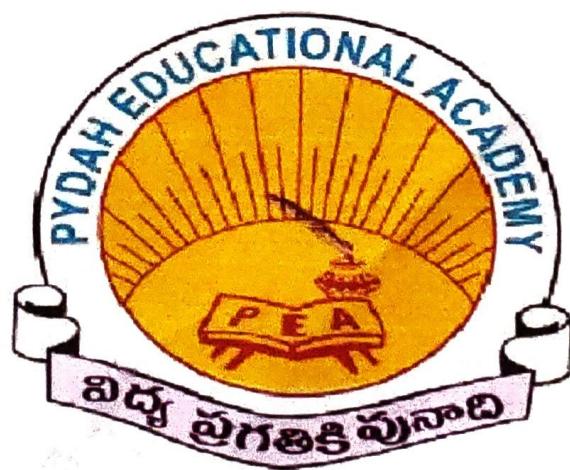


PYDAH DEGREE COLLEGE



PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: HEMANT SAI KUMAR JHA

Name of the College: PYDAH DEGREE COLLEGE

Registration Number: 120131703008

Period of Internship: Long From: 29-05-2023 To: 04-08-2023

Name & Address of the Intern Organization

Smart Bridge - Digital Marketing

Andhra UNIVERSITY
YEAR
III

An Internship Report on

DIGITAL MARKETING

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of
B.Com (Gen)

Under the Faculty Guideship of
D. ASHA

(Name of the Faculty Guide)

Department of
Commerce

(Name of the College)

Submitted by:

HEMANT SAI KUMAR JHA

(Name of the Student)

Reg.No: 120131703008

Department of Commerce
PYDAH COLLEGE

(Name of the College)

Student's Declaration

I, HEMANTRI KUMAR JHA a student of B.Com
Program, Reg. No. 120131703008 of the Department of Commerce
College do hereby declare that I have completed the mandatory internship
from 29 May 2023 to 04 Aug 2023 in Smart Bridge (Name of the
intern organization) under the Faculty Guideship of
D. Asha (Name of the Faculty Guide), Department of
Commerce, PYDAH College
(Name of the College)

Hemantri Kumar Jha
(Signature and Date)

Official Certification

This is to certify that HEMANT SAI KUMAR JHA (Name of the student) Reg. No. 120131703008 has completed his/her Internship in Smart Bridge (Name of the Intern Organization) on DIGITAL Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.Com (General) in the Department of Sydenh College (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

Head of the Department

Principal

Certificate from Intern Organization

This is to certify that HEMANT SAT KUMAR JHA (Name of the intern) Reg. No 120131703008 of ayudh college (Name of the College) underwent internship in Smart Bridge (Name of the Intern Organization) from 29 May 2023 to 04-Aug-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

Acknowledgements

I would like to express my sincere appreciation and gratitude to all the individuals and resources that have contributed to my knowledge and growth in the field of digital marketing.

First and foremost, I would like to thank my mentor, D. Asha for providing me with valuable insight, guidance, and continuous support throughout my internship.

I would also like to extend my gratitude to the entire digital marketing team at (SEO Tonic web) solution pvt. Ltd.). Their collective expertise and collaborative spirit have provided me with a dynamic learning environment.

In conclusion, I am deeply grateful to everyone who has played a part in my journey in digital marketing.

Sincerely,

Hemant sai Kumar Jha

Contents

Contents in this intern report

1. Introduction :-

- Briefly introduce digital marketing intern and company.
- digital Marketing reporting period covered in the report.

2. Summary of Activities :-

- Summary of the key activities involved in during the reporting period.
- Include details about specific tasks and projects worked on digital Marketing , such as social Media Management , Content creation , email Marketing , PPC Campaigns etc.

3. Skill Development :

- Highlight the skills developed or enhanced during the reporting period.
- Discuss the skills were applied in internship tasks and projects.

4. Achievements:-

- share any notable achievements or mile stones reached during the reporting period.
- Include Metrics or data achievements , such as increased website traffic , higher social media engagement , improved conversion rates , etc.

5. challenge :-

- Discussed challenges or obstacles encountered during the reporting period.

6. Collaboration and Communication :-

- Describing interaction and collaboration with team members, supervisors, or other departments.

7. Knowledge Enhancement :-

- Describe any additional knowledge or insights gained during the reporting period.
- Mention training sessions, workshops, webinars or industry related information.

8. Future Goals and Recommendation:-

- outline goals for the upcoming reporting period or internship duration.
- Suggest any areas where you would like to further develop your skills or gain more experience.

9. Conclusion:-

- Summarizes the key points covered in the report.

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.

Digital Marketing refers to the practice of promoting products, services, or brands using digital channels and technologies. It encompasses a wide range of online marketing tactics aimed at reaching and engaging with target audiences through various digital platforms, such as search engines, websites, social media, email, mobile apps, and more. The goal of digital marketing is to attract and convert leads, build brand awareness, and drive business growth. Some key components and strategies within digital marketing include:

Search Engine Optimization [SEO]:- SEO focuses on improving a website's visibility and organic search engine results pages & other digital platforms. Advertisers pay a fee each time their ad is clicked, hence the name "pay-per-click".

Pay-per-click Advertising (ppc):- PPC advertising allows business to display ads on search engine results pages & other digital platforms. Advertisers pay a fee each time their ad is clicked, hence the name "pay-per-click".

Content Marketing:- Content Marketing revolves around creating and sharing valuable, relevant and informative content to attract and engage a target audience. It can take the form of blog posts, infographics, e-books and more.

Social Media Marketing:- Social Media Marketing leverages social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to connect with target audiences. It involves creating and sharing content, running targeted ads, engaging with followers, and building brand loyalty.

E-mail Marketing:- E-mail Marketing involves sending targeted messages and promotions to a subscriber list. It is an effective way to nurture leads, build customer relationships and drive conversions.

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.

Introduction :-

"Sectonic web solution private limited" is a leading search engine optimization and web development company in India with offices in India and Canada. Our main clients are from US, UK, Spain, Canada, Mexico, Australia, New Zealand, and Bermuda.

Sectonic web solutions offers a wide range of products and services, including :-

Internet Marketing & promotion

Internet Marketing Services

SEO Consultation Services

Branding & Advertising Agencies

Advertising Service.

Social Media Consulting Services.

SEO Tonic believes in building long-term relationship with the clients and the capable partners. we work with an ultimate goal of client satisfaction based on quality, consistency and reliability.

SEO tonic web solutions operating revenues range in INR 1 Cr - 100 Cr for the financial year ending on 31 March, 2022. It's EBITDA has increased by 4.97% over the previous year. At the same time, its book networth has increased by 23.30%.

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.

In this Company Search Engine Optimization (SEO) strategies and tactics are increase organic search visibility on Google and assist in leads for client companies.

work culture is rated 5.0 at SEO Tonic web solution by 1 employee. while Job security is rated 5.0 and work-life balance is rated 5.0

SEO Tonic is an award-winning best SEO service provider company that provides high-level digital marketing and search engine optimization services for online with various skills.

Mobile optimization:-

optimization for mobile devices is a must-have for search engine rankings, in this organization team will make sure you stay on top of mobile.

Key word Ranking :- This organization Managing Social Media, identify effective strategies and helps in identifying companies brand voice.

Web Design :- This organization team can provide a new or revamped website included with built in SEO, improved performance, usability and accessibility.

SEO Consulting :- This organization will keep business updated on the newest, most effective SEO services and strategies to dominate market.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Digital Marketing	Had an overview of what is Digital Marketing? what why is D.M important?	P. Jile
Day - 2	Key Terms and Concepts in Digital Marketing	SEO, PPC Advertising, Social Media Marketing, Email Marketing, CPA, CTA, KPIs, ROAS, etc.	P. Jile
Day - 3	Intro to SEO Search Engine optimization	Understood what is SEO? on-page & off-page optimization technique	P. Jile
Day - 4	Technical SEO	What is Technical SEO? Practical on SEO Audit & Reporting Tool using SEO planner and ubersuggest	P. Jile
Day - 5	Keyword Research & Analysis	writing Meta titles & Meta Descriptions writing website copy.	P. Jile
Day - 6			

WEEKLY REPORT

WEEK - 1 (From Dt. 29.11.23. to Dt. 2-6-23)

Objective of the Activity Done:

Introduction to Digital Marketing

Detailed Report:

* Learnt about course syllabus, Modules, live sessions, hands on training, project work etc.

* What is Digital Marketing?

If refers to the practice of promoting products or services using digital technologies & platforms.

* Intro to (SEO) Search Engine Optimization

The process of finding & analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose.

* Keyword Research & Analysis

writing Meta titles & Meta Descriptions.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Social Media Marketing	Objective & Importance of Social Media Marketing Q. file	R. file
Day - 2	Introduction to Facebook Marketing	Overview of Facebook Intro to Facebook pages	R. file
Day - 3	To Create a Facebook page	Created a Facebook account & FB page Learned how to add Action button & post overview of professional	R. file
Day - 4	Introduction to Instagram	Steps in creating an Instagram account	R. file
Day - 5	Opening of Insta Account	Access to professional tools, business insights Created a new post on insta	R. file
Day - 6			

WEEKLY REPORT
WEEK - 2 (From Dt. 5-6-23 to Dt. 9-6-23)

Objective of the Activity Done: Introduction to Social Media Marketing

Detailed Report:

→ It is the use of social media platforms to promote products or services.

* Facebook Marketing

- Introduction of FB Marketing
- To Create a Facebook account.
- Setting up & Managing a Facebook page.

* Instagram Marketing

- Intro to Insta Marketing
- opening of Insta account
- Setting up & Managing an Instagram Business account.
- Instagram Advertising & Insta Analytics.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Twitter	Overview of Twitter Interface How to sign up?	R. Jha
Day - 2	Opening of a Twitter Account	Access to professional tools to create a new post. About Twitter Blue.	R. Jha
Day - 3	Introduction to LinkedIn Marketing	Overview of LinkedIn website. Signing up on LinkedIn.	R. Jha
Day - 4	To Create LinkedIn page	Steps in creating LinkedIn page Access to professional tools, insights.	R. Jha
Day - 5	Introduction to Meta Business Site.	Create Accounts in Business Manager To add Business assets in FB page to MBS.	R. Jha
Day - 6			

WEEKLY REPORT
WEEK - 3 (From Dt. 12-06-23 to Dt. 16-06-23)

Objective of the Activity Done: Creating accounts on multiple social media platforms & Managing Business Accounts / page.

Detailed Report:

* Twitter Marketing

- Intro to Twitter Interface & Twitter Marketing
- Creating Twitter Account
- Setting up & Managing a twitter a/c

* LinkedIn Marketing

- Creating LinkedIn Account
- Setting up & Managing a LinkedIn Account / page.

* Introduction to Meta Business Site

- Advertising on Facebook & FB analytics.
- Business Manager & Ads Manager on Meta Business Site.
- Adding Assets to the Business site.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	To Manage Meta Ads Manager	Getting an ad account Intro to Campaign Ad sets & Ads	R. Akha
Day - 2	Creating a Campaign	Creating /ed an Awareness Campaign To create Ad Sets & Ad	R. Akha
Day - 3	Introduction to google Ads & pay per click Advertising	Important termin- ology for Google Ads How to sign up for google Ads.	R. Akha
Day - 4	Overview of Google Ads Interface	To Create and Analysing Keyword Metrics	R. Akha
Day - 5	Created an Ad in Google Ads	To Create effective Ad Adding URLs, site linked Call outs & Keywords understood Quality score	R. Akha
Day - 6			

WEEKLY REPORT

WEEK - 4 (From Dt 19.06.23 to Dt 23.06.23)

Objective of the Activity Done: Introduction to pay per click

Detailed Report:

* Advertising (ppc)

→ Creating Campaign, Ad sets and Ads on Ads Manager in Meta Business Site.

