# SUMMER INTERNSHIP REPORT

*Submitted by*

**Kavish S    2022115001**

*in partial fulfillment for the award of the degree*

*of*

## BACHELOR OF TECHNOLOGY
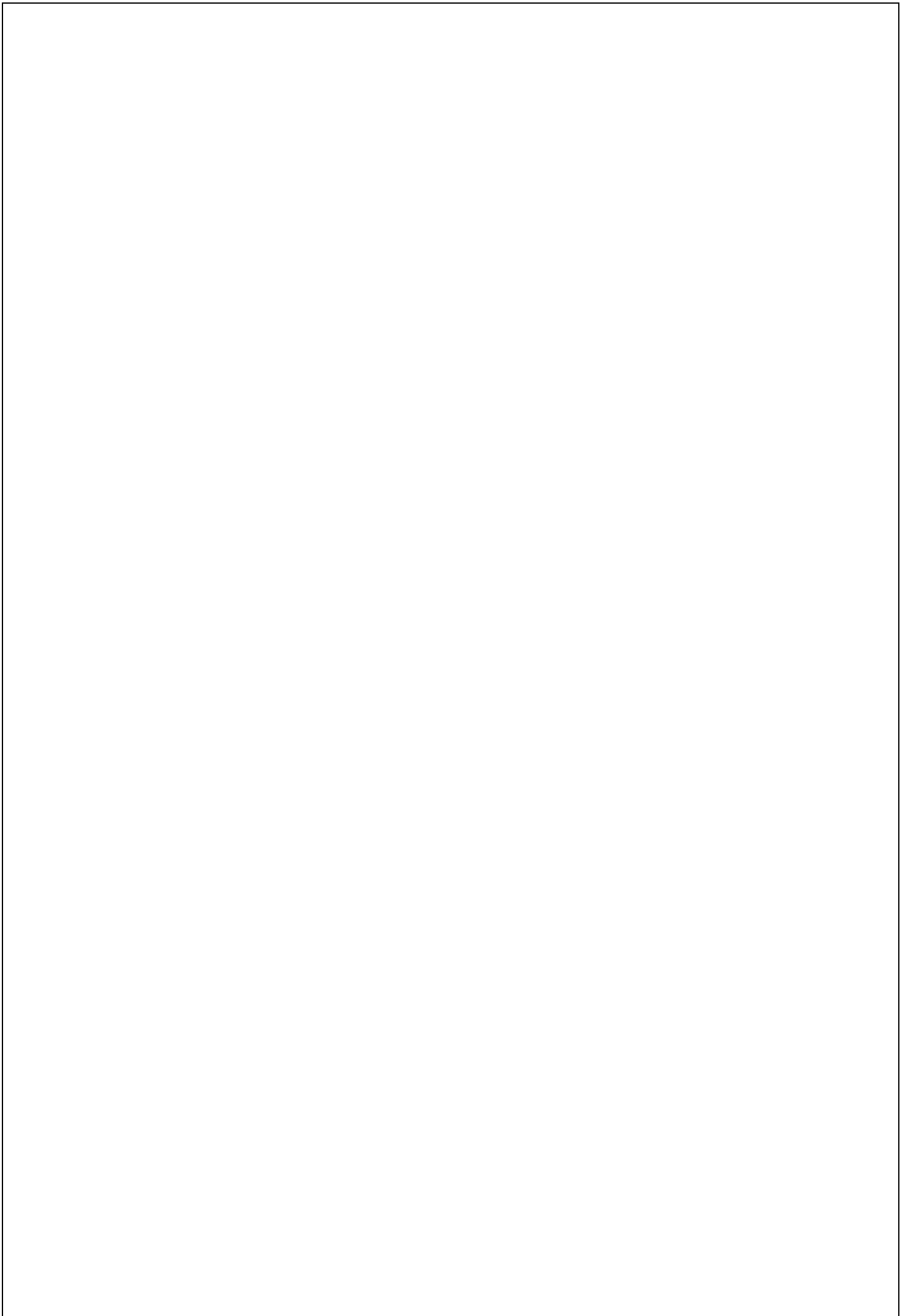
*in*

INFORMATION TECHNOLOGY



# ANNA UNIVERSITY CEG CAMPUS
# CHENNAI 25

**AUG 2024**

# ANNA UNIVERSITY: CHENNAI 600025

## BONAFIDE CERTIFICATE

Certified that this project work "           " is the bonafide work of

**Kavish S      2022115001**

who carried out the project under my supervision.

Dr. S Swamynathan                                Mr. Arun Prakash

**PROFESSOR & HEAD,**                           **Director,**

Department of IST,                                 SFA Print Pvt Ltd

CEG Campus,                                    Sivakasi,

Anna University,                                 Tamil Nadu - 626123

Chennai - 600025

# ABSTRACT

This report outlines my internship experience at SFA Print Private Limited, a leading paper manufacturing and production company specializing in products such as notebooks, diaries, journals, and other stationery. The main goal of my internship was to develop a website that would effectively showcase the company's products, services, and clientele, enhancing its online presence and making it easier for customers to explore its offerings.

During the internship, I was responsible for the end-to-end development of the website, starting from the gathering of requirements to the design, implementation, and testing phases. The website was designed to feature an intuitive and user-friendly interface, allowing potential customers to browse through SFA Print's extensive product catalog, which included various types of custom notebooks, journals, and corporate stationery. In addition to the product display, the website also highlighted the company's manufacturing services printing capabilities, and its extensive client portfolio.

One of the key aspects of the project was creating a responsive and visually appealing design that aligned with SFA Print's branding. I worked on designing the layout, ensuring that the website was accessible across different devices and platforms. The website also included essential functionalities such as contact forms for inquiries, a client testimonial section and a services page detailing the company's expertise in printing and customization.

Throughout the development process, I utilized various web technologies including HTML, CSS, JavaScript and Bootstrap for front-end design, and PHP for server-side scripting. I also integrated basic strategies to enhance the website's visibility on search engines.

This report provides an in-depth account of the work done, the technologies used, and the overall learning experience gained during my internship. The completed website significantly improved the company's digital presence, making it easier for clients and customers to discover and interact with SFA Print's products and services.

# ACKNOWLEDGEMENT

I would like to express my sincere gratitude to SFA Print Private Limited for giving me the opportunity to intern at their esteemed organization. This internship has been an invaluable experience, providing practical insights into web development and the paper manufacturing industry. The guidance and support from the team at SFA Print were essential in helping me successfully complete the project.

I am especially thankful **to Mr. Arun Prakash, Director** of SFA Print Private Limited, for his leadership, guidance, and continuous encouragement throughout my internship. His expertise and feedback were pivotal in enhancing my understanding of the project and web technologies.

I would also like to extend my sincere thanks to the IT Department of CEG for approving this internship and enabling me to apply my academic knowledge in a real-world setting.

My gratitude extends to the entire technical and design teams at SFA Print for their cooperation and collaboration, particularly in assisting me with the integration of technologies such as HTML, CSS, JavaScript, PHP, Bootstrap and Chatbot into the project.

Lastly, I am deeply thankful to my family and friends for their constant support and encouragement throughout this journey.

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# PROJECT OVERVIEW

During my internship at SFA Print Private Limited, I had the opportunity to contribute to the development of a new feature for one of their key clients, Matrika, a well-known brand specializing in premium stationery products. The project involved adding a new tab labeled "2025' DIARIES" to the Matrika website's homepage. This tab showcases a range of latest themed diaries, each offering unique designs and features tailored for the upcoming year.

My primary responsibility was to work on the design and development of this new section, ensuring that it aligned with the existing website's aesthetic and user experience while effectively promoting the 2025 diary collection. The new tab provides users with a seamless browsing experience, allowing them to view different diary options, read product descriptions, and explore various themes. The diaries were categorized to make navigation more intuitive for users, with the goal of driving customer engagement and interest.

Additionally, I contributed to the About Us page of the Matrikas website, which details the company's background, vision, and mission. This page features a selection of images that represent the company's culture and products, providing visitors with a comprehensive overview of Matrikas values and objectives.

I was also part of a team that worked on the development of a chatbot feature for the Matrika website. The chatbot was designed to provide instant customer support, assist users with inquiries about diary customization options, and handle frequently asked questions related to products and services. I collaborated closely with other developers in the team, focusing on integrating the chatbot functionality with the website and ensuring it provided a user-friendly interaction for visitors.

Overall, this project allowed me to gain valuable experience in both front-end web development and team collaboration, enhancing my technical skills while contributing to a live client-facing platform.

# INDUSTRY OVERVIEW

**SFA Print Private Limited**
**Brand: Matrikas**
**Headquarters:** Sivakasi, TN
**Founded:** 2011
**Industry:** Paper manufacturing and production
**Website:** sfaprint.co.in

## Overview:

SFA Print (P) Ltd., Sivakasi, India, was established in 2011 by its parent company "SRINIVAS FINE ARTS" of SRINIVAS GROUP in a spacious 9 acres of land with over 37,000 sq mtrs of built-up area. SRINIVAS GROUP has been providing the best quality printing services in Sivakasi and has more than 47 years of experience in the printing field. It was founded in 1964 by R. Vivekanandan along with his brothers as a print trading company dealing with print production of labels for textile mills, fireworks, and the match industry. Over the years, the group transformed itself into a production unit and began specializing in graph and map printing. During the early nineties, the Group concentrated on book binding technology and became a world-class bindery.

## Vision:

SFA Print (P) Ltd. will continue to grow and maintain its leadership in the printing business by expanding the customer base worldwide.

## Mission:

The management and employees of SFA Print (P) Ltd. will always be dedicated to providing products and services that consistently meet or exceed the requirements of our esteemed customers.

**History:**

Founded by R. Vivekanandan along with his brothers as a print trading company dealing with print production of labels for textile mills, fireworks, and the match industry.

☐ **1992: Glory Colours**

Provides quality consumable support for the paint industries, marketing printing inks, adhesives, and pigments. Represents brands such as CLARIANT, FLINT GROUP, TOYO INKS, ASTRA, BOSTIK, and D.S.C. Chemicals.

☐ **2004: SFA Living Gems**

Introduces an eco-friendly system that showcases the authentic colors of exotic freshwater ornamental fishes and Indian primitive fishes in a high-density and eco-friendly manner.

☐ **2011: Glory Fine Paper**

Becomes one of the best dealers in Sivakasi, providing quality paper for notebook printing, school book binding, and serving the printing community. Represents leading Indian and international mills.

**2011: SFA Print Pvt. Ltd.**

Established in 2011 by its 47-year-old parent company, "SRINIVAS FINE ARTS," in a spacious 9 acres of land with over 37,000 sq mtrs of built-up area.

**Specialties:**

- Customized Books
- Bulk Printing
- Newspaper Printing
- Quality Control Systems
- Online Order Management

# TECH STACK

**Front-End Technologies:**

1. HTML: Markup language used for structuring web pages.

2. CSS: Stylesheet language for designing and layout of the website.

3. JavaScript: Programming language for adding interactivity and dynamic content.

4. Bootstrap: Front-end framework for building responsive and mobile-first websites.

5. jQuery: JavaScript library for simplifying DOM manipulation and AJAX calls.

**Back-End Technologies:**

1. PHP: Server-side scripting language for handling backend logic and data processing.

2. MySQL: Relational database management system for storing user and product information.

3. Node.js: JavaScript runtime for building scalable server-side applications and handling real-time data.

**Chatbot Development:**

1. Collect.chat allows users to easily develop chatbots through a user-friendly interface that requires no coding skills. With its drag-and-drop functionality, creators can design conversational flows, customize responses, and integrate various features to enhance user interaction. This platform streamlines the chatbot development process, enabling businesses to engage customers efficiently and improve their service offerings.

