looking to make your Twitter profile a bit more personal	Editing your Twitter Profile navigate to your profile page if you are using the Twitter	
Day - 2	What is LinkedIn: LinkedIn is a popular social network with a specific purpose while other social network	Professional network - thing - that is, building a group of contacts to help advance	
Day - 3	creating a LinkedIn account: To get started, go to your web browser. Enter your information	LinkedIn will guide you through the steps of adding more detail to your	
Day - 4	Common LinkedIn terms: connections: Endorsements: Recruiters: If you are new to LinkedIn these	Reviewing some of the most commonly used will give you a better understanding of how LinkedIn	
Day - 5	Navigating LinkedIn: If you never used an online networking site, LinkedIn can seem a little at first	Even if you already familiar with social media sites like Facebook and Twitter	
Day - 6	Adding connections: Adding connections is a big part of LinkedIn. But unlike most other social media sites	Doing so can seem like you are networking for its own sake rather than for	

WEEKLY REPORT







WEEK - 8 (From Dt. 22.5.23, to Dt. 28.5.23...)

Objective of the Activity Done:

Detailed Report:

Week 8 - in the 8th week of my intern we learn about digital marketing in linked. Day 1 learn about to customizing your profile and privacy setting: looking to make your Twitter profile a bit more personal or make your tweets more secure: Twitter has several options for customizing your account. Day 2 I learn about to what is linked: linked is a popular social network with a specific purpose. While other social networks like Facebook and Twitter focus more on your personal life, linked is all Day 3. Creating a linked account: To get started, go to in your web browser. Enter your information, choose a password, then click the join button Day 4. Common linked terms: Connections: Endorsements: Recruiters If you are new to linked, there are a few terms that may seem a little confusing at first Day 5. Navigating linked: if you are never used an online networking site, linked can seem a little intimidating at first Day 6. Adding connections: Adding connections is a big part of linked. But unlike most other social media sites, trying to connect with someone

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 are ready to dive in and start watching YouTube	For example, you can just click the YouTube video below to play it. Underneath, embedded	
Day - 2	Singing into YouTube: While it's not necessarily required, we do recommend signing in to YouTube	Singing in allows you to like and comment on the videos you find. Share videos more easily	
Day - 3	YouTube for mobile devices: on the move 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	
Day - 4	Searching for videos: Searching is a great way to find new videos on YouTube. Let's say you're looking	It sounds a little silly, we know, but there are probably thousands of videos	
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. 3.6.23... to Dt. 8.6.23...)

Objective of the Activity Done:

Detailed Report:

Week 9: in the 9th week of my intern we learn about digital marketing in youtube Day 1: Learn about watching youtube videos: Now that you know the basics, you are ready to dive in and start watching youtube videos. Learning outcomes: For example you can just click the youtube video below to play it understanding embedded videos. Day 2: Signing into youtube: While it's not necessarily required, we do recommend signing to youtube. Learning outcomes: 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. Day 4: searching for videos: searching is a great way to find new videos on youtube. let's say you are looking for videos of dogs on skateboards. Day 5: sharing options: sharing is probably one of our favorite things to do on youtube. Day 6: liking and commenting: signing in allows you to interact with any video you find on youtube or leave a comment to share your thoughts,

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	what is mobile marketing: mobile marketing is a marketing strategy that specifically takes advantage	Beyond simply delivering messages, it has to take into account how informed	
Day - 2	What is a mobile-first strategy: How much priority a company gives to the mobile marketing	A company may have existed for many decades and have a lot of technology, processes	
Day - 3	In-app marketing: In-app marketing is marketing through mobile apps. In-app marketing can be either	For your own brand In-APP marketing refers to the use of banners, overlays	
Day - 4	Mobile Push marketing: mobile push marketing sends marketing messages on mobile devices using push technology	it allows you to deliver relevant information to users even if they are not your website users	
Day - 5	SMS marketing: SMS marketing is a campaign via text message you can send promotions	Text marketing campaigns can be successful because most people have their	
Day - 6	QR code marketing: QR code marketing allows you to create a link to your website download	customers can scan the QR code with cameras on their smart phones and it	







WEEKLY REPORT

WEEK - 10 (From Dt. 9.6.22... to Dt. 14.6.22...)

Objective of the Activity Done:

Detailed Report: Week 10 - in the 10th week of my intern we learn about Digital marketing in mobile Days -
what is mobile marketing: Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS and MMS messaging, mobile apps, messaging apps, and mobile-optimized browser Days - what is a mobile-first strategy: How much priority a company gives to their mobile marketing strategy depends on the company itself Day 3 - In-app marketing: In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands Day 4 - Mobile push marketing: Mobile push marketing sends marketing messages on mobile devices using push technology. Day 5 - SMS marketing is a marketing campaign via text message. you can send promotions, alerts, offers, and more to current and potential customer's phones Day 6 - QR code marketing allows you to create a link to your website, download your app, view your business, or sign up for your newsletter

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is email marketing is a direct marketing channel that lets businesses share new products, sales	It's high return on investment makes it crucial to most businesses overall	
Day - 2	Segmentation is an effective way to group your consumers on the basis of their demographic	By using this information, you can easily tailor your emails to specific	
Day - 3	Personalization: consumers are now expecting significant as well as personalized content.	Marketers are determined to leverage email personalization to move from many messaging boxes	
Day - 4	Educational emails: The most preferred type of mail is educational emails.	An educational mail should help to resolve an issue for the individuals receiving the email.	
Day - 5	Welcome email: Are your subscribers getting the right message through your welcome emails.	The mail you send to your subscribers is critical in building your connection with your audience.	
Day - 6	Testimonial email: If your business is customer-based then sending a mail including testimonials will help you build trust in your brand.	To strengthen your business, conduct thorough customer feedback.	

WEEKLY REPORT







WEEK - 11 (From Dt 15.06.22 to Dt 21.06.22.)

Objective of the Activity Done:

Detailed Report:

Week 11. In the 11 week of my intern we learn about Digital marketing in mobile. Day 1 learn about what is Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list. Day 2 Segmentation is an effective way to group your consumers on the basis of their demographic information, purchase history, and browsing activity. Day 3 Personalization: consumers are now expecting significant as well as personalized content and experiences both online and off-line. Learning outcomes: Marketers are determined to leverage email personalization to move from 1: many messaging towards 1:1. Day 4. Educational emails: The most preferred type of mail is educational emails. Learning An educational mail should help to resolve an issue of the individuals receiving the email. Day 5 Welcome email Are your subscribers getting the right message through your welcome emails: Day 6. Testimonial emails your business is customer-based then sending a mail including testimonial-based then send will help you to build trust in your brand.

ACTIVITY LOG FOR THE TWELVETH WEEK

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

WEEKLY REPORT

WEEK - 12 (From Dt. 21.6.22... to Dt. 26.6.22...)

Objective of the Activity Done:

Detailed Report:

Days setting goals: The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. Learning outcomes: These goals can include increased sales, customer satisfaction and brand awareness.

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







Days processing data: The next stage of the web analytics funnel involves businesses learning outcomes: processing the collected data into actionable information.

Days Developing Strategy: This stage involves implementing insights to formulate strategies that align with an organization's goals.

Days Experimenting and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results.

Days web analytics tools: Web analytics tools report important statistics on a website such as where visitors come from, how long they

ACTIVITY LOG FOR THE THIRTEENTH WEEK

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

WEEKLY REPORT






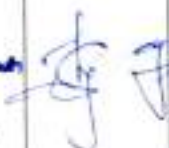
WEEK - 13 (From Dt. 26-5-22... to Dt. 1-6-22...)

Objective of the Activity Done:

Detailed Report:

Day 1 Learn about to pick a best marketing channel: once you have decided on the topic, audience and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. Day 2 Join an affiliate marketing network: Affiliate networks connect affiliate and merchant learning outcomes: while it's not always necessary to join an affiliate network, you will likely find that doing so will streamline the relationship building process with merchants. Day 3 Expand your network: Creating a successful affiliate marketing platform takes time and dedication. Day 4 Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including. Day 5 How to affiliate make money: The affiliate gets a unique link from which clicks can be tracked - typically cookies. Day 6 The affiliate marketing: This party is sometimes also known as the Publisher. Affiliates can also range from single individuals to entire companies and up to big

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pavan katu uday kumar qq@gmail.com	username: pavan katu uday kumar password: 123123	
Day - 2	Uday mango 595@gmail.com	username: mango uday password: 143143	
Day - 3	mango tu uday@gmail.com	username: mango tu uday password: 205906	
Day - 4	Uday telugu sr@gmail.com	username: uday telugu password: 9494	
Day - 5	Pushpa raj thaggs edela@gmail.com	username: Pushpa raj Thaggs edela password: 143143	
Day - 6	Potlurada venkata uday kumar@gmail.com	username: venkata uday kumar password: 123123	

WEEKLY REPORT

WEEK - 14 (From Dt. 10.03.23. to Dt. 16.03.23.)

Objective of the Activity Done:

Detailed Report:

1. Purnikatauday thumeti qq@gmail.com

username: vanikata uday thumeti

Password: 123123

2. uday mango 505@gmail.com

username: mango uday

Password: 143143

3. mango@svuday@gmail.com

username: MANGO"UDAY

Passwords: 405406

4. Uday tolugu 51@gmail.com

username: uday tolugu

Passwords: 9494

5. Pushpawaj Thaggade 10@gmail.com

username: Pushpawaj Thaggade 10

Password: 143143

6. Pativada vanikata uday thumeti@gmail.com

username: vanikata uday thumeti

username: 123123

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop name:- Kamal commes -cal complex mobile: 8600378115	Address: Namaski Pasaram Bhimavaram Hobli -Vallur Road 534210	
Day - 2	Shop name: murali com -plex mobile: 7947149287	Address: Bhimavaram Bazaar Bank colony 534202	
Day - 3	Shop name:- Rama sathy shopping complex	Address: Groundki nagari Bhimavaram -534202	
Day - 4	Shop name: manikanta shopping mall mobile: 630 5515 229	Address: Bhimavaram west bodavara 534202	
Day - 5	Shop name: Pavan stationery mobile: 09916-233262	Address: Police Road new vishal mall bhimavaram	
Day - 6	Shop name: RK Kiran shop mobile number 774915602	Address: Narayana college west bodavara Bhimavaram	

WEEKLY REPORT

WEEK - 15 (From Dt. 9.7.22 to Dt. 16.7.22)

Objective of the Activity Done:

Detailed Report:

Shop name: Subodha Book shop

Address: main Road Palakkal

Bhimavaram 534210

Shop name: Vishal mega mart

Address: Tata Vairthivasari street

Bhimavaram 534210

Shop name: Rama sthya shopping
Complex

Address: Gandhi Nagar Road Bhimavaram

Shop name: Mayala Complex Bhimavaram

Address: Kodavali Road 534210

Shop name: Rk Kisan shop Bhimavaram

Address: Narayan College West Godavari

Bhimavaram.

CHAPTER 5: OUTCOMES DESCRIPTION

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

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

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

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

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

Mutual office space is designed for productivity, with adequate ventilation and comfortable 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 Solution provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management, and ensures a harmonious and motivating atmosphere for interns to thrive in their digital marketing responsibilities.

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

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

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

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

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

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

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

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

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

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

Overall, my internship has equipped me with valuable managerial skills in planning, leadership, teamwork, behavior, workmanship, time management, competency improvement, goal setting, decision making, and performance analysis. These skills will shape my future career in digital marketing.

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

As an intern at DM solutions, a digital marketing company, I am determined to continuously improve my communication skills. In term of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking.

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

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

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideas out presenting in front of others to manage anxiety. I practice deep breathing and positive

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

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

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

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

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

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

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,

on collaborating, and on projects. I am reliable, dependable and dedicated to the team's success.

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

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

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

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 advancement in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

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

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing.

with the widespread use of smartphones and tablets, mobile optimization and responsive design have become essential for reaching and engaging target audiences effectively. I have learned to develop mobile-friendly websites, implement mobile advertising strategies, and leverage location-based marketing techniques.

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

Overall, the technological developments I have observed and adapted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities, while advanced analytics tools have enabled us to measure and optimize campaigns effectively. Mobile technologies and social media innovations have opened up new avenues for reaching and connecting with target audiences. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: P. Venkata Uday Kumar Registration No: 2021 26203015

Term of Internship: From: 10-4-2022 To: 16-7-2022

Date of Evaluation: 15-07-2023

Organization Name & Address: D4 . solution . 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: 15-07-2023

P. Venkata Uday Kumar
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name:	Pativada Venkata Uday Kumar		Registration No:	203126103015	
Term of Internship:	From:	10-4-2023	To:	16-7-2023	
Date of Evaluation:	15-07-2023				
Organization Name & Address:	DH solution Penugonda				
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:

15-07-2023

Signature of the Supervisor



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Pativada Venkata Uday Kumar

Programme of Study: B.A

Year of Study: 2021 - 2022

Group: HPA

Register No/H.T. No: 203126203015

Name of the College: R.R.D. S Gout Degree College

University: Adilvivi Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	09
2.	Internship Evaluation	30	27
3.	Oral Presentation	10	08
	GRAND TOTAL	50	44

Date: 15-07-2022


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Pativada Venkata Uday Kumar

Programme of Study: III B.A

Year of Study: 2022-2023

Group: HCPA

Register No/H.T. No: 203126203015

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

University: Adikavi Mannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	17
3.	Viva-Voce	50	44
	TOTAL	150	136 + 44
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	180

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

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