* Introduction to Google Ads

→ Overview of Google Ads.

→ Signing up & Creating a Google Ads Account.

→ Setting up & Managing a Google Ads Account.

→ Creating Effective Ads.

→ Measuring & Monitoring performance

→ Ad copy writing Techniques

→ understanding Quality Score & Ad Rank.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Conversion Tracking + Knowledge session	Campaign optimization Techniques A/B Testing & Experimentation Introduction to GitHub	P. Alka
Day - 2	Introduction to Content Marketing + Knowledge session	Exploring the key components of a successful Content strategy Identification phase & Brainstorming	P. Alka
Day - 3	Creating Content strategy & Developing Engaging content + Knowledge session	Choosing right Content formats, utilizing effective calls to action (CTA) Project Design phase - 1	P. Alka
Day - 4	Introduction to Video Marketing + Knowledge session	Creating video content & using video on Social Media project Design part - 2	P. Alka
Day - 5	Measuring and Monitoring Content Marketing + Knowledge session	Defining key performance Indicators (KPI)s and Metrics. Performance testing & Agile Technologies.	P. Alka
Day - 6			

WEEKLY REPORT

WEEK - 5 (From Dt. 26-06-23 to Dt. 30-07-23)

Objective of the Activity Done: Content and video Marketing

Detailed Report:

- * Drafting an effective content strategy.
- * Conducting Keyword research & optimizing content for search engine.
- * Setting Measurable goals & objectives
- * Establishing brand voice & tone
- * Planning & Scripting video content.
- * Utilizing various video formats to engage
- * Optimizing video content for different social media platforms.
- * Exploring video editing tools & techniques.
- * Utilizing analytics tools to track & analyze content performance, audience engagement & conversions.

→ Knowledge sessions

Github, Ideation & Brainstorming, Design Thinking process, Agile Technologies, Tira Software.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Measuring & Monitoring Content Marketing	Monitoring social media conversations and sentiment analysis Leveraging data insights.	P. Alka
Day - 2	Introduction to Brand Identity & Audience personas	Competitor Analysis Demographic & psychographic information Audience behaviors	P. Alka
Day - 3	Introduction to Email Marketing	Building an Email list & creating effective e-mail campaigns.	P. Alka
Day - 4	Email Marketing Automation and Behavioral Triggers	Measuring & Monitoring E-mail Marketing performance created E-mail campaign using Klaviyo	P. Alka
Day - 5	Introduction to Analytics and Data	Understanding web Analytics & KPI's Setting & using Google Analytics	P. Alka
Day - 6			

WEEKLY REPORT
WEEK - 6 (From Dt. 03-07-13 To Dt. 7-07-23)

Objective of the Activity Done: Email Marketing and Analytics & Data

Detailed Report:

- * E-mail Marketing enable communicate with customer in a personalized & relevant way.
- * E-mail Marketing helps grow business by increasing brand awareness, generating leads driving traffic, boosting sales & more.
 - Types of E-mail marketing campaigns
 - * welcome Mails * promotion emails
 - * Re-engagement Mails * Testimonial requests
 - Created E-mail Campaign using Klaviyo
 - Introduction to Analytics & Data
 - * It involves the collection analysis and interpretation of various types of Data related to online consumer behaviour.
 - * Setting and using Google Analytics.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to E-Mail Marketing	Analysis of E-Mail Marketing Campaigns	R. Alie
Day - 2	detailed Analysis of E-Mail Marketing	Market campaigns and the Content strategy	R. Alie
Day - 3	Relationship and influences of Marketing	Establishing relationships with key influences	R. Alie
Day - 4	Collaboration and webinars	Increasing brand exposure	R. Alie
Day - 5	Analysis website traffic and user behaviours	Continuation of E-Mail Marketing targeting goals.	R. Alie
Day - 6			

WEEKLY REPORT

WEEK - 7 (From Dt. 10-07-23 to Dt 14-07-23)

Objective of the Activity Done: Detailed analysis of E-Mail Marketing

Detailed Report:

Email marketing Campaigns:-

Conducted a detailed analysis of the Email Marketing Campaigns performance and adjusted the content strategy accordingly.

