Program Book

SEMESTER INTERNSHIP

Designed & Developed by

PROGRAM BOOK FOR

SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: V. S S k v Mallaiah

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

Registration Number: 8073 8636 2019

Period of Internship: From 06/04/2023 To 16/21/2023

Name & Address of the Intern Organization: DM Solutions Peri koru, West Godavari (DT)

Adikavi Nannaya ___ **University**

An Internship Report on

Web Designing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final Year, BA (HEPA)

Under the Faculty Guideship of

S. Satya Narayana

(Name of the Faculty Guide)

Department of History

RRDS Govt Degree College.

(Name of the College)

Submitted by:

V S S KN MALLAJAH

(Name of the Student)

Reg.No: 203126203019

~~Department~~ Programm of B.A (HEPA)
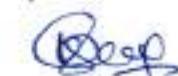
RRDS Govt Degree College.

(Name of the College)

Student's Declaration

I, V. S S K N Mallaiah a student of B.A (HEPA)
Program, Reg. No. 2031262020/9 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Web Designing From 10/4/2023 to
18/07/2023 in D. H Solutions at
Web Designing under the Faculty Guideship of
G. Satya narayana Department of
History , RRDS Government Degree College,
Bhimavaram.

(Signature of the student)

Official Certification

This is to certify that ___V S S SKN Mallaiah___ (Name of the student) Reg. No. ___203126203019___ has completed his/her Internship in ___DH Solutions___ (Name of the Intern Organization) on ___Web Designing___ (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of ___IV B.A (HEA)___ in the Department of ___RRDS Govt Degree college.___(Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

Head of the Department P. A

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

Certificate from Intern Organization

This is to certify that ___VS Skn mallaiah___ (Name of the intern)
Reg. No___203126203019___ of ___RRDS Govt Degree colleg___ (Name of the
College) underwent internship in ___DH Solutions___ (Name of the
Intern Organization) from ___10|04|2023___ to ___16|07| 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

DH SOLUTIONS

Certificate from Intern Organization

This is to certify that **V S S K N MALLAIAH** ,
3rd B.A(HEPA)

Reg. No 203126203019 of R.R.D.S. Government Degree College-Bhimavaram

underwent internship in Website Design , DH Solutions

from **From 10/04/2023 to 16/07/2023**
The overall performance of the intern during his/her internship is found to be Satisfactory.

M.Sai Ram
Managing Director

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 D Prawind 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. Satya narayana, department of History. for his valuable guidance and help in completing this project.

Name: V S SKN Mallaiah

Hall Ticket Number: 203126203019.

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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 web designing. DH Solutions specializes in providing digital marketing services such as developing strategies, such as managing social media platforms, conducting market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives:

1) Acquiring knowledge of web designing 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 web designing. I gained a comprehensive understanding of web designing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at DN solutions allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the web designing 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 Soinam 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.

Vision and mission: Leading provider of innovative digital marketing and company mission - Deliver 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 confidentially. Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative/ design team, analytics/reporting, technical team and administrative/support functions. In a digital marketing company, my roles and responsibilities my involve assisting with market research, content creation, social media management, campaign monitoring, data analysis, and supporting the team in various digital marketing tasks. DH solutions future plans to grow up they can focus on acquiring new clients, expanding service offerings, leveraging partnerships, enhancing customer satisfaction, and staying updated with industry trends and technologies.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

During my internship at DH Solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.
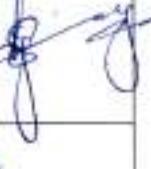
My weekly schedule consisted of working Monday to Friday, from 10 am to 1 PM. The company provided me with a dedicated workspace equipped with a computer, internet access, and relevant software tools used in digital marketing; such as Google Analytics, Social media management platforms, and content management systems.

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting web design process, analyzing data and identify trends and insights, creating social media contents, assisting in the development and implementation of marketing campaigns, and monitoring website analytics

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

Overall, my internship at DA Solutions provided me with a solid foundation in digital marketing and web designing, 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	Wordpress home: Wordpress is an open source content management system (CMS) which allows the users to build dynamic websites and blog. Wordpress is the most popular blogging system on the web and allows updating, customizing and managing the site from its back-end CMS and components.	This tutorial will teach you the basics of wordpress using which you can create websites with ease. The tutorial is divided into various sections for convenience.	
Day – 2	Wordpress-overview. The content management system (CMS) is a software which stores all the data such as text, photos, music, documents etc and is made available on your website.	Wordpress outcomes was initially released on 27th May, 2003 by Matt Mullenweg and Mike Little. Wordpress and organized so clear source more good.	
Day – 3	Wordpress –Installation: When you open the link https://wordpress.org/download you will get to see a screen as the following snapshot- create stores	Wordpress requires MySQL database. So create a new empty database with user/password (for example, user and root and password most else you can set as per your convenience)	
Day – 4	Wordpress-Dashboard: The wordpress Dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the overview of the website.	you can categorize your needs by using some guidelines such as working quick links such as writing quick draft, replying to latest comments, etc.	
Day – 5	Wordpress History: Wordpress was realesed on May 27 2003 by its founders Mike Little and Matt Mullenweg. successsor of b2/ cafelog the b/kafelog, ablogging tool and launched in 2001 by a French Programmer Michel Valdrighi.	The programming language used to develop b2php was PHP along with MySQL. It was specifically designed to write blogs.	
Day –6	Wordpress.com is the site where you don't have to do anything all the developing work will be handled itself. You don't have to purchase software, manage web server or pay for nothing.	There are some limitations with this site for example, by default your domain name includes wordpress.com, you cannot modify your site's coding, upload any themes or plugins.	

Objective of the Activity Done:

Detailed Report: In this week I learn about wordpress is an open source content management system (CMS), which allows the users to build dynamic websites and blog. wordPress is most popular blogging system on the web and allows updating, customi -zing and managing the website from its back-end CMS and components. The content management system (CMS) is a software which stores all the data such as text, photos, music, documents, etc. and is made available on your website. when you open the link https:// wordpress org /download/. You will get to see a screen as the following snapshot - create store. wordpress - Dashboard is a first screen which will be seen when you log into the administration area of your blog. which will display the overview of the website. WordPress was released on may 27, 2003 by its founders Mike Little and matt mullenweg. Successor of b2/cafelog, a blogging tool was bunched in 2001 by French Programmer Michel Valdrighi. wordpress . com is the site where you dont have to purchase software, manage web server or pay for hosting

ACTIVITY LOG FOR THE SECOND WEEK

| Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	wordpress.org; wordpress.org is the site where you have to manage your own blog or website. You can find free wordpress software and install on your web server.	It gives full control and freedom over your site including the wordpress software. Most of the wordpress showcase sites are made on self hosting.	
Day – 2	wordpress settings: The wordpress dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the overview of the website.	Dashboard can be categorized as shown in the following snapshot. Each of these categories are discussed in the following section. Dashboard contain.	
Day – 3	In this chapter, we will study about General in wordpress. wordpress general setting is used to set the basic configuration settings for your site. In the setting administration screen, it is a default setting screen.	Step1- click on setting → General option in wordpress. Step-2 the general setting page is displayed as shown in the following snapshot. Following are the details of the general setting page.	
Day – 4	These settings control the features for the adding and editing posts, pages, and post types, as well as the optional functions like Remote publishing, Post via e-mail, and update services.	Step 1 - To change writing settings, goto settings → writing option. Step(2) - The writing setting page is displayed as shown in the following screen.	
Day – 5	wordpress – Reading settings. In this chapter, we will study about Reading settings in wordpress. Reading settings is used to set the content related to the front page.	Step1 - click on settings → Reading option in wordpress. Step(2) - The Reading setting page is displayed as shown in the following screen.	
Day – 6	wordpress - Discussion settings. In this chapter we will study about Discussion settings in wordpress. wordpress discussion setting can be defined as the interaction between the blogger and the visitors.	Step(1) click on setting → Discussion option in wordpress. Step(2): the Discussion settings page is displayed as shown in the snapshot.	
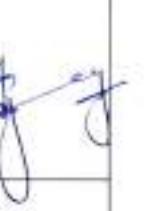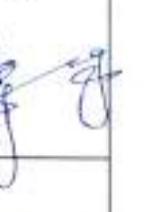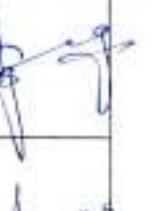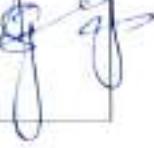
**Objective of the Activity Done:**

Detailed Report: Wordpress.org is the site where you have to manage your own blog or website you can find free wordpress software and Install on your web server. The wordpress dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the overview of the website. we will study about General setting in wordpress. wordpress general setting is used to set the basic configuration setting for your site. In the setting administration screen, it is default setting screen. These settings control the feature in the adding and editing posts, pages, and post types, as well as the optional functions like permit publishing post via email and update services. we will study about reading settings in wordpress. Reading setting is used to set the content related to the front page. We will study about discussion settings in wordpress. wordpress discussion setting can be defined as the interaction between the blogger and the visitors

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Wordpress—media settings, In this chapter, we will study about media settings in wordpress. It is used to set the height and width of the image which you're going to use on your website.	step(1): click on settings media option in word press. step(2): The media setting page is displayed as seen in the following screenshot.	
Day - 2	Wordpress – Add category: In this chapter, we will study about how to Add categories in wordpress. Category is used to indicate sections of your site and group-related posts.	step(1): click on posts categories option in wordpress. step(2): The categories page is displayed as shown in the following screenshot.	
Day - 3	wordpress = Edit category: In this chapter, we will study the simple steps to edit categories in wordpress. following are the simple steps to edit categories in wordpress.	step(1): click on posts categories in wordpress. step(2): You can view category1 category that created in the chapter wordpress, Add category.	
Day - 4	Wordpress - Delete category: In this chapter, we will study about how to delete categories in wordpress.	step(1): click on posts categories in wordpress. When the cursor hovers on the categories, a few options get displayed below the category name.	
Day - 5	In this chapter, we will study about how to Arrange categories in wordpress. you can't arrange categories directly in wordpress.	step(1)- click on posts category order in wordpress. the category order menu displays after adding the category order plugin, you can study how to install plugins in the chapter install plugins.	
Day -6	Plugins in your wordpress site: In this chapter, we will study how to use plugins in your wordpress site. Plugins allows to easily modify, customize or enhance wordpress blog or post.	step(1): on the left side bar, click on plugins. Installed plugins as shown in the screen. step(2): The following page appears in this section, you can view the already installed plugins.	
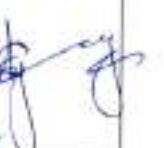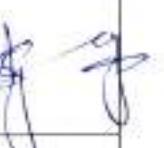
Objective of the Activity Done:

Detailed Report: WordPress media settings in this chapter, we will study about media settings in wordPress. It is used to set the height and width of the images which you're going to uses on your website. we will study about how to add categories in wordpress. category is used to indicate sections of your site and group related posts. It shorts the group content into different sections. we will study the simple steps to edit categories in wordpress. Following are the simple steps to edit categories in wordpress wordpress Delete category. In this chapter, we will study about how to delete categories in wordpress, wordpress - Arrange category. we will study about how to arrange categories in wordpress .. you can't arrange categories directly in wordpress. Plugins in your wordpress site: we will study how to use plugins in your wordpress site. plugin allows to easily modify customize or enhance wordpress blog or post.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Permalink settings: In this chapter, we will learn about Permalink settings in WordPress. Permalink is a permanent link to a particular blog post or category. It allows setting the default permalink structure.	step(1): Click on settings Permalink option from the left navigation menu. step(2): When you click on Permalink, the following page appears on the screen.	
Day – 2	WordPress Add Posts: In this chapter, we will study how to Add posts in WordPress. Posts are also known as articles and sometimes referred as blogs or blog posts. These are used to popularize your blogs.	step(1)- click on Posts→Add new in WordPress. step(2)- you will get the editor page of the post as shown in the following screen. You can use the WordPress WYSIWYG editor to add the actual content of your post	
Day – 3	WordPress – edit Posts: In this chapter, we will study how to edit posts on WordPress	step (1) - click on Posts → All Posts in wordpress. step(2)- here can view post1 (post1 was created in the chapter wordpress – Add Posts.	
Day – 4	WordPress – Delete Posts: In this chapter, we will study how to delete posts in WordPress.	step(1)- click on Posts → All Post in wordpress step(2)- you can delete Post1 (Post1 was created in the chapter wordpress – Add Posts)	
Day – 5	WordPress – Preview Posts: In this chapter, we will study how to preview Posts in wordpress. Preview Post is to view the post before it is published to the user.	step(1)- click on Posts → All Posts in wordpress when the cursor hoves on the post, then a few options get displayed below the Post name.	
Day – 6	WordPress – Publish Posts: In this chapter, we will study how to publish Posts in wordPress. Publish is used to make the post available to all the users. when every user can view that post. Publish post	step(1)- click on Posts – Add new in wordPress step(2)- you will get the editor page of the post as shown in the following screenshot.	

Objective of the Activity Done:

Detailed Report: Permalink settings. In this chapter, we will learn about Permalink settings in wordPress permalink is a permanent link to a particular blog post or category. It allows setting the default permalink structure. we will study how to Add Posts in wordpress. Posts are also known as articles and sometimes referred as blogs or blog posts. These are used to popularize your blogs we will study how to edit Posts on word Press. wordpress Delete. Posts we will study how to Delete Posts in word press. wordPress - Preview Posts; we will study how to Preview Posts in wordPress. Preview Post is to view the post before it is published to the user. word press. Publish Posts, we will study how to publish is used to make the post available to all the users wherein every user can view that particular Post.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	How to delete a wordpress post: To delete a web page or blog post, click on the appropriate menu (pages or posts) and hover over the one you wish to delete. On the hover menu, you will see a trash option.	note that the title is just moved to the trash and is not actually deleted. you can go into the trash folder to be -store a page in your accidentally delete a page	
Day – 2	Media library consists of the images, audios, videos and files that you can upload and add to the content when writing a post or page.	step(1)-click on media library in wordpress step(2)-you can view media files like images, audios, videos click on Add Media button.	
Day – 3	wordpress - Add media: In this chapter, we will study how to Add media files in wordpress wordpress allows you to add any kind of media files like videos audios and images	step(1)-click on media - Add new in wordpress step(2):Then, click on select files option to select the files from your local storage in the following pages	
Day – 4	wordpress - Insert media: In this chapter, we will study how to insert media in wordpress. Media files can be inserted to your pages or posts from libraries from local storage or from URL.	step(1)-click on Posts - Add new in wordpress. step(2)-click on Add media.	
Day – 5	wordpress - Edit media: In this chapter, we will study how to edit media in wordpress. you can manage all the information about your media that is saved in the media library.	step(1)-click on media library and click on the name of the media item or the edit link. step(2)-you will view a list of media files, select any one image to edit	
Day – 6	why create an image gallery in wordpress: wordpress makes it super easy to add an image to your blog posts and pages you just need to add the image block and upload your image.	However, if you are adding multiple images to your wordpress website, then all those image will appears one after another	

Objective of the Activity Done:

Detailed Report: In this week I learn about how to delete a word press post. To delete a web page or blog post, click on the appropriate menu and hover over the one you wish to delete. On the hover menu, you will see a Trash option media Library consists of the images, audio, videos and files that you can upload and add to the content when writing a Post or page. Wordpress - Add media, we will study how to Add media files in wordpress. wordpress allows you to add, all kind of media files like videos, audios and images wordpress. Insert media: we will study how to insert media in wordpress. media files can be inserted to your Pages or Posts from libraries, from local Storage, or from URL. wordpress-edit media we will study how to edit media in wordpress. you can manage all the information about your media that is saved in the media library. why create an image gallery in wordpress. wordpress makes it sitter easy to add an image to your blog posts and image block and upload your image.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Gallery using Envira gallery: If you want to create a more functional and aesthetically-pleasing image gallery for your wordpress site, then this method is for you.	We will be using the envira Gallery plugin as it is the best wordpress image gallery plugin on the market.	
Day – 2	wordpress – Add pages: In this chapter, we will study how to add pages into the wordpress. Adding pages is similar to adding posts in wordpress. Pages are static content and often do not change its displayed information.	step(1)-click on pages –Add new as shown in the following screenshot. step(2)-you will get the editor page as seen in the following screenshot	
Day – 3	wordpress – Publish pages: In this chapter, we will study how to Publish pages in wordpress.	The command, Publish is used to make the pages available to all users wherein each user can view that particular page.	
Day – 4	wordpress- Edit pages: In this chapter, we will study how to edit pages in wordpress	step(1)-click on pages →All Pages in wordpress an shown in the following screen.	
Day – 5	wordpress –Delete pages: In this chapter, we will learn to Delete pages in wordpress	step(1)- click on pages –All pages in wordpress step(2)-you can delete Sample Page (sample page is created by default in wordpress)	
Day – 6	Add page title: next, add the title of the page, like about, click the add title text to open the text box where you will add your title	The title of your page should be descriptive of the information the page will contain. Choose a helpful page title.	

Objective of the Activity Done:

Detailed Report: Gallery using envira gallery. It you want to create a more functional and aesthetically-pleasing image gallery for your wordPress site, then this method is for you. wordpress. Add Pages, we will study how to add pages into the wordpress. Adding Pages is similar to adding posts in word Press. pages are static content and often do not change its displayed information. wordpress- Publish Pages: we will study how to Publish pages in wordpress. word Press edit pages: In this chapter, we will study how to edit pages in wordpress wordpress delete Pages: we will learn to delete Pages in wordpress. Next, add the title of the page, like about. click the Add title text to open the text book where you will add your title.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Status & visibility. The status and visibility each on contains details about how and if your page is viewable.	Pubfc - visible to everyone. private - only visible to site admins and editors	
Day - 2	Tag is a small information attached to the main content as post for the purpose of identification.	It tells the visitors what actually the post is about. if the tag is mentioned properly then it helps to find the content very easily.	
Day - 3	WordPress — Edit tags: In this chapter, we will study to edit Tags in WordPress. you can learn how to add Tags in the chapter word press - Add Tags.	steps - click on Posts Tags in WordPress steps - you can view tag feed around the world (you around the post was pages in the chapter word press - Add tags)	
Day - 4	WordPress — Delete Tags: In this chapter, we will learn to Delete tag in WordPress.	steps - click on Posts Tags in WordPress steps - you can delete tag feed around the world when the cursor hovers on the Tags. Then a few entries get destroyed below the Tags	
Day - 5	WordPress — Add link: In this chapter, we will learn to Add links in word Press Pages. Link is connection from one resource to another.	Adding links to your pages or blog posts help you to connect to other pages.	
Day - 6	WordPress - Edit links: In this chapter, we will study how to edit link in WordPress.	steps - click on Pages → All pages, as shown in the following screen. steps - You can view the list of pages	
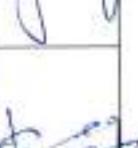
Objective of the Activity Done:

Detailed Report: status & visibility. The status and visibility section contains details about how and if your page is viewable. WordPress - Add tags tag is a small information attached to the main content or post for the purpose of identification wordpress edit tags. In this chapter. We will study to edit tags in wordpress. you can learn how to add tags in the chapter wordpress. Add tags wordpress Delete Tags. In this chapter, we will learn to Delete tags in wordpress. wordpress-Add links, we will learn to Add links in wordpress pages. Link is a connection from one resource to another wordpress. edit links, we will study how to edit link in wordpress.

ACTIVITY LOG FOR THE EIGTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	WordPress- Delete links: In this chapter, we will learn to Delete links, from word Press, you can remove the unwanted links which you don't need for your website or article	steps-click on Pages - All Pages in wordPress steps): you can view the list of Pages when the cursor hovers on the about US Page, then a time gets displayed	
Day - 2	wordpress Tags and SEO word Press tags are also significant for your SEO when you do it right, a well-managed taxonomy like tags will escalate your SEO Rank.	But you have to keep in mind, that tags could be harmful to your SEO. When it comes to SEO word press is the best CMS to date	
Day - 3	Display tag cloud: using tags for wordPress not only arranges your posts but also improves your sites usa -bility and accessibility. These fine tags create a better user experience	Additionally creating a tag cloud widget will improve your user experience even further. Tag cloud widget helps you to show all the tags you've set.	
Day - 4	Conclusion: wordPress tags are a great way to manage your content. It can help your readers to find their preferred topics in a quick and less-free way	However, some small faults in using tags will harm your SEO. Use the provided thout maximize tags used 1/4 negative effect on seo.	
Day - 5	Method one: link Button: copy the URL you want to use to your Computer's clipboard you can do this by highlighting a URL, then right-clicking it and clicking copy, or by using a keyboard shortcut like CTRL-(c) as CMD+C(Mac).	In your Page or Post, highlight the text you want to add a link to.	
Day -6	method Two: Copy and Paste: copy the URL you want to link to your computer's clipboard. you can do this, by highlighting a URL, then right-clicking it and clicking copy, or by using a keyboard shortcut like CTRL+c (PC) or CMD + c (Mac)	In your Page or Post, highlight the text you want to link.	
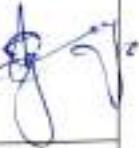
Objective of the Activity Done:

Detailed Report: wordpress Delete links, we will learn to Delete links from wordPress. you can remove the unwanted links which you don't need for your website or article. wordpress Tags and SEO. word Press tags are also significant for your SEO. when you do it right, a well-managed taxonomy like tags will escalate your SEO rank. Using tags in wordPress not only arranges your posts but also improves your sites Usability and accessability. Therefore, tags create a better user experience. word press tags are a great way to manage your content. It can help your readers to find their preferred topics in a quick and fuss-free way. copy the URL you want to use to your computer's clipboard. you can do this by highlighting a URL, the right-clicking it and choosing copy, or by using a keyboard shortcut like CTRL+c (PC) or CMD +C (mac) copy the URL wants to link to your computers clipboard. You can do this by highlighting a url then right-clicking it and choosing copy, or by using a keyboard shortcut.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Add link to images: If you want someone to click on an image to be taken to another page, follow these Insert an image to any page or post using the image module	Click on the image once and a toolbar will appear directly above it. Select the link icon (it looks like a link chain etc)	
Day - 2	What is google analytics? Google Analytics is actually one of the most popular Google services. This tool allows anyone to track their websites	The tool connects directly to your website in order to collect a vast amount of data. This data will then be analyzed and presented to you	
Day - 3	Why you need google Analytics. All of the information gathered by Google Analytics will help you to make decisions that will hopefully empower you to propel your site forward and make it better.	Marketing - learn who your visitors are and where they come from, understand the content they like, and give them exactly what they need.	
Day - 4	Understand the concept of the google Analytics tool: Before the information is presented to you, Google Analytics works on the data to make it more understandable to the casual user.	Users vs sessions. The first important difference is between users and sessions. Many beginners mix users and sessions and think that they are the same, but the truth is quite the opposite.	
Day - 5	Users vs sessions. The most important difference is between users and sessions. Many beginners mix users and se -ssions and think that they are the same, but the truth is quite the opposite	Fortunately, the service has been improving constantly. Google continues to shift things so that both beginners and professionals can get the most out of it.	
Day -6	Analy. Intelligence - search function. Instead of navigation through a menu to find simple answers, Google Intelligence Analytics intelligence an artificial intelligence tool that can understand your questions	To chart. Using it, simply find the search bar at the top of your Google Analytics page. Type your question, and let the service answer it.	

Objective of the Activity Done:

Detailed Report: Add links to images, if you want some one to click on an image to be taken to another page, follow three steps insert an image to any page are post using the image block.

Google Analytics is actually one of the most popular Google services. This tool allows anyone to track their websites All of the information gathered by google Analytics will help you to make decisions that will hopefully empower you to propel your site forward and make it better. Before the information is presented to you, Google analytics works on the data to make it more understandable to the casual users. The first time you open google analytics, you might be intimidated by the sheer amount of information available. Instead of navigating through a menu to find simple answers, Google introduced analytics Intelligence – an artificial tool that can understand your questions.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Real time report: While most marketers and website owners need data that's been accumulating for weeks and even months where are living when they want like see to the website currently visiting their site	This is where the realtime report will help you and show you details about users who are currently active on your site.	
Day - 2	SEO Tactics & Methods; White Hat SEO- Techniques that search engines reco- mmend as part of a good design.	Black Hat SEO- techni- ques that search engines do not approve and attempt to minimize the effect of these techniques or also known as spamdexing.	
Day - 3	When you start thinking of doing a business through Internet, the first thing that you think about is your website domain name.	Who would be your target audience? What you intend to sell to them. Is it a tangible item or just text content?	
Day - 4	SEO-Relevant filename; One of the simplest methods to improve your search engine optimization is to look at the way you name your files	Before writing this tutorial, we did a lot of research on file -names, and found that search engines like google give too much importance to file names.	
Day - 5	SEO- Design & Layout: The website design and layout gives the impression about your site. there are sites which are too fancy and regulary not suitable. Just reach these sites and com not even without reading a single line	Search engines are very smart but after all, they are soft ware and not human being, who can read the content of their themes	
Day - 6	SEO- optimized key words A keyword is a term that is used to match with the query a person enters into a search engine to find specific information.	Most people enter search phrases that consist of two to five words.	

Page No
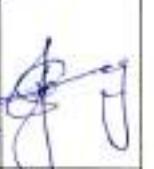
Objective of the Activity Done:

Detailed Report:

While most marketers and website owners need data that's been accumulating for weeks and even months, there are times when they would like to see the users currently visiting their site. While that SEO techniques that search engines recommend as part of a good design. When you start thinking of doing a business through Internet, the first thing that you think about is your website domaine name. One of the simplest methods to improve your search engine optimization is to look at the way you name your files. The web site design and layout gives the first impression about your site. There are sites which are too fancy and regular net surfers just reach those sites and come out even without creating a single click. A keyword is a term that's used to match with the query a person entres into a search engine to find specific information.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	What is photo shop : Photoshop is a photo editing and Raster graphic design software which allows users to create and manipulate various graphics as well as digital art	It also allows to create and edit raster images with multiple layers and import the images in various file formats	
Day – 2	Photo shop work space; In this article and below video we will learn how we can create work space. to customize photoshop as per your workflow.	we all use Photoshop for different purpose such like photo editing, graphics designing, 3D designing, video editing	
Day – 3	what are layers in photo shop? Layers in photoshop allow you to work non-destructively by stacking images on top of other images without interacting and mixing the pixels of images	Layer's it the only thing that makes. Photoshop an amazing photo editing and compositing tool.	
Day – 4	what is photoshop layer mask? Layer mask is a very important part of photoshop tools that give the ability to hide and reveal parts of the layer without deleting them.	This is very efficient and non-destructive way of working. And it helps designers to become more efficient and more creative.	
Day – 5	Photoshop layer styles & effect; In this article we will learn how to apply photoshop layer styles and how to share them between layers and how to utilize layer styles to make our content more appealing	Here you can see some layer styles like 'Bevel' emboss, stroke, gradient overlay and Drop shadow.	
Day –6	How to draw shapes in photo shop using shape tool, as like Pen tool, shape layer also uses photo shop vector techniology you will get shape layer tool right here in toolbar.	various shapes like: Rectangle Tool, Rounded Rectangle tool, Ellipse tool, Polygon tool, Line tool, custom shape Tool.	
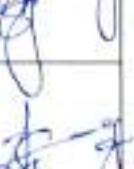
Objective of the Activity Done:

Detailed Report: In this week I learn about what is photo shop. Is a photo editing and raster graphic design software which allows users to create, edit, and manipulate various graphics as well as digital art. Photo shop work spaces In this article and below video we will learn how we can create workspace to customize photoshop as per your work flow. what are layers in photoshop Layers in photoshop allow you to work non-destructively by stacking images on top of other images without interacting and mixing the pixels of images what is photo shop layer mask; layer mask is a very important part of photoshop tools that gives the ability to hide and reveal parts of the layer without deleting them photoshop layer styles & effect; in this article we will learn how to apply photoshop layer styles and how to share them between layers and how to utilize layer styles to make our content more appealing How to draw shapes in Photoshop using shape tools As like pen tool, shape layer also uses photoshop vector technology. you will get shape layer tool right here in toolbar

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	What is Photoshop smart object Photoshop smart object is never let lose the quality of any vector object or an image, even if we rescale or resample it or change it's position or rotate it however we want in our document	Every designer must know about the benefit of 'smart object' means you bring any photograph or any vector objects in your document and you scale it up it however we want in our document again.	
Day – 2	What is blend modes, Blend modes in photoshop it a tool to blend pixels of two images with each other to get different types of effects.	Blend modes is problem among designers. It helps you to correct the photo and convert lighter images to darker or darker images to lighter.	
Day – 3	How to use Pen tool in Photoshop? complete tutorial, These are numbers of selection tools in photoshop but the Pen tool is the only tool that gives you very clean and sharp selection without any Pen tool uses vector technology	So if you wanna cut any object with clean sharp edges then you must have some knowledge about 'Pen tool'	
Day – 4	How to remove background from image in photo shop, As a designer, we should know some quick and efficient technique to extract some particular object or design element from an image	This is an image of a model with a clean white background, and we want to extract the model and delete background in photoshop	
Day – 5	What is the brush tool in photoshop, In this tutorial, we will learn about basics functions of Brushes for Photoshop CC And we will also talk about brush option to manage behaviour of brush	Now go and grab the brush tool from the tool box and the effect menu in option bar is Brush preset picker	
Day –6	How to use filters or effect in photoshop filters are like layer styles in photoshop They have various styles of combinations and effects which you can apply.	There are number of designers who uses filter and work with them very deeply and come up with many creative combinations and image	
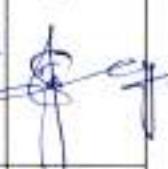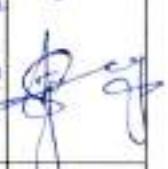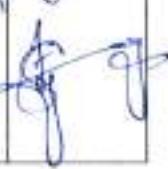
Objective of the Activity Done:

Detailed Report: In this week I learn about what is Photoshop smart object. Photoshop smart object is never let lose the quality of any vector object or an image, even if we rescale or resample it or change its position or rotate it however we want in our document. every designer must know about the benefit of smart object what is blend modes: Blend modes in photoshop is tool to blend pixels of two images with each other to get different types of effects. How to use pen tool in photoshop? complete tutorial. There are numbers of selection tools in photoshop but the pen tool is the only tool that gives you very clean and sharp selection without blur lines or soft edges because blur lines or soft edges because the pen tool uses vector technology, How to remove background from image in photoshop. As a designer, we should know some quick and efficient techniques to extract some particular objects or design element from an image. What is the brush tool in photoshop. In this tutorial, we will learn about basics functions of brushes. How to use filters & effects in photoshop. filters are like layer styles in Photoshop. They have various types of combinations and effects which you can apply

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	earn money from your site, millions of advertisers complete for your ad space.	That means more money, more relevant ads, and more ad space filled	
Day – 2	Ads optimize for mobile: Google can optimize the size of you ad units to automatically fit desktop or mobile	meaning there's more chance they'll be seen and clicked	
Day – 3	Save time: Add one piece of code to your site and google will automatically show ads	Tailored to your site's layout, saving you time making changes to ad code.	
Day – 4	only the highest paying ads go live: Boost your revenue by tapping into the largest	network of online advertisers who bid for your ad space.	
Day – 5	The right ads for your audience: Ads are screened to ensure they're high quality and relevant to your content or audience.	Even when viewed on smartphones and tablets the result? You can make more money online.	
Day –6	You're in control: Block ads you don't like customize where ads appear.	and choose which types fit your site best	

Objective of the Activity Done:

Detailed Report: In the 13th week of my Intern we learn about Adsense earn money from your site, millions of advertisers complete for your ad space. Ads optimized for mobile. Google can optimize the size of you ad units to automatically fit desktop or mobile. Add one piece of code to your site and Google will automatically show ads. only the highest Paying ads go live, boost your revenu by tapping into the largest. The right ads for your audience. ads are screened to ensure they're high quality and relevant to your content or audience. You're in control, Block ads you don't like, customize where ads appear.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	SSk.sai1999@gmail.com.	Sai. 1999	N.Mallu
Day – 2	shivasaivasa@gmail.com.	shiva.1999	N.Mall
Day – 3	Mallaiah123@gmail.com.	Sai.1202 1999	N.Mallu
Day – 4	VSSKNM1999@gmail.con	Mallaiah.123	N.Mallu
Day – 5	Saishiva@gmail.cor.	Saiv.126	N.Mall
Day –6	Vshivasai.13@gmail.com.	VSSKN.123	N.Mall

Objective of the Activity Done:
Detailed Report: In this 14th week I learn about how to creat Gmails.

Day-1:- Ssk sai1999@gmail.com.

Password: sai.1999

Day-2: shivasaivasa@gmail.com.

Password: Shiva.1999

Day-3: mallaiah.n.3@gmail.com.

password: Sai.1302.1999

Day-4: Vssknm1999@gmail.com.

Password: mallaiah.12

Day-5:- Saishiva@gmail.com.

Password: sair.126

Day6:- Vshivasai.12@gmail.com.

Password: VSSKN.123.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Shop name:- Vishal mega mart. Cell no:- 7947413664	Address:- Telavanthi vari Street, Gandhinagar, Bhimavaram, 534201	
Day – 2	shop name:- Ibha shopping mall Cell no:- 7947414308.	Address:- 2-1-21 Juvvalapalem Road, Bhimavaram Bazar, Bhimavaram, 534202.	
Day – 3	Shop name:- Bhavya shopping Complex cell no:- 7947139334	Door no. 7-214, Juvvalapalem Road, Tammiraju nagar, NSR Road, 534204.	
Day – 4	shop name:- Coastal city Center cell no:- 7947146696.	Balusumadi, Bhimavaram, 534201	
Day – 5	Shop name:- muvala Complex cell no:- 7947117955.	Address: Bhimavaram Bazar, Bhimavaram 534202 (Bank colony)	
Day – 6	shop name:- Varia mahalaxmi silks. Cell no:- 7947128666	Address:- Satyasai plaza, Door no 22-01-81, Sri mavullamma Temple Street, Bhimavaram. - 534201.	

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Objective of the Activity Done:
Detailed Report: In 15th week of my Inter we learn about Vadro registration
Day 1:- Shop name:- Vishal mega mart. cellno-7947413664. Address:- Tatavaorthi vaari street, Gandhinagar, Bhimavaram, 53420.
Day 2:- shop name:- Itha shoping mall, cellno-7947414508. Address:- Turvalapalem Road, Bhimavaram Bazar, Bhimavaram, 534202.
Day 3:- shop name:- Bhavya shopping complex, cell no-794789334 Address:- Door no-7, 214, Turvalapalem Road, Tamnikalu nagar, ASP nagar Road, 536204.
Day 4:- shop name:- Castel city complex, Cell no-7947146696. Address:- Balu sumoodi, Bhimavaram, 534202
Day 5:- shop name:- Muvvala complex, cell no-7947117955. Address:- Bhimavaram Bazaar, Bhimavaram, 534202 (Bank colony)
Day 6:- shop name: vasa mahalaxmi silks. cell no:- 7947128666. Address:- satyashi plaza, Door no:- 22-07-27, Sri mavullamma Temple street, Bhimavaram, 534201.

CHAPTER 5: OUTCOMES DESCRIPTION

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

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

The company provides well-maintained / facilities, including a comfortable workspace, necessary equipment, maintenance staff 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 fostering

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

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

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

In summary, DIT solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management, and ensures a harmonious, and motivating atmosphere for interns to thrive in their digital marketing & web designing responsibilities.

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

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

Search engine optimization (SEO): Learn about optimizing websites for search engines, keyword 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 strategic 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 compaigns, 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 DM 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 manage-rial skills in Planning, leadership, teamwork, behaviour, workmanship, time management, goal setting, decision making, and Performance analysis. These skills will shape my future career in digital marketing & web designing.

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 DU solutions, a digital marketing company, I am determined to continuosly improve my communication skills. In terms of oral communication. I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication. I focus on refining my writing skills to convey information accurately and persuasively. I pay attention to grammar, puntuation, 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.

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

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

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to protocols. I focus on expressing gratitude, summarizing key takeaways, and leaving a positive impression.

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

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

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

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

In terms of team participation, I engage wholeheartedly in team activities, offering support and cooperation to fellow members. I proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work. I embrace a proactive attitude, taking initiative and demonstrating a willingness to go the extra mile.

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

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and coordinating tasks, setting clear objectives and guiding the team towards 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 DH Solutions 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 valuble 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 DH solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

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

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing. With the widespread use of smartphones and tablets, mobile optimization and 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 web designing. From the rise of influencer marketing, to the adoption of stories and live video features, I have witnessed the power of these platforms for 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 web designing.

Student Self Evaluation of the Short-Term Internship

Student Name: V. S. Sk.w. Mallaiah   Registration No: 20312620304

Term of Internship: From: 10-04-2023   To: 16-07-2023

Date of Evaluation: 16|7|23

Organization Name & Address: D.V 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

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: V. S. Sk π mallaiah   Registration No: 20312620209

Term of Internship: From: 10-04-2023 To: 16-07-2022

Date of Evaluation:

Organization Name & Address: DH-Solutions, Penugonda.

Name & Address of the Supervisor. K. Sai Ram Sir.
with Mobile Number

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date: 16/7/23

Signature of the Supervisor

Internal & External Evaluation for Semester Internship

Objectives:

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

Assessment Model:

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:

    o   Activity Log   10 marks

    o   Internship Evaluation   30 marks

    o   Oral Presentation   10 marks

- The weightings for External Evaluation shall be:

    o   Internship Evaluation   100 marks

    o   Viva-Voce   50 marks

- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.

- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.

- While evaluating the student's Activity Log, the following shall be considered -

  a. The individual student's effort and commitment.

  b. The originality and quality of the work produced by the individual student.

  c. The student's integration and co-operation with the work assigned.

  d. The completeness of the Activity Log.

- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description

  a. Description of the Work Environment.

  b. Real Time Technical Skills acquired.

  c. Managerial Skills acquired.

  d. Improvement of Communication Skills.

  e. Team Dynamics

  f. Technological Developments recorded.

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: V. S. S. K. N. Mallaiah.

Programme of Study: III BA.

Year of Study: 2022-23

Group: B.A (HEPA)

Register No/H.T. No: 20312620309

Name of the College: R.P.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	08
	GRAND TOTAL	50	45

Date: 16/7/23

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: V-S·S·K·P Mallaiah.
Programme of Study:
Year of Study: 2022-23   III, B.A
Group: B·A (HEPA)
Register No/H.T. No: 203126203019
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	78
2.	For the grading giving by the Supervisor of the Intern Organization	20	19
3.	Viva-Voce	50	48
	TOTAL	150	145+45
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	190

Signature of the Faculty Guide

Signature of the Internal Expert   P. Aq Dpay

Signature of the External Expert   N. Lalshi Surya

Signature of the Principal with Seal

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