**Acknowledgement**

At the very outset, I am very much thankful to almighty for giving me strength, courage and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications of this pandemic. It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report.

I would like to express my gratitude to my internship supervisor Dr. Shanthi Therese S and Dr. Shachi Natu for their guidance and feedback which made everything clear to me to complete this report. At first, I was so confused that whether I would be able to make a fruitful report but with her assistance, I found a way to do everything immaculately and in time.

Moreover, I must show my gratitude to my supervisor of MyCaptain, Mr. Mohammed Zeeshan who willingly took my responsibility and gave me lot of time and shared his working experiences with me. His guidance showed me a way not only to understand the office culture and meet the client demands with great team-work. People from these departments helped me to gain more practical knowledge which made my Internship journey more fruitful.

I would also like to thank my friends who have supported and helped me for achieving internship in this Company. Last but not the least my parents are also an important inspiration for me. So, with due regards I express gratitude towards them for supporting me throughout this internship as well always being motivating and giving me a positive environment at home so the I can focus on the internship and pay attention in every meeting.

**Executive Summary**

**A brief about the company:**

MyCaptain is an online mentoring platform by young people from across the globe to mentor school and college students in their fields of interest and passions. We live in a country where future writers, designers, developers, entrepreneurs are clueless about how to take the first step into their passionate career. As a result, they are pushed into the fields they aren’t interested in. The idea of MyCaptain was **born out of a hostel room discussion. Zeeshan (CEO and Co-Founder)**wanted to become an Astronomer, **Sameer (Co-Founder)** wanted to become a Tech blogger and **Ruhan (Co-Founder)** wanted to become a Writer. But when they approached their parents for the same, they were met with criticism, cynicism and eventually all the three ended up studying Engineering, a subject they were never passionate about. While in college they met amazing potential filmmakers, designers, developers, photographers, models, and whatnot, but they all were studying subjects they had no interest in. This led the founders to believe that **the problem of making uninformed career choices or not being able to follow their passions was a problem that their entire generation faced.** They **launched MyCaptain only in 2015**, after trying out a lot of models and learning modules. They even validated their ideas by conducting offline boot camps and workshops and slowly moved them online. This is how MyCaptain began, where students could learn what-ever they loved, Live and Online with young professionals. The initial people that they talked to about their company were their target audience i.e. college students, and their parents.

**Opportunities in the company:**

At MyCaptain, they aim to create a Passion Revolution and solve this problem by providing opportunities to students to pursue their dream. At MyCaptain we connect Schools and College students to young Achievers (Captains) in their field of passion. We mentor students through long online workshops where they experience the basics of a field in a practical and guided manner. The students get to join a community of like-minded individuals from all across the country, attend MyCaptain meetups, events and get internship opportunities. MyCaptain is a safe space for passions. Everyone in our workspace is a young multi-talented individual who wants to change how learning and education works in the World. This is a space where Young Mentors, Energetic Educators, Operations hustlers, charming Marketers and designers, brilliant developers all come together to help young people discover and pursue their passions in ways they didn’t even know were possible. An NSRCEL IIM Bangalore incubated start-up and recognised by the United Nations SDSN as one of the top 50 youth led solutions in the World, we at MyCaptain have mentored over 40,000 students across various fields of passion so far. Right from Entrepreneurship to Novel Writing, from Design to Stand Up Comedy, from App Development to Film Making, they are spreading a revolution in India (and the world), one passion at a time.

**Methodology:**

MyCaptain is an online platform where you can **learn what you love**, live, and online with young Professionals. The team believes that students need to be able to make informed career choices and they envision to enable a societal mindset shift when it comes to different offbeat and traditional careers in the country, and eventually the World. The Core belief of the team behind running MyCaptain is that everyone deserves to explore the magic of all the professional fields and potential careers out there. Mentors conduct one-month-long online, live workshops for students to help them learn the basics and get an idea about career opportunities in their interest field. The regular online sessions are one-to-many, but separate one-to-one sessions can be scheduled in case of extra queries. Any such extra session is free, and students can discuss their questions even after the program is over.

**Key parts of the reports & findings and solutions provided in the report:**

The key part of reports is the methodology in which the process of the internship is methods with all the methods used during the internship. How the internship was conducted through one and a half month as well as the entire process of the internship the meeting conducted through this and wat are the sources which are used by me for the implementation of the following games. Opportunities is also one of the key-part as the company has given me a lot of opportunities now as well as assured few opportunities that I would get in future by actually working as an intern in the institute for 15 days by conducting the games, training students helping them by sharing my knowledge.

**Benefits to the company/institution through your report:**

Recruiting interns from various colleges allows you to build worthwhile networks and partnerships with local colleges and universities. This not only puts you in a position to rope in the best local talents but also makes you central to various network opportunities among local educational institutes, strengthening local economic development initiatives. It’s a fact that top talents flock to well-known brands. Offering a well-structured internship program with hands-on training, real experience, and mentoring opportunities can increase your brand awareness and recognition among jobseekers significantly. Interns are more likely to blend in with your company’s work culture as a full-time employee rather than those who’ve been hired later. In order to give the students can get practical knowledge as well as could understand the concepts easily. There is a probability for me of also receiving a higher starting salary than those who do not have internship experience and are entering the workforce or starting a new career. Internships allow for feedback from supervisors and others who are established in the field, and offer a unique learning opportunity that you may not have again as a working adult. This also allows me to test out specific techniques learned in the classroom before entering the working world. It’s an opportunity to apply what I have learned in a safe environment where mistakes are expected – rather than learn the hard way in your first job out of college.

**Learning Objectives**

To study the difference between digital marketing and traditional marketing.

To study the impact of digital marketing.

To analysis the usage of traditional marketing vs the usage of digital marketing.

To study the effect of digital marketing over traditional marketing.

To analyse which is best traditional marketing or digital marketing.

To study different digital services.

To study different digital marketing services impact.

To study about how the digital services work.

To study the impact of digital marketing among people.

To study the use of digital services.

To study online presence of business and its services.

To study social media presence and promotion of products and services.

Easier access to online services through web and social media.

To increase client engagement & generate leads.

To increase audience engagement & generate leads.

To study the impact of digital marketing among start-up.

To study the usage of digital marketing among start-up.

To study awareness of digital services among start-up.

To study effectiveness of digital marketing among start-up.

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 1**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 1 | **DATE** | **DAY** | **TASK COMPLETED** |
| 19th Oct | Monday | A meeting was conducted and the following details of internship were given |
| 20th Oct | Tuesday | Meet with the head who motivated us |
| 21st Oct | Wednesday | Getting familiar with products and services |
| 22nd Oct | Thursday | Content Writing introduced |

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 2**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 2 | **DATE** | **DAY** | **TASK COMPLETED** |
| 26th Oct | Monday | Writing pages and blogs on products |
| 27th Oct | Tuesday | Learning Digital Marketing basics |
| 28th Oct | Wednesday | Exploring different types of techniques |
| 30th Oct | Friday | Selecting the techniques |

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 3**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 3 | **DATE** | **DAY** | **TASK COMPLETED** |
| 2nd Nov | Monday | Digital marketing techniques summarised |
| 3rd Nov | Tuesday | Generating a sample website |
| 5th Nov | Thursday | Generation of website continued |
| 6th Nov | Friday | Presentation of website |

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 4**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 4 | **DATE** | **DAY** | **TASK COMPLETED** |
| 9th Nov | Monday | Introduction to SEO |
| 10th Nov | Tuesday | SEO continued |
| 11th Nov | Wednesday | SEO continued |
| 12th Nov | Thursday | Creating backlinks, directories, etc. |
| 13th Nov | Friday | Introduction to websites used to advertise |

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 5**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 5 | **DATE** | **DAY** | **TASK COMPLETED** |
| 16th Nov | Monday | Google ads using adwords |
| 17th Nov | Tuesday | Introduction to SMM |
| 18th Nov | Wednesday | Continued SMM |
| 19th Nov | Thursday | Introduction to Social Media Advertising |
| 20th Nov | Friday | Email Marketing explained |

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES: WEEK 6**

|  |  |  |  |
| --- | --- | --- | --- |
| WEEK 6 | **DATE** | **DAY** | **TASK COMPLETED** |
| 23rd Nov | Monday | Introduction to WIX |
| 24th Nov | Tuesday | Continued with WIX |
| 25th Nov | Wednesday | Working with WIX to create a secondary website |
| 26th Nov | Thursday | Creating a secondary website |
| 27th Nov | Friday | Scope of Artificial Intelligence in Digital Marketing |