Influence Marketing:-

Exploring influencer Marketing and established relationships with key influencers.

Conducted webinars in collaboration with influencers Marketing and to increase brand exposure.

Continued to track and analyze website traffic and user behaviour.

ACTIVITY LOG FOR THE EIGHT WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Intro to Graphic designing	Collaboration with GD to create visually appealing social Media Graphics	R. Jha
Day - 2	Social Media graphics and banners	Media graphics and banners of graphic designing	R. Jha
Day - 3	Exploration of New advertising channels	New advertising channels like LinkedIn Ads	R. Jha
Day - 4	Retargeting Campaign for visited customers	Reaching potential customers who visited website but didn't convert	R. Jha
Day - 5	Exploration and experiments	Infographic and A/B testing	R. Jha
Day - 6			

WEEKLY REPORT

WEEK - 8 (From Dt. 17-07-23 to Dt. 21-07-23)

Objective of the Activity Done:

Graphic designing

Detailed Report:

Media graphics:-

Collaborated with a graphic designer to create visually appealing social media graphics and banners.

Advertising channels:-

Exploring new advertising channels, such as LinkedIn Ads or TikTok Ads to reach a wider audience.

Retargeting campaign:-

Launched a retargeting campaign to reach potential customers who visited the website but didn't convert.

Explored and experiment with different contents, formats, such as infographics or quizzes.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Marketing influences and Roi	Analyse clearly the impact of Marketing influences and Roi	D. Ali
Day - 2	Social listening tools	Utilizing these tools to monitors brand emotions and sentiments online	D. Ali
Day - 3	Survey for improvements	Conducting customer satisfaction survey to gather insight and improvements	D. Ali
Day - 4	Partnership exploration for marketing	Exploratory brand for co-marketing opportunities	D. Ali
Day - 5	The potential of Podcast advertising	Evaluation of success of the retargeting campaign as needed by PPA	D. Ali
Day -6			

WEEKLY REPORT

WEEK - 9 (From Dt. 24-07-23 to Dt. 28-07-23)

Objective of the Activity Done: Impact of Marketing and Measured ROI

Detailed Report:

Influencer Marketing :-

Analysis the impact of influencer Marketing and Measured ROI

Utilized social listening tools to monitor brand mentions and sentiment online.

Survey:-

Conducting a customer satisfaction survey to gather insight for improvements

Explored partnerships with complementary brands for co-Marketing opportunities.

Evaluated the success of the retargeting campaign and adjusted the ad creatives as needs conducted as identify potential pain points for users. Explored the potential of pod cast advertising & sponsorship. Worked on comprehensive SEO strategy to improve organic search rankings.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Finalising of Digital Marketing	Finalising for the upcoming months based on data and insights gathered	R. Jha
Day - 2	Performance and Review of Digital Marketing	The rough digital Marketing Campaign Know the performance	R. Jha
Day - 3	Discussion towards the performance and implementation	New ideas and opportunities for continuous improvement in digital marketing	R. Jha
Day - 4	Campaign to achieve best results	The said table in completion and achieving best results	R. Jha
Day - 5	Regular Monitoring analysis	These are carried throughout the campaign to achieve the best results.	R. Jha
Day - 6			

WEEKLY REPORT
WEEK - 10 (From Dt. 31-07-23 to Dt. 4-08-23)

Objective of the Activity Done: Finalization of Digital Marketing

Detailed Report:

Finalising:-

Finalized the digital Marketing strategy for the upcoming Month based on the data and insight gathered.

Performances and Review:-

Conducted / conducting a performance review of the entire digital Marketing campaigns.

Discussions:-

Discussion new ideas and opportunities for continuous improvement in digital marketing efforts.

Depending on the specific business, industries and goals, some activities may be more relevant than others. Regular Monitoring, analysis and flexibility are crucial throughout the campaign to achieve the best result.

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.)

Seotonic web solution private limited is a leading search engine optimization and web development company in India with offices in India and Canada.

In this company work culture is rated 5.0 while Job Security is rated 5.0 and work-life balance is rated 5.0.

These are various job roles in this organization include:

Digital Marketing Manager

SEO specialist / Manager

Content Marketing specialist / Manager

Social Media Manager / specialist

paid Advertising specialist / PPC Manager

Email Marketing specialist

Analytics Manager / Analyst

Digital Marketing Strategist

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

I acquire web analytics & content management skills and other data analytics skills from this internship.

Familiarity with web analytics tools like Google Analytics it is helpful to track website traffic, user behaviour, conversions and derive insights to improve marketing strategies.

Experience with content management system platform are helpful to create, publish, and manage website contents and blog posts.

And I acquire other skills like video editing and basic web development skills from this internship basic video editing skills are helpful to create and edit marketing videos for platforms like youtube or social media

And basic HTML, CSS, and JavaScript skills can be helpful pages, or understanding web development process.

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.

Technical skills are the specialised knowledge and experience required to complete and complete. The Management skills, like planning, leadership, team work behaviour. To develop own specific skills.

Social Competence:- It is an important trait required to face success. Confident people admire the characters in others, their chiefs, their friends their family and their peers. It also deals with two major factors, self-esteem and self-efficacy.

Curiosity, observation, idea, practical are the levels of thinking.

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.,)

During this internship program, I became able to improve my communication skills specially collaborating with several kinds of people which had diverse kind of opinion. The purpose of communication is to get your message across to others clearly and effectively. During the different aged employees working during the training, I improved communication skill by working with different aged employees. The skill is definitely important for me to work and deal with different people in early future, it can help me to create better impression about my self and overcome basic complexities, which I may face in certain tasks in life.

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

observed various types of technological developments in this internship such as Artificial Intelligence (AI) and Machine

These Technologies are used for personalized content recommendations, chatbots for customer support, predictive analytics for targeting audiences and optimizing ad campaigns for better performance.

Voice search and smart speakers:- the rise of voice-activated devices like smart speakers [Amazon Echo, Google Home] has changed the way people search for information.

Student Self Evaluation of the Short-Term Internship

Student Name: HEMANT SAI KUMAR JHA Registration No: 120131703008

Term of Internship: long From: 29-05-2023 To: 04-08-2023

Date of Evaluation:

Organization Name & Address:

Smart Bridge - Digital Marketing

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:

Hemant Sai Kumar Jha

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: HEMANT SAI KUMAR JHA Registration No: 120131703098

Term of Internship: Long From: 29-05-2023 To: 04-08-2023

Date of Evaluation:

Organization Name & Address: Smart Bridge - Digital Marketing

Name & Address of the Supervisor
with Mobile Number

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

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

Rating Scale: 1 is lowest and 5 is highest rank

1	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:


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:
 - Activity Log 10 marks
 - Internship Evaluation 30 marks
 - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
 - Internship Evaluation 100 marks
 - 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: Hemant Sai Kumar Jha

Programme of Study: B.Com (general)

Year of Study: 2021

Group: B.Com [gen]

Register No/H.T. No: 120131703008

Name of the College: pydah degree college

University: Andhra university

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

Date:

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Hemant S. Kumar Jha

Programme of Study: B.Com [Econ]

Year of Study: 2021

Group: B.Com [Econ]

Register No/H.T. No: 120131703008

Name of the College: Jaydah Degree College

University: Andhra University

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

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal