

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: *Viswanadham Harish Babu*

Name of the College: *R.R.D.S GOVT DEGREE COLLEGE*

Registration Number: *203126203018*

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

Name & Address of the Intern Organization *DH solutions.*

Adikavi Nannaya University
YEAR *2020-23*

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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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 [H.E.PA]

Under the Faculty Guideship of

S. Satjanarayana

(Name of the Faculty Guide)

Department of History

R.R.D.S GOVT Degree College Shimavaram

(Name of the College)

Submitted by:

viswanadham. Harish Babu

(Name of the Student)

Reg.No: 203/262030/8

~~Programme~~
Department of B.A (HEPA)

R.R.D.S GOVT Degree college Shimavaram.

(Name of the College)

Student's Declaration

I, VISWANADHAM-HARISH BABU a student of BA (HE-PA)

Program, Reg. No. 203/26203018 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital marketing From 10.4.2022 to
16.07.2022 in _____ at
Digital marketing under the Faculty Guideship of
S. Subanarayana, Department of
History, RRDS Government Degree College,
Bhimavaram.

V-Harish Babu
(Signature of the student)

Official Certification

This is to certify that VISWANADHAM HARISH BABU (Name of the student) Reg. No. 203/262030/8 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 IIIrd B.A [H.E.PA] 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 Viswanadham Harish Babu (Name of the intern)
Reg. No 203126203018 of R.R.D.S Govt Degree College (Name of the
College) underwent internship in DH solutions (Name of the
Intern Organization) from 10-4-2023 to 16-7-2023

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

Authorized Signatory with Date and Seal





UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that Viswanadham Harish
Babu, 3rd B.A (HEPA)**

**Reg. No 203126203018 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 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 in History for his valuable guidance and help in completing this project.

Name: V. Harish Babu

Hall Ticket Number: 203126203018

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~~~~~

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- 2, Join an affiliate marketing net work
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## CHAPTER 1: EXECUTIVE SUMMARY

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

During my internship at 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, understanding marketing campaign development

To accomplish these objectives, actively participated in various activities. These included conducting market research, analyzing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics.

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing. I gained a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision making.

In conclusion, my internship at DH Solutions allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

## CHAPTER 2: OVERVIEW OF THE ORGANIZATION

### Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

DH solutions a cloud-based digital Marketing company, has Saikam as its Managing Director. DH solutions has stated top among in the website solutions services.

They are offered a wide range of services such as website design, website development, mobile Application Development, mobile Application, Development Digital Marketing.



Company vision- leading provider of  
innovative digital marketing and Company  
Mission- Delivers exceptional strategies  
technologies, and experiences, for clients success  
Company values- Excellence, integrity, Collaboration  
Innovation Client-- Centricity

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

Company organization's structure likely  
includes executive leadership, business development,  
account management digital marketing specialists,  
creative/design team, analytics/reporting, technical  
team, 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

### 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, 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 dedicated 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 digital marketing efforts. This included market research, analyzing data to identify trends and insights, creating social media content, assisting in the development and implementation of marketing campaigns, and monitoring website analytics.

Throughout my internship, I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to make data-driven decisions, and develop engaging social media.



### ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity                                                                                                                    | Learning Outcome                                                                                                         | Person In-Charge Signature                                                            |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | Introduction to digital marketing                                                                                                                          | the promotion of products or brands via one or more forms of electronic media called as digital                          |    |
| Day - 2    | content marketing:- they want content that is compelling relevant to the search frequently updated and full of enrichment.                                 | content marketing involves or searching keywords, writing articles educational content that will compel your audience to |    |
| Day - 3    | SEO (search engine optimization) - on site SEO a firm website is doing that your site is developed coherently with appeals to search engines               | off site SEO relevant to any action that you and taking part your brand that happen off of your                          |   |
| Day - 4    | SMM (social media marketing) like paid social media marketing including the advertisements we all know clicking leads to your Facebook                     | organic social media is a bit more elusive but that also tends to make it more difficult to implement                    |  |
| Day - 5    | SEM (search engine marketing) Advertisements are placed on Google or Bing search engines, so when a user is browsing the search engine results Page (SERP) | your paid ads place your brand to the top of the search top of the search engine results                                 |  |
| Day - 6    | Paid ads:- Paid ads are a few ways to get in front of a wider audience and bring more traffic to your website                                              | Advertising you can advertise across various platforms using methods Google ads Facebook ads etc                         |  |

## WEEKLY REPORT







WEEK - 1 (From Dt. 10/4/23 to Dt. 16/4/23)

Objective of the Activity Done:

Detailed Report: In the first week of my internship we learn basics of digital marketing. Introduction to digital marketing they want content that is compelling, relevant to the searcher, frequently updated and full of enrichment. On-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines. While paid social media marketing includes the advertisements we all know and love, it also involves paid options for driving new fans to your page or brand. Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question paid ads are a fun way to get in front of a wider audience and bring more traffic to your website, less expensive than traditional.



### ACTIVITY LOG FOR THE SECOND WEEK

| Day & Date | Brief description of the daily activity                                                                                                                                                | Learning Outcome                                                                                                                                       | Person In-Charge Signature                                                            |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <p><b>Email marketing:</b> - email marketing is provided these days and companies to be highly efficient method for your digital marketing campaigns. The key is to online effort.</p> | <p>from their sending quality content on your email that specifically addressing interest of your target audience.</p>                                 |    |
| Day - 2    | <p><b>Affiliate marketing:</b> - this type of marketing uses businesses which is paying to promote their products or services on their websites.</p>                                   | <p>such a type of marketing typically involves paying a commission on sales or leads that are generated through the affiliate's marketing efforts.</p> |    |
| Day - 3    | <p><b>Display Advertising:</b> - it is one of the most common forms of online advertising medium. It is similar to affiliate marketing where</p>                                       | <p>who are interested in business's products or services. The display ads can be in various sizes and colors.</p>                                      |   |
| Day - 4    | <p><b>Email marketing:</b> - email marketing is an online version of direct mail. In this method rather than sending a advertisement it displays</p>                                   | <p>more with the help of email. Such type of marketing will include business coupons and special offers.</p>                                           |  |
| Day - 5    | <p><b>Inbound marketing:</b> - in this type of marketing an online content such as blogs, social media and podcasts are created to attract new customers.</p>                          | <p>The idea of this strategy is that it revolves around businesses creating content that attracts attention of target audience.</p>                    |  |
| Day - 6    | <p><b>Pay-Per-click advertising:</b> - it is known as search engine marketing which is advertising on search engine websites like Google and Yahoo.</p>                                | <p>These ads are placed in special top or side panels that are separated out of search engines.</p>                                                    |  |









## WEEKLY REPORT

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

Objective of the Activity Done:

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

### ACTIVITY LOG FOR THE THIRD WEEK

| Day & Date | Brief description of the daily activity                                                                                                     | Learning Outcome                                                                                                            | Person In-Charge Signature                                                            |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | SEO (Search Engine Optimization) It is a form of advertising which is designed to increase business ranking on search engines.              | Results appear when internet user searches for business or something similar to the machine.                                |    |
| Day - 2    | SMM (Social media marketing) In this type of marketing strategy, the business promotes with the help of their social media and influencers. | It works by creating a dedicated page for business on social media and posting content that encourages users to interact.   |    |
| Day - 3    | Content marketing: The main goal of content marketing is to attract a customer's attention, educate newcomers, and nurture leads.           | Customers are provided with the necessary content to guide them through the sales funnel and encourage them to take action. |   |
| Day - 4    | Email marketing: Email is a worthwhile marketing tool that involves sending promotional content to your clients.                            | It allows marketers to send personalized campaigns to their audience and create content that resonates with them.           |  |
| Day - 5    | Advertising: Advertising is a powerful tool that helps promote your business, expand your customer base, and reach a wider audience.        | It helps to greatly expand and advertise audience; increases traffic to your website and social media.                      |  |
| Day - 6    | Mobile marketing: Mobile marketing is an advertising activity aimed at promoting products and services via mobile devices.                  | Companies use SMS marketing as an effective way of promoting their products. You can see how Domino's pizza uses SMS.       |  |



## WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report: In the 3rd week of my intern we learn about digital marketing plannings and strategies it is a free form of advertising which is designed to increase businesses Ranking on search engines. It is seen that, highest is the business's ranking more likely these are chances of displaying in this type of marketing strategy, the businesses is promoted with the help of social media outlets such as facebook, Twitter, Google + pinterest and instagram. The main goal of content marketing is to attract a customer's attention, educate newcomers, and nurture leads. With this marketing strategy, you can nurture and educate your potential. Email is a whole marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular. There are many advantages that internet advertising.



### ACTIVITY LOG FOR THE FORTH WEEK

| Day & Date | Brief description of the daily activity                                                                                                                             | Learning Outcome                                                                                                                  | Person In-Charge Signature                                                            |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | Reputation marketing: consumer feedback is essential both for brands and potential customers. nearly 2 out of 4 consumers trust a brand if it has positive reviews. | That is why positive online reviews are important for a brand's success. with a combination of positive consumer feedback and     |    |
| Day - 2    | Social media marketing: there are 3.5 billion people that use social media for different needs. they make up 45% of the world's population.                         | social media marketing means using social media channels such as twitter and facebook, instagram and Pinterest, tumblr to connect |    |
| Day - 3    | Search engine optimization: SEO is about optimizing your site and improving organic traffic. commonly, digital marketing links and backlinks, keywords              | It increases the visibility the more customers you can attract for a small amount it is difficult.                                |   |
| Day - 4    | Video marketing: According to statistics, 50% of consumers prefer video over other types of content form. You should try video marketing as share scenes.           | It helps companies provide step-by-step instructions demonstrate their products as share scenes.                                  |  |
| Day - 5    | web analytics: This is a way to track the activities of users on web pages. about the preferences and behaviours of customers.                                      | Analytics platforms usually report on the number of visitors and pages they visit and time                                        |  |
| Day - 6    | How ad sense works: Google AdSense provides a way for publishers to earn money. AdSense works by matching 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. 6/5/23 to Dt. 11/5/23.)

Objective of the Activity Done:

Detailed Report: In the 4th week of my intern we learn about digital marketing planings and strategies. Consumer Reputation feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive reviews. There are 3.5 billion people that use social media for different needs, they make up 45% of the world's population. According to statistics 51% of consumers prefer videos over other type of content from brands. This means that if you want your business to go viral you should try video marketing. This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behaviours of customers. Google AdSense provides a way for publishers to earn money from their online content. AdSense 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    | <p><u>about wego's:</u></p> <ol style="list-style-type: none"> <li>1. Affiliate registration</li> <li>2. vendor registration</li> </ol> | * I constant my own business by using affiliate                              |    |
| Day - 2    | <p><u>The basics :-</u></p> <p>Facebook is widely considered as the most popular social media</p>                                       | * Actually facebook is the third most visited site in the world              |    |
| Day - 3    | <p><u>Signing up face book</u></p> <p>Signing up to facebook is simple the very first steps to sign up</p>                              | * The platform makes it easy to get started                                  |   |
| Day - 4    | <p>One of the most important basics of facebook its stays <u>personalise your profile</u></p>                                           | * This will control profile and information you share to edit these settings |  |
| Day - 5    | <p>This is one of the more fun facebook basics that need to be</p>                                                                      | * The chances that you share a name with someone else on facebook            |  |
| Day - 6    | <p><u>videos and photos</u></p> <p>facebook lets users share all kinds of content such as photos.</p>                                   | * To upload you can head to your profile select the photos                   |  |








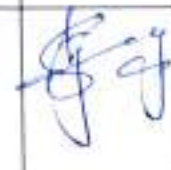
## WEEKLY REPORT

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

Objective of the Activity Done:

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

ACTIVITY LOG FOR THE SIXTH WEEK

| Day & Date | Brief description of the daily activity                                                           | Learning Outcome                                                     | Person In-Charge Signature                                                            |
|------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <u>Pasting</u> pasting on face book is considered one of its best features                        | * pasting content you want to share with your friends                |    |
| Day - 2    | <u>Sign up!</u> you can directly head to pinterest.com and join it just easily                    | * when you sign up on pinterest you will also get the option to link |    |
| Day - 3    | <u>Create your profile</u> next things that pinterest tutorial suggests is creating               | * your twitter or Instagram account is considered                    |   |
| Day - 4    | <u>Check your settings</u> In pinterest settings you can set your notifications                   | * Email notifications that will help you find new people to follow   |  |
| Day - 5    | <u>pinterest profile</u> , <u>pinterest profile</u> is responsible for holding all your pinterest | * Details that your pinterest profile will include are               |  |
| Day - 6    | <u>pinterest boards</u> , <u>pinterest board</u> example as per the definition                    | * Pinterest owns Pinterest Boards that are hosted                    |  |



## WEEKLY REPORT



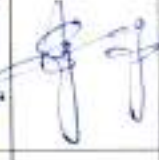
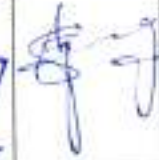


WEEK - 6 (From Dt. 18/5/23 to Dt. 23/5/23)

Objective of the Activity Done:

Detailed Report: In the 6th week of my intern we learn about digital marketing in pinterest. posting on facebook is considered one of its best features. This is one of the many fun features of facebook. you can directly head to pinterest.com and join it just by your mail address you can also sign up directly via your facebook and Gmail account. Next thing that pinterest tutorial suggests is creating your pinterest pic that you already have on. in pinterest settings, you can set your notifications, home feed, security and apps settings. you can turn on your Email notifications. that pinterest profile is responsible for holding all your pinterest pins, pinterest boards and all other settings. a pinterest board is the accumulation of different individual pinterest pins.



### ACTIVITY LOG FOR THE SEVEN WEEK

| Day & Date | Brief description of the daily activity                                                              | Learning Outcome                                                                                    | Person In-Charge Signature                                                            |
|------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <u>Ad as per your advertising goals:</u><br>Pinterest allows you to create if you want               | * Now you need to tap on the red plus button and choose <u>create</u>                               |    |
| Day - 2    | <u>What is Twitter?:</u><br>Twitter is a social networking website that's designed for.              | * In fact, each post or tweet as they're called on Twitter is                                       |    |
| Day - 3    | <u>Creating a Twitter account:</u><br>if you want to post your own updates to Twitter you'll need to | * if you're using a desktop or laptop computer <a href="http://www.twitter.com">www.twitter.com</a> |   |
| Day - 4    | <u>How to tweet:</u><br>there are many ways to use twitter                                           | But many people do enjoy tweeting about what's going on in their                                    |  |
| Day - 5    | <u>What is a hashtag:</u><br>hashtag are a really important part of twitter                          | Simply put a hashtag is any word or phrase included                                                 |  |
| Day - 6    | <u>Following and connecting on twitter:</u><br>Twitter is about more than just sharing your own      | * It also allows you to follow tweets from other users so you can                                   |  |

## WEEKLY REPORT







WEEK - 7 (From Dt 28/5/23 to Dt 2/6/23.)

Objective of the Activity Done:

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



### ACTIVITY LOG FOR THE EIGHTH WEEK

| Day & Date | Brief description of the daily activity                                                                     | Learning Outcome                                                            | Person In-Charge Signature                                                            |
|------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <p>Customizing your profile and privacy settings.</p> <p>Looking to make your twitter profile abit</p>      | <p>* editing your twitter profile</p> <p>navigate to your profile page.</p> |    |
| Day - 2    | <p>What is linkedin?</p> <p>is a popular social network with a specific purpose. While other</p>            | <p>* professional networking - that is building a group of contacts</p>     |    |
| Day - 3    | <p>Creating a linkedin account</p> <p>to get started go to linkedin.com in your web browser.</p>            | <p>* linkedin will guide you through the steps of adding a profile</p>      |   |
| Day - 4    | <p>(Common linkedin terms)</p> <p>Connections? Endorsements? Recommendations? if you're new to linkedin</p> | <p>* Reviewing some of the most commonly use terms</p>                      |  |
| Day - 5    | <p>navigating linkedin:</p> <p>if you've never used an online networking site</p>                           | <p>* even if you're already familiar with social media sites</p>            |  |
| Day - 6    | <p>Adding connections:</p> <p>Adding connections is abit part of linkedin</p>                               | <p>* adding so can seem link you're networking for its own</p>              |  |

## WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report: In the 8th week of my intern we learn about digital marketing in linkedin looking to make your twitter profile a bit more personal & make your tweets more secure? Twitter has several options for customizing your account. LinkedIn is a popular social network with a specific purpose. While other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all to get started. go to in your web browser. Enter your information, choose a password, then click the join button, connections Endorsements? Recruiters? If you're new to LinkedIn, these are a few terms that may seem a little confusing at first if you've never used a online networking site, LinkedIn can seem a little intimidating at first. Adding you know can send the wiggly signal.



### ACTIVITY LOG FOR THE NINETH WEEK

| Day & Date | Brief description of the daily activity                                                                                         | Learning Outcome                                                       | Person In-Charge Signature                                                            |
|------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <p><u>watching youtube videos</u><br/>                     now that you know the basics you're ready to dive in and start</p>   | <p>for example you can just click the youtube video below to</p>       |    |
| Day - 2    | <p><u>signing into youtube</u><br/>                     while it's not necessarily required we do recommend signing</p>         | <p>* signing in allows you to like and comment on the videos</p>       |    |
| Day - 3    | <p><u>youtube for mobile devices</u><br/>                     more and more people are watching videos on the go these days</p> | <p>* In fact more than 40 percent of youtube's traffic comes from</p>  |   |
| Day - 4    | <p><u>searching for videos</u><br/>                     searching is a great way to find new videos as you</p>                  | <p>* it sounds a little silly. we know, but these are probably</p>     |  |
| Day - 5    | <p><u>Sharing options</u><br/>                     Sharing is probably one of our favorite things to do on youtube</p>          | <p>* After all who doesn't want to see that funny video of a dog</p>   |  |
| Day - 6    | <p><u>liking and commenting</u><br/>                     signing in allows you to interact with any video</p>                   | <p>* for example you can like or dislike videos or leave a comment</p> |  |

## WEEKLY REPORT







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

Objective of the Activity Done:

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



### ACTIVITY LOG FOR THE TENTH WEEK

| Day & Date | Brief description of the daily activity                                                                                 | Learning Outcome                                                                                | Person In-Charge Signature                                                            |
|------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | What is mobile marketing? Mobile marketing is a marketing strategy that specifically takes advantage of mobile browser. | Beyond simply designing messages, it was to take into account how information motivation        |    |
| Day - 2    | What is a mobile first strategy? How much priority a company gives to their mobile marketing strategy depends.          | A company may be existed for a long time but have a lot technology progresses and system        |    |
| Day - 3    | In-app marketing: In-app marketing is marketing through mobile apps. In-app marketing can be either for your own        | for your own person inbox messages into your app via products.                                  |   |
| Day - 4    | Mobile push marketing: mobile push marketing messages any mobile devices using push technology                          | It allows you to deliver relevant to users on your website or app                               |  |
| Day - 5    | SMS marketing: SMS marketing is a marketing campaign via text messages. You can send promotional offers and they        | Text marketing campaigns can be successful because most people have their phones with them push |  |
| Day - 6    | QR code marketing: QR code marketing allows you to create a link to your website, download your newsletter              | customers can scan the QR code with the camera on their smart phone and it is simple to use     |  |

## WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report: In the 10th week of my intern we learn about digital marketing. In mobile marketing is a marketing strategy that specifically takes advantages of mobile channels like sms & mms messaging, mobile apps, messaging apps and mobile-optimized browser. How much priority a company gives to their mobile marketing strategy depends on the company itself. In-app marketing is marketing through mobile apps. In-app marketing for other brands mobile push marketing sends marketing message on mobile devices using push technology. Download your app, promote your business, or sign up for your mailing list.



### 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?<br>Email marketing is a direct marketing channel that lets businesses update | its high return on investment makes it crucial to meet       |    |
| Day - 2    | <u>segmentation</u> :-<br>segmentation is an effective way to group                                   | * By using this information you can easily                   |    |
| Day - 3    | <u>personalization</u> !<br>customers are now expecting significant as well as personalized           | * Marketers are determined to leverage email personalization |   |
| Day - 4    | <u>Educational emails</u><br>The most preferred type of mail is educational                           | * An educational mail should help to resolve an issue.       |  |
| Day - 5    | <u>welcome email</u> !<br>Keep your subscribers getting the right message through you                 | * The initial mail you send to your subscribers              |  |
| Day - 6    | <u>Testimonial email</u> !<br>if your business is customer-based then sending email.                  | * purpose to strengthen your business                        |  |

## WEEKLY REPORT

WEEK - 11 (From Dt. 27/7/23... to Dt. 7/7/23)



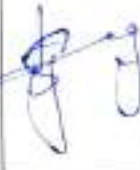


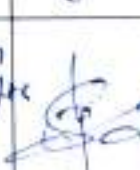
Objective of the Activity Done:

Detailed Report:

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



ACTIVITY LOG FOR THE TWELVETH WEEK

| Day & Date | Brief description of the daily activity                                           | Learning Outcome                                        | Person In-Charge Signature                                                            |
|------------|-----------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <u>Setting goals</u><br>The first step in the web analytics.                      | * these goals can include increased sales (customers).  |    |
| Day - 2    | <u>Collecting data</u><br>The second step in web analytics.                       | * Businesses can collect data directly via collection   |    |
| Day - 3    | <u>Processing data</u><br>The next stage of the web analytics                     | * processing the collected data into actionable         |   |
| Day - 4    | <u>Developing A strategy</u><br>This stage involves implementing insights         | * for example search queries conducted on site          |  |
| Day - 5    | <u>Experimenting and testing</u> : Businesses need to experiment with different   | * for example A/B testing is a simple strategy.         |  |
| Day - 6    | <u>Web analytics tools</u><br>web analytics tools report important statistics and | * in addition to web analytics these tools are commonly |  |

## WEEKLY REPORT







WEEK - 12 (From Dt. 8/7/23 to Dt. 13/7/23)

Objective of the Activity Done:

Detailed Report: In 12th week of my intern we learn about digital marketing web analytics the first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. the second step in web analytics is the collection and storage of data the next stage of the web analytics funnel involves businesses this stage involves implementing insights to formulate strategies that align with our organizations goals. Businesses need to experiment with different strategies in order to find the one that yields the best results. web analytics track several important statistics on a web site, such as where visitors come from, how long they stay, how many pages they view, how long they stay on the site and their behavior during the visit.



### 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 you affiliate channel                       | while creating to dedicated review website such as out door, grass, lab farms like Instagram MS like                         |    |
| Day - 2    | Join an affiliate marketing network: Affiliate network connect affiliate and merchants                                                    | while it's not always necessary to join an affiliate network you'll likely affiliate commission                              |    |
| Day - 3    | Expand your network: Creating a successful affiliate marketing platform takes time and dedication                                         | To increase your overall audience size, though, it's helpful to use a mix of digital marketing including                     |   |
| Day - 4    | Use 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 address your audience, using a tool to know where in your who                                  |  |
| Day - 5    | How do affiliate make money: The affiliate gets a unique link (an affiliate link) from which clicks can be tracked socially using cookies | The cookie then tags the user to see if they make a purchase if they make a purchase within commission                       |  |
| Day - 6    | the affiliate marketing: This party is something also known as the publisher. Affiliates can also name for some strong companies          | An affiliate promotes one or multiple affiliate products and bring to attention and convince, products they and up buying it |  |

## WEEKLY REPORT







WEEK - 13 (From Dt 14/7/23 To Dt 19/7/23)

Objective of the Activity Done:

Detailed Report: In 13th week of my intern we learn about Digital marketing channel once you have decided on the topic, audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. Join an affiliate networks connect affiliates and merchants. Creating a successful affiliate marketing platform takes time and dedication, affiliate marketing also employs a wide range of skills, including the affiliate gets a unique link from which clicks can be tracked - typically using cookies. This party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies.



ACTIVITY LOG FOR THE FOURTEENTH WEEK

| Day & Date | Brief description of the daily activity           | Learning Outcome                                                  | Person In-Charge Signature                                                            |
|------------|---------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | <u>user name</u> :-<br>viswaratham<br>Harish Babu | <u>mail id</u><br>Mharim@gmail.com<br>Password:-15u2ha            |    |
| Day - 2    | <u>User name</u><br>V. Harish                     | <u>mail id</u> :-viswara<br>radam@gmail<br>com<br>Password:-hajer |    |
| Day - 3    | <u>user name</u><br>V. Harish                     | <u>mail id</u> :-<br>harish viswanatha<br>-m@gmail.com            |   |
| Day - 4    | <u>User name</u><br>V. Harish                     | <u>mail id</u> :-<br>2harish@<br>gmail.com<br>Password:-9342158   |  |
| Day - 5    | <u>User name</u><br>V. Harish                     | <u>mail id</u> :-<br>Harish Babu<br>@gmail.com                    |  |
| Day - 6    | <u>User name</u><br>V. Harish                     | Harish Babu@<br>gmail.com<br>Passwd:-9440039421                   |  |

WEEKLY REPORT

WEEK - 14 (From Dt. 15/9/23 to Dt. 17/9/23)

Objective of the Activity Done:

Detailed Report:

1) hariishi viswanatham @ gmail.com

User Name :- Hariishi Babu

2) viswanatham @ gmail.com

User Name :- viswanatham Hariishi Babu

3) H hariishi Babu @ gmail.com

User Name :- Hariishi Babu

4) hariisho9 @ gmail.com




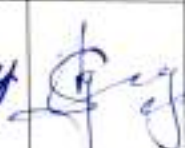
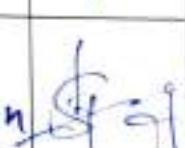
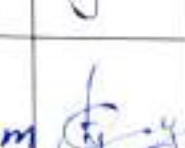
User Name :- V. Hariishi Babu

5) hariishi viswanatham @ gmail.com

User Name :- Hariishi viswanatham



ACTIVITY LOG FOR THE FIFTEENTH WEEK

| Day & Date | Brief description of the daily activity                    | Learning Outcome                                           | Person In-Charge Signature                                                            |
|------------|------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Day - 1    | shop name:- Pari Commercial complex<br>mobile:- 9403942191 | Address:-<br>Narasimhapuram<br>Bhimavaram<br>Pin 534206    |    |
| Day - 2    | shop Name:- manilama complex<br>mobile:- 9440039481        | Address:-<br>B.C Colony<br>Bhimavaram<br>Pin Code:- 534206 |    |
| Day - 3    | shop name:- Rama satya shop.<br>mobile:- 9403942181        | Address:-<br>J.P Road - Bhimavaram<br>Pin:- 534206         |   |
| Day - 4    | shop name:- King's world's shop<br>mobile:- 9898218221     | Address:-<br>Kaltha Junction<br>Pin:- 534206               |  |
| Day - 5    | shop name:- Vishal mart<br>mobile:- 9142812108             | Address:-<br>Kotha bus stand<br>Pin:- 534206               |  |
| Day - 6    | shop name:- Reliance trends.<br>mobile:- 9134218261        | Address:-<br>J.P Road Bhimavaram<br>Pin:- 534206.          |  |

WEEKLY REPORT

WEEK - 15 (From Dt. 17/7/23 to Dt. 22/7/23)

Objective of the Activity Done:

Detailed Report:

shop Name:-

Ravi Commercial complex

Address:-

Narasimha Puram, Bhimavaram

shop Name:-

navulama Complex.

Address:- B.C Colony, Bhimavaram

shop Name:- Rama satya shop

Address:- J.P Road, Bhimavaram

shop Name:- Kings world's shop

Address:- Lakshitha Turalay

shop name:- Reliance friends

Address :- J.P Road, 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 interaction are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address and challenges.

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

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

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



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 website 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.

## Email marketing

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

## Content marketing

Learn how to create compelling content for different mediums such as blog post's articles, videos and infographics

## Analytics and data interpretation

Develop skills in using tools like Google Analytics to track website traffic, user behavior, conversion rates and other relevant metrics

## 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 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,



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.

If written communication I focus on refining my writing skills to convey information accurately and persuasively.

and clarity, ensuring that my written content is professional and engaging

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



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

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

To excel in group discussions actively listen to other's 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 whole heartedly in team activities offering support and cooperation to fellow members. I proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work. I embrace a proactive attitude taking initiative and demonstrating a willingness to go the extra mile.

As a team member I contribute by sharing my expertise and knowledge in digital marketing. I actively seek opportunities to provide value and support to my colleagues. Whether through offering insights, sharing resources or and dedicated to the team'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 DTT solutions a digital marketing company I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing and I have had the opportunity to witness and adapt to these changes.

Crucial technological development is the increasing importance of data analytics and measurement tools. The availability of measurement tools - of sophisticated analytics platforms and tools such as Google Analytics and social media analytics has

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 profound impact on digital marketing with the widespread use of smartphones and tablets. Mobile optimization and responsive design are 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.



*Student Self Evaluation of the Short-Term Internship*

Student Name: *Viswanadham Harish Babu* Registration No: *203/26203018*

Term of Internship: From: *10-04-23* To: *16-7-23*

Date of Evaluation: *16/7/23*

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: *16/7/23*

*V. Harish Babu*  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name: Viswanadham. Anish Babu Registration No: 20319620508

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

Date of Evaluation: 16/7/23

Organization Name & Address: D.H solutions, Penugonda

Name & Address of the Supervisor  
with Mobile Number

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date: 16/7/23

  
Signature of the Supervisor

## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: VISWANADHAM HARISH BABU

Programme of Study: III<sup>rd</sup> B.A

Year of Study: 2020-23

Group: BA [HEPA]

Register No/H.T. No: 203/26203018

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

University: Adikavi Nannaya University.

| Sl.No | Evaluation Criterion  | Maximum Marks | Marks Awarded |
|-------|-----------------------|---------------|---------------|
| 1     | Activity Log          | 10            | 09            |
| 2     | Internship Evaluation | 30            | 28            |
| 3     | Oral Presentation     | 10            | 09            |
|       | GRAND TOTAL           | 50            | 46            |

Date: 16/7/23

  
Signature of the Faculty Guide

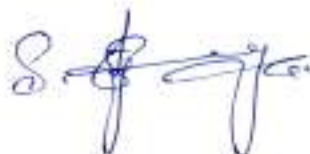


## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Viswanadham Harish Babu  
Programme of Study: III<sup>rd</sup> B.A  
Year of Study: 2020-23  
Group: B.A [H.E.P.A]  
Register No/H.T. No: 203126203018  
Name of the College: R.R.D.S Govt Degree College.  
University: Adikavi Nannaya University.

| Sl.No                               | Evaluation Criterion                                                | Maximum Marks | Marks Awarded |
|-------------------------------------|---------------------------------------------------------------------|---------------|---------------|
| 1.                                  | Internship Evaluation                                               | 80            | 77            |
| 2.                                  | For the grading giving by the Supervisor of the Intern Organization | 20            | 16            |
| 3.                                  | Viva-Voce                                                           | 50            | 36            |
|                                     | TOTAL                                                               | 150           | 129+46        |
| GRAND TOTAL (EXT. 50 M + INT. 100M) |                                                                     | 200           | 175           |

Signature of the Faculty Guide



Signature of the Internal Expert



Signature of the External Expert



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