# PROJECT SPECIFICATIONS
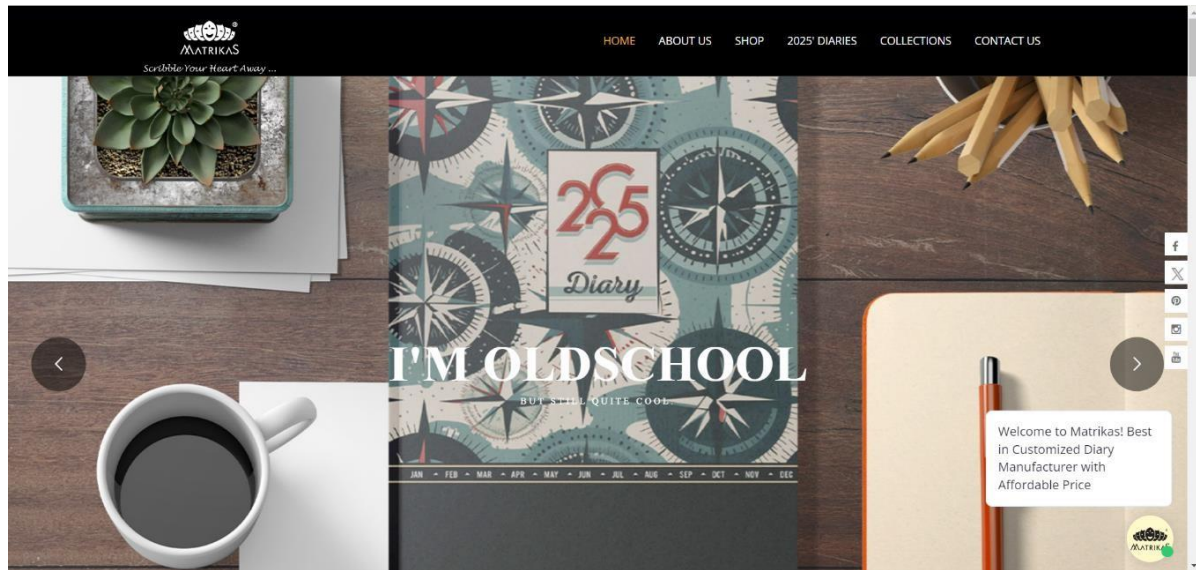


Img. 1: Website Homepage

## Introduction

During my internship at SFA Prints Private Limited, Sivakasi, I was involved in the web development team, aimed at enhancing the company's online presence and showcasing its range of products. My key responsibilities included developing a new tab for Matrika's website titled "2025' DIARIES," which featured the latest themed diaries and various customization options. I also contributed to the About Us page, which highlighted the company's details, mission, vision, and included images of the facility. Additionally, I collaborated with a team of developers to integrate a chatbot, designed to assist users in navigating the website and answering frequently asked questions.

## Training and Initial Responsibilities

The internship began with training in web development technologies like HTML, CSS, JavaScript, and PHP, along with version control using Git. I also learned MySQL for managing product and user data. This equipped me to work on both the front and back end of the website. Additionally, I was introduced to the Collect.chat Framework, which I used to help develop a chatbot for the website, assisting users with product inquiries and navigation. needs.

**Home Screen**

This is the home screen of Matrikas, showcasing one of the company's products in a modern and stylish layout. The menu at the top provides easy navigation to sections like the shop, 2025' Diaries, collections, and more. A chatbot is available at the bottom right corner, offering assistance and improving the website's user experience.



Img. 2: Vehicle entry screen

**2025' Diaries tab**

I contributed to the development of the 2025' Diaries tab. It features various themed dropdown options such as Impresso, Metallic, Antique, etc. Clicking on any particular theme displays the specifications of the diaries, including width, size, quality of materials, and more, along with a gallery showcasing products from that category. I also helped integrate a smooth user interface, ensuring seamless navigation between themes and enhancing the overall user experience within the diary selection process.

Img. 3: 2025's Diaries tab
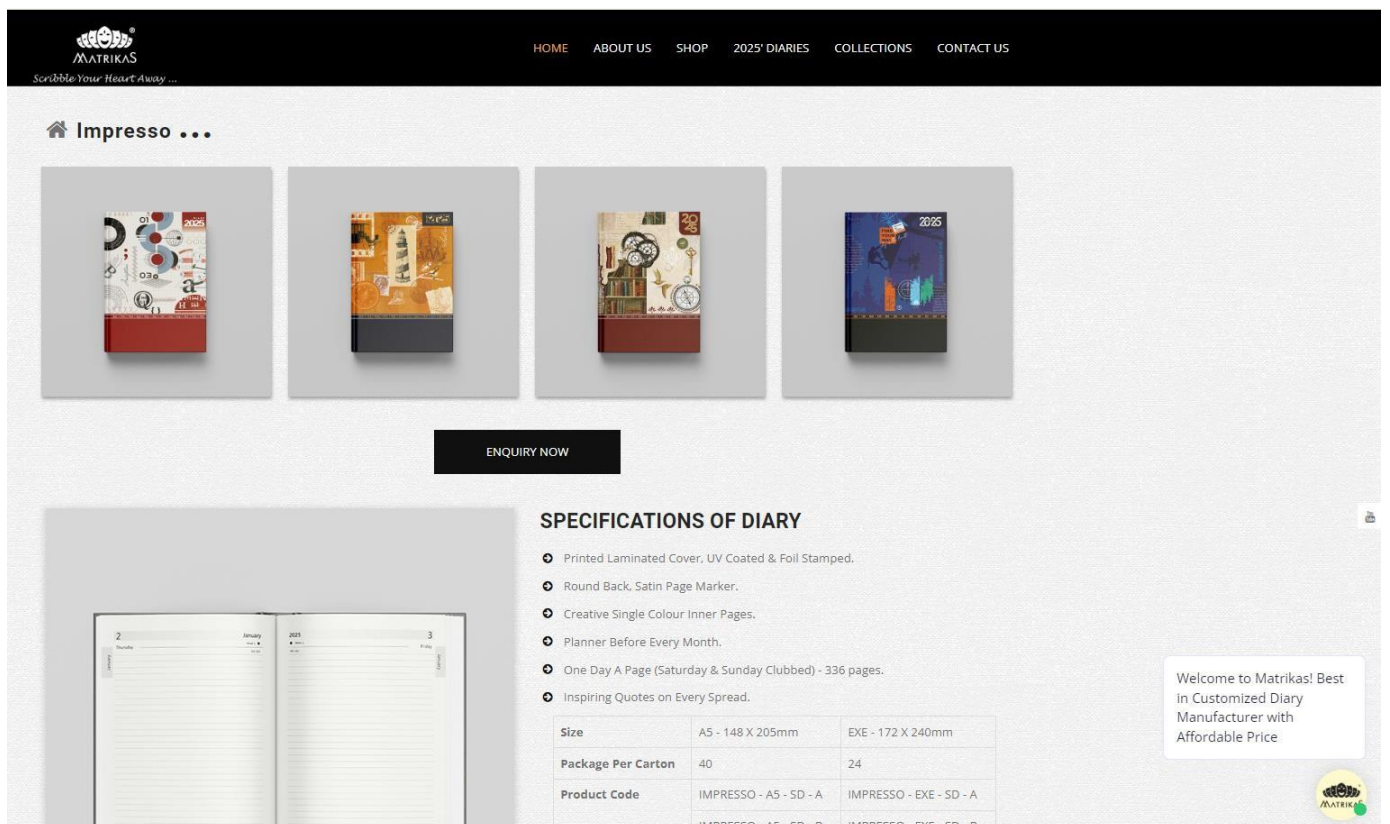


Img.4:  Theme page

Referance page code :

```html
<!DOCTYPE html>
<html lang="en">
<head>
 <meta charset="UTF-8">
 <meta name="viewport" content="width=device-width, initial-scale=1.0">
 <title>2025 Diaries</title>
 <link rel="stylesheet" href="styles.css">
</head>
<body>
 <nav>
  <ul class="navbar">
   <li><a href="#">Home</a></li>
   <li><a href="#">About Us</a></li>
   <li><a href="#">Shop</a></li>
   <li class="dropdown">
    <a href="#" class="dropbtn">2025' Diaries</a>
    <ul class="dropdown-content">
     <li><a href="#">IMPRESSO</a></li>
     <li><a href="#">METALLIC</a></li>
     <li><a href="#">NATURE D' ART</a></li>
     <li><a href="#">ENGINEER'S</a></li>
     <li><a href="#">MARVEL</a></li>
     <li><a href="#">BUSINESS</a></li>
     <li><a href="#">ANTIQUE</a></li>
     <li><a href="#">SYMPHONY</a></li>
     <li><a href="#">SIGNATURE</a></li>
     <li><a href="#">MONTH PLANNER</a></li>
    </ul>
   </li>
   <li><a href="#">Collections</a></li>
   <li><a href="#">Contact Us</a></li>
  </ul>
 </nav>

 <div class="content">
  <img src="diary2025.jpg" alt="2025 Diary Cover" class="diary-image">
 </div>

 <script src="script.js"></script>
</body>
</html>
```

**Contact Us page**

In the Contact Us page, I played a key role in designing and implementing a user-friendly form that effectively collects subscriber details. This comprehensive form includes essential fields such as the user's name, email address, phone number, and country, ensuring that we gather all necessary information to facilitate communication. Additionally, a message box allows users to express their inquiries or feedback in detail. To enhance security and prevent spam submissions, the form incorporates a Google reCAPTCHA checkbox, providing an extra layer of verification.

Furthermore, I assisted in integrating the address and contact information for Matrikas, ensuring users have easy access to our primary contact details. This includes a comprehensive listing of all registered offices across India, allowing users to quickly find the nearest location for inquiries or support. By streamlining these elements, we aim to create a seamless experience for our users, making it easier for them to reach out and connect with us for assistance or information.



Img. 5

FACTORY & REGISTERED OFFICE

118/ 2, Velayutham Road,
Sivakasi - 626 123,
India.
Phone : +91 4562 221588

MIDDLE EAST COUNTRIES

Mr. K. Rajendran
Regional Manager (Corporate)
Mob : +91 96555 68507
+91 9894068507

CHENNAI & PUDUCHERY

Mr. K. Rajendran
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Business Development
Mob : +91 98943 86733

TAMIL NADU & KERALA

Mr. K. Rajendran

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Phone : +91 422 4391507

MAHARASTRA & GUJARAT

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Mr. Ketan, N. Mantri
Business Head (Retail)
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BRANCH ADDRESS
Bhuwaneshwar Bhuvan, 3rd Floor,
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Mumbai - 400 012.

KARNATAKA & GOA

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Business Head (Corporate)
Mob : +91 98454 63071

TELANGANA & ANDHRA PRADESH

Mr. Amul Udtal
Regional Head
Mob : +91 76740 27700

Mr. Hari Yadav
Asst. Manager (Corporate & Retail)
Mob : +91 99120 65009

BRANCH ADDRESS
F-706, 7th Floor,
Saket Sriyam Kailash Tower,
Ecil Post, Kapra.
Hyderabad - 500 062.

DELHI & NCR, HARAYANA, UTTAR PRADESH,
RAJASTHAN

Mr. R.P.Singh
Business Head
Mob : +91 88024 53709

PUNJAB, CHANDIGARH, HIMACHAL PRADESH
JAMMU & UTTARAKHAND

Mr. R.P.Singh
Business Head

Welcome to Matrikas! Best
in Customized Diary
Manufacturer with
Affordable Price

Img. 6

Img. 5,6: Contact Us page

Sample code :

```
<!DOCTYPE html>
<html lang="en">
<head>
 <meta charset="UTF-8">
 <meta name="viewport" content="width=device-width, initial-scale=1.0">
 <title>Contact Us - Matrikas</title>
 <link rel="stylesheet" href="styles.css">
</head>
<body>

 <!-- Navigation Bar -->
 <nav>
  <ul class="navbar">
   <li><a href="#">Home</a></li>
   <li><a href="#">About Us</a></li>
   <li><a href="#">Shop</a></li>
   <li><a href="#">2025' Diaries</a></li>
   <li><a href="#">Collections</a></li>
   <li><a href="#">Contact Us</a></li>
  </ul>
 </nav>

 <!-- Contact Form Section -->
 <section class="contact-section">
  <div class="form-container">
```

16

```html
    <h2>Contact Form</h2>
    <form action="#" method="post">
     <input type="text" name="name" placeholder="Your Name*" required>
     <input type="email" name="email" placeholder="Your Email*" required>
     <input type="tel" name="phone" placeholder="Your Phone Number*" required>
     <input type="text" name="country" placeholder="Your Country*" required>
     <textarea name="message" placeholder="Your Message Here" required></textarea>
     <div class="captcha">
      <!-- Replace with actual captcha later -->
      <label for="captcha">I'm not a robot</label>
     </div>
     <button type="submit">Send Message</button>
    </form>
   </div>


   <!-- Contact Info Section -->
   <div class="contact-info">
    <h3>Factory & Registered Office</h3>
    <p><strong>SFA Print Pvt Ltd</strong></p>
    <p>118/2, Velayutham Road, Sivakasi - 626 123, India.</p>
    <p>Phone: +91 4562 221588</p>
   </div>
  </section>

  <footer>
   <div class="address-container">
    <div class="address-block">
     <h4>Factory & Registered Office</h4>
     <p>118/2, Velayutham Road, Sivakasi - 626 123, India</p>
    </div>
    <div class="address-block">
     <h4>Branch Address</h4>
     <p>No. 2002, A-B, Southern Side, Coimbatore - 641 025, India</p>
    </div>
    <div class="address-block">
     <h4>Telangana & Andhra Pradesh</h4>
     <p>Mr. Amul Udtal - Regional Head</p>
    </div>
   </div>
  </footer>

</body>
</html>
```

**ChatBot functionality**

In addition to my work on the Contact Us page, I contributed to developing a chatbot for the website using Collect.chat, aimed at efficiently addressing user queries and enhancing the overall user experience. Using Collect.chat, I designed an engaging conversational interface that effectively guides users through their inquiries.

I explored various cognitive services to enhance the chatbot's capabilities, allowing it to better comprehend user intent and provide accurate responses. By implementing customizable conversational flows and user-friendly templates, I created a more interactive experience.

Overall, my work on the Collect.chat chatbot improved user satisfaction by delivering quick solutions to common inquiries and contributed to a more dynamic online environment.
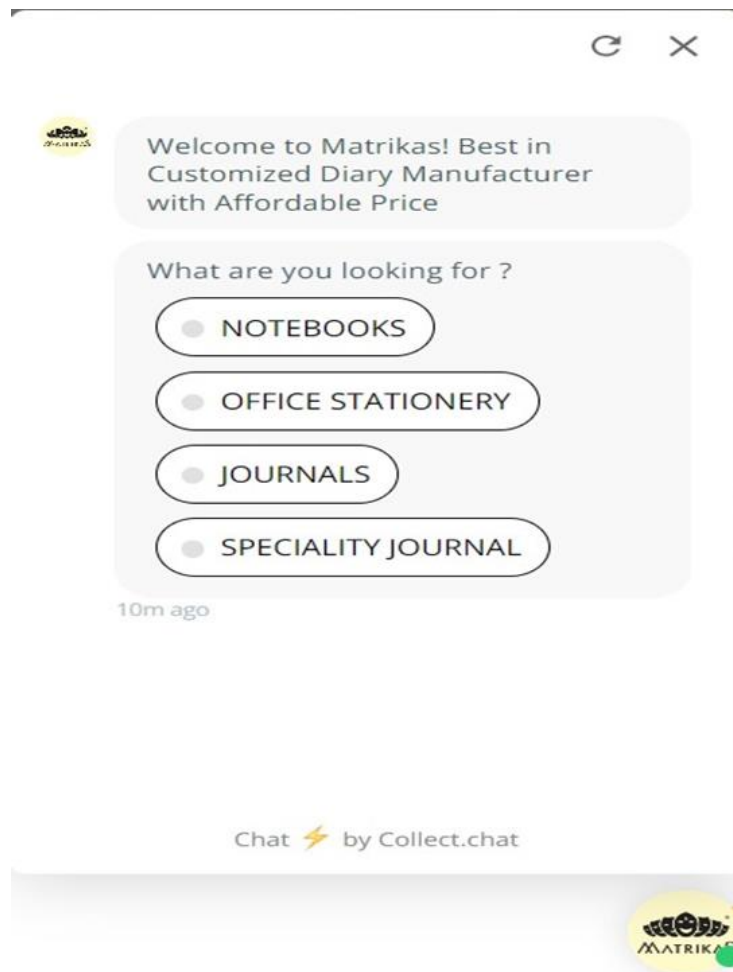
☐ **Customer Assistance**:

- A chatbot can guide users by answering common questions, such as book availability, pricing, shipping options, and delivery times.

- It can help with personalized book recommendations based on customer preferences or past purchases.

**How It Works**:

The chatbot can be programmed with a database that contains real-time information about the stock levels, prices, and delivery options for each book. When a customer asks, "Is this book available?" or "What is the shipping cost to my location?", the bot can instantly retrieve and display relevant information.

**Personalized Book Recommendations**:

- **How It Works**:

- The chatbot analyzes data from the customer's previous interactions, such as their browsing history, past purchases, and search queries. Based on this, it can suggest books that align with their interests. For example, if a user has previously purchased mystery novels, the bot might recommend popular mystery books or new releases in the same genre.

☐ **Search Optimization**:

- The bot can assist in finding specific books based on keywords, authors, genres, or categories, improving search results for users who are unsure of exact titles.

- **How It Works**:

- Chatbots are equipped with natural language processing (NLP), allowing them to understand various user queries. A customer might ask, "I'm looking for books by J.K. Rowling" or "Show me popular science fiction books." The chatbot will filter the database using these keywords or categories and return the most relevant results.

**Search Suggestions and Autocomplete**:

- **How It Works**:

- As users type in queries, the chatbot can offer real-time suggestions based on popular searches or related terms. For instance, if a user types "Harry," the bot might auto-suggest "Harry Potter and the Sorcerer's Stone" or other related books.
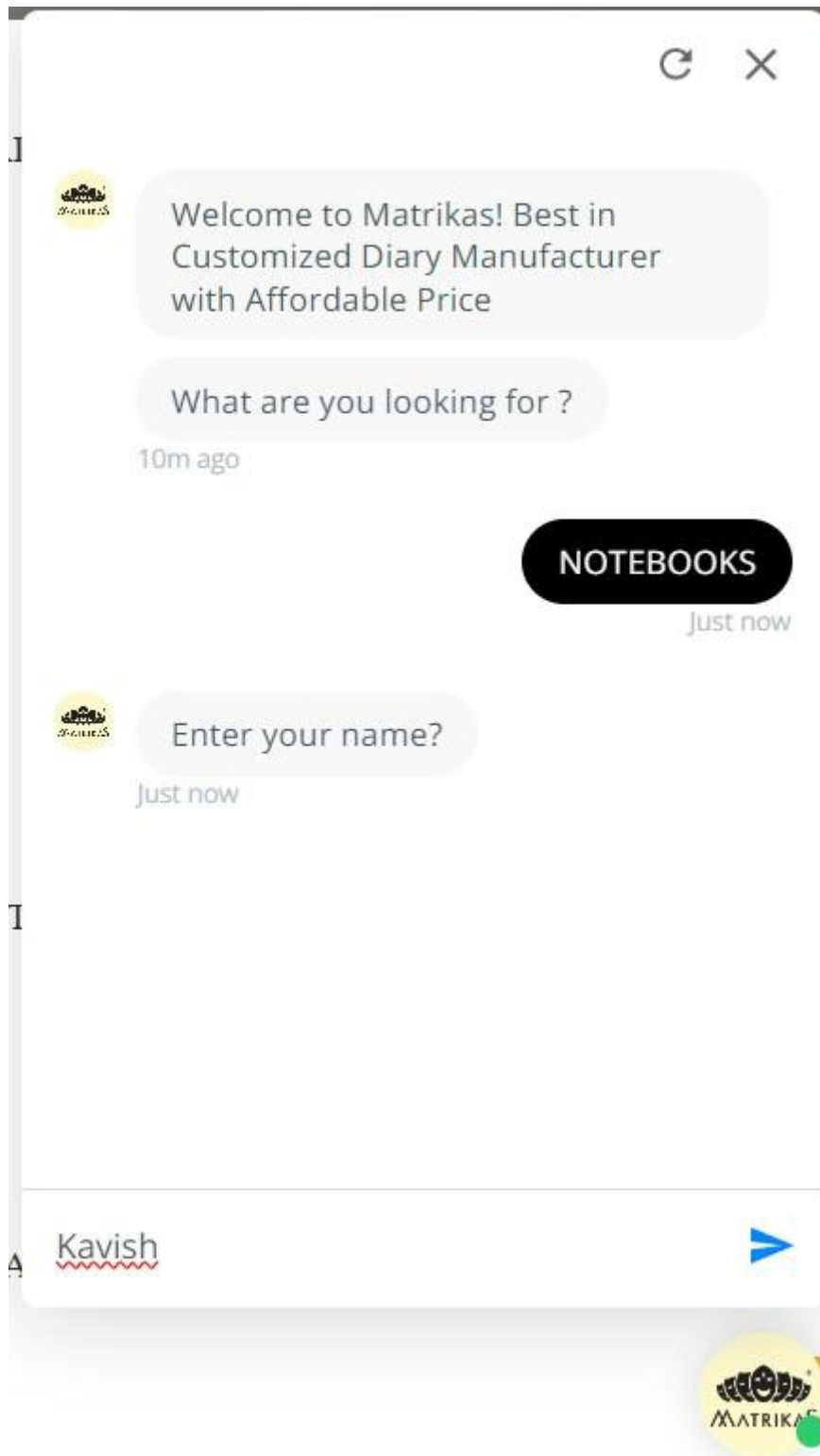
Img. 7: Chatbot

# CONCLUSION

My internship at SFA Prints has been a transformative experience that greatly enhanced my skills in web development and user interaction. During this time, I contributed to several key projects, including the development of a user-friendly Contact Us page and an interactive chatbot using Collect.chat. The Contact Us page plays a crucial role in facilitating communication between the company and its users, featuring an intuitive form that allows users to easily submit their inquiries. This project emphasized the importance of user experience design and taught me how to create interfaces that effectively meet user needs while ensuring a seamless interaction.

In addition to the Contact Us page and the chatbot, I was involved in the development of the 2025 Diaries tab. This feature includes a dropdown menu with various themes such as Impresso, Metallic, and Antique. When users click on a particular theme, they can view detailed specifications of that diary, including dimensions, quality materials, and other relevant features. Additionally, the tab showcases a gallery of products belonging to each category, allowing users to explore their options visually. This project not only strengthened my skills in web development but also deepened my understanding of how to present information in an engaging and accessible manner.

Collaborating with a talented team at SFA Prints provided me with valuable insights into industry best practices and reinforced the importance of teamwork in achieving project goals. Overall, this internship has equipped me with practical knowledge and a deeper passion for creating user-centric solutions. I am eager to apply the skills and experiences gained at SFA Prints to future endeavors in the tech industry, confident that the insights I gained will serve as a strong foundation for my professional growth.

# FUTURE ADVANCEMENTS

## 1. ML algorithms to identify users' preferences

Enhanced user personalization can be achieved by implementing machine learning algorithms to analyze user behavior and preferences, allowing the website to offer personalized product recommendations, content, and promotional offers based on individual user profiles.

## 2. Improved Chatbot functionality

Improved chatbot functionality can be realized by upgrading the existing chatbot to include advanced natural language processing capabilities, enabling it to handle more complex queries and provide contextually relevant responses. Integrating voice recognition could also enhance user interaction.

## 3. Developing the UI further

User-generated content features, such as allowing users to submit reviews, ratings, and photos of products, would foster community engagement and help build trust among potential customers by showcasing authentic user experiences.

## 4. Augmented Reality Integration

Exploring augmented reality (AR) integration could enable users to visualize products in their own space before purchasing. For example, users could see how a diary looks on their desk or in their hands.

# REFERENCES

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[iii] https://www.w3schools.com/bootstrap/

[iv] https://www.netguru.com/glossary/node-js

[v]  https://developers.google.com/recaptcha/intro

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* END OF REPORT \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***