

***“Empowering Indian MSMEs through Digital Transformation”***

**TradeLinkExport**

**A Training Report**

Submitted in fulfilment of the requirements for the award of degree of

**Masters in Computer Application**

**Submitted to**

**LOVELY PROFESSIONAL UNIVERSITY**

**PHAGWARA, PUNJAB**



**L LOVELY  
P ROFESSIONAL  
U NIVERSITY**

---

*Transforming Education Transforming India*

**From 24/01/24 to Present**

**Submitted By:**

Name: Sonali Kumari

Registration No: 12214609

Company name: TradeLinkExport

Designation: Software Developer Intern

**Submitted To:**

Name: Dr. Pooja Chopra

ID : 27304

Designation: Professor , Lovely

Professional University

## Declaration by Supervisor

This is to certify that **Sonali Kumari**, (12214609) from Lovely Professional University, Phagwara, Punjab, has worked as a intern in **TradeLinkExport** on “**Empowering Indian MSMEs through Digital Transformation**” under my supervision from **January, 2024** to **Present**. It is further stated that the work carried out by the student is a record of original work to the best of my knowledge for the partial fulfillment of the requirements for the award of the degree, Masters in Computer Applications.

### Name of External Supervisor

Sonu Sharma

### Name of Internal Supervisor

Dr. Pooja Chopra,

### Designation of the External Supervisor

Senior Software Developer, TradeLinkExport

### Designation of Internal Supervisor

Professor, SCA, LPU

**Date:** 30/05/24

## **Declaration by Student**

I, **Sonali Kumari, 12214609**, hereby declare that the work done by me on “**Empowering Indian MSMEs through Digital Transformation**” from **January, 2024** to **Present**, under the supervision of **Sonu Sharma**, Senior Software Developer, **TRadeLinkExport**, and **Dr. Pooja Chopra**, Lovely professional University, Phagwara, Punjab, is a record of original work for the partial fulfilment of the requirements for the ward of the degree, **Masters in Computer Applications**.

**Name :** Sonali Kumari

**Reg. No. :** 12214609

## Table of Contents

<b>Sr. No.</b>	<b>Table</b>	<b>Page No.</b>
1	Declaration by Supervisors	2
2	Declaration by Student	3
3	Acknowledgement by student	5
4	Undertaking By The Student for Internship Certificate	6
5	Table of Contents	4
6	Introduction of the Company	7
	Project Report	8
7	NDA(Non Disclosure Agreement)	9
10	Learning During Internship	11
	Continuous Assessment (CA) for internship/ OJT (By external supervisor)	12
11	External Supervisor Details Performa	13
12	Offer Letter	14
13	PaySlip	

## ACKNOWLEDGEMENT

The OJT opportunity I had with TradeLinkExport was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the **Sonu Sharma**, Software Developer, who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to **Dr. Pooja Chopra**, Asst. Professor, LPU for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

Sonali Kumari  
12214609

## Undertaking By the Student for OJT Certificate

### Undertaking by the student for submitting Final Certificate of Six-month OJT

**Reg. No:** 12214609

**Student Name:** Sonali Kumari

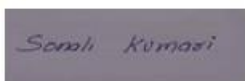
**Program Name:** MCA

**Batch Year:** 2022-24

**Course Code:** CAP841

**Mobile No:** 6299843807

I understand that I have been provisionally allowed to appeal' for the ETP viva and I hereby declare that since I am on Six months OJT, thus I shall submit my final certificate of Full Term Internship/OJT to university after completion of my Internship/OJT but not later than 31st July 2024. I am aware that in case, I am unable to submit the same till the above mentioned date, my final evaluation of Internship/OJT shall be discarded by the university and I grade shall be awarded in the result.



Signature of Student

Signature of TPC-School

Signature of HOS

## Introduction of the Company

TRADELINKEXPORT focuses on the small B2B sector, offering comprehensive services to small and medium-sized enterprises (SMEs) engaged in the cross-border e-commerce industry. Our suite of services includes:

- **Store Operation:** Expert management and optimization of online stores to ensure maximum visibility and sales.
- **Traffic Marketing:** Strategic marketing solutions to drive quality traffic and enhance online presence.
- **Warehousing and Logistics:** Efficient storage and distribution solutions to streamline supply chain operations.
- **Payment and Finance:** Secure and reliable payment gateways and financial services to facilitate smooth transactions.
- **Customer Service:** Dedicated support to address customer queries and provide a seamless shopping experience.
- **Risk Control:** Advanced risk management solutions to safeguard businesses from potential threats.
- **Customs Inspection and Remittance:** Comprehensive support for customs clearance and remittance processes.
- **Business Training:** Educational programs to equip businesses with the knowledge and skills needed to thrive in the digital marketplace.

### Our Core Values

Our commitment to our customers is paramount. Every process we undertake is designed to enhance the user experience through technological transformation and innovation. We are driven by a unified purpose: to build long-term relationships that create a significant impact not only on our customers' businesses but also on their lives. We strive to provide solutions that go beyond mere transactions, fostering growth and success on a personal level.

### Our Vision

At TRADELINKEXPORT, technology and innovation are the cornerstones of our mission. We aim to help our users reinvent their businesses, enabling them to compete and win in the digital age.

Digitization is at the core of our strategy, and we are proud to be the only marketplace offering 360° solutions to suppliers and MSMEs, empowering them to become tech-enabled. With a strong presence across India and a global footprint in over 10 countries, we are committed to driving growth and excellence in the SME sector.

## **PROJECT REPORT**

### **Description:**

The Trade with TradeLinkExport (TWT) is an ambitious initiative aimed at revolutionizing the cross-border e-commerce landscape for small and medium-sized enterprises (SMEs).

As part of TRADELINKEXPORT, TWT will provide a comprehensive digital platform offering end-to-end services including store operation, traffic marketing, warehousing and logistics, payment and finance, customer service, risk control, customs inspection and remittance, and business training.

This platform will empower SMEs to seamlessly manage and grow their businesses in the global market.

### **Working :**

Prioritize customer satisfaction and build long-term relationships.

Leverage cutting-edge technologies for innovative solutions.

Develop impactful solutions that benefit businesses and customers' lives.

### **Note :**

I am not allowed to mention project details due to a non-disclosure agreement (NDA) signed with the project stakeholders, I am unable to share any specific details of the project in the report.

As per the NDA requirements, This certificate affirms my commitment to maintaining the confidentiality of the project information and ensures compliance with the terms and conditions outlined in the NDA.



**NDA:**

## TradeLinkExport

H NO 24 Ground Floor, Uttam Nagar, Gram Sabha  
Sewak Park, New Delhi West Delhi 110059  
Mobile No - +91-1135856430  
Mail-[Salestradelinkexport@gmail.in](mailto:Salestradelinkexport@gmail.in)  
Website- [www.tradelinkexport.in](http://www.tradelinkexport.in)



### FORM OF PROPRIETARY INFORMATION AND INVENTIONS ASSIGNMENT AGREEMENT

I am an employee of TradeLinkExport and in the course of such employment, I am providing or will be providing software development, engineering, and/or programming services on behalf of Provider, as part of Provider's obligations under a certain agreement dated Feb 1st, 2024 Between Provider and TWT (hereinafter, "Customer"). In consideration of my continued employment with and the compensation I am receiving from Provider and the valuable opportunity to work with Customer's confidential and proprietary information, I hereby agree as follows:

**1. ACKNOWLEDGEMENT.** I hereby acknowledge and agree that Provider is the worldwide owner of all rights, title, and interest in and to all trade secrets, inventions, mask works, ideas, processes, formulas, source and object codes, data, programs, other works of authorship, know-how, improvements, discoveries, developments, supporting documentation, diagrams, drawings, flow charts, formulae, specifications, subroutines, application programming interfaces, methods, models, network configurations, architectures, designs and techniques, database models, procedures, protocols, and schema, and other work product, whether or not patentable or registrable under copyright or similar laws, which were or are solely or jointly conceived or developed or reduced to practice by me (whether working alone or jointly with others), in connection with my performance of services directly or indirectly for or relating to Customer, or which result, to any extent, from use of Customer's property (collectively, "Work Product"), including any and all patent rights, copyrights, trademarks, know-how, trade secrets and all other intellectual property rights in and to the Work Product recognized by the laws of any jurisdiction or country (collectively, "Intellectual Property Rights").

**2. PRIOR INVENTIONS.** Without the Provider's prior written consent, I will not incorporate, or permit to be incorporated, in any Work Product intellectual property that I have made prior to the commencement of services for Customer ("Prior Inventions"). However, if, I incorporate a Prior Invention into the Work Product, the Provider is hereby granted and shall have a nonexclusive, royalty- free, irrevocable, perpetual, worldwide license (with rights to sublicense through multiple tiers of sublicensees) to make, have made, modify, use and sell such Prior Invention. In addition, I agree that I will not incorporate into any Work Product any software code licensed under the GNU, GPL, or LGPL or any other license that, by its terms, requires or conditions the use or distribution of such code on the disclosure, licensing, or distribution of any source code owned or licensed by Provider or Customer.

**3. ASSIGNMENT.** If any rights, title, or interest in and to the Work Product, may first vest in me under the provisions of any applicable law, including but not limited to, the Copyright Act 1957, as amended, I hereby irrevocably assign to the Customer, effective as of the date the applicable Work Product is developed, all such worldwide rights, title, and interest in and to the Work Product, wherever such Work Product may be developed, in whatever medium, now existing or in the future, for all versions and elements, in whatever language, for the whole term during which such rights, title, and interest can legally subsist, and without payment of any further consideration, fee, or royalty to myself or my legal heirs. I further acknowledge and agree that I do not retain any rights to revise, extend, limit, or terminate the assignment made herein to the Customer, and that such assignment shall never lapse nor revert to either myself or my legal heirs for any reason whatsoever, including the non-exercise by the Customer, its successor-in-interest, or assignee, of any of the rights, title, and



interest assigned herein in the Work Product or of the Intellectual Property Rights. It is expressly clarified that notwithstanding Section 19(4) of the Copyright Act, 1958, the rights, title and interest vested in the Work Product or any Intellectual Property Rights thereto in the Customer shall not be deemed to have lapsed even if the Customer has not exercised any of its rights in relation to such Intellectual Property Rights within a year from the date of such vesting.

**4. WAIVER OF SPECIAL / MORAL RIGHTS.** I hereby concurrently and permanently waive all paternity, integrity, special, moral or similar rights, if any, that vest or may vest in me as of the date each item of Work Product is created under the provisions of any applicable law, including but not limited to, the Copyright Act 1957, as amended. I further acknowledge and agree that through the complete and permanent waiver contained herein neither do my successors-in-interest or legal heirs retain any paternity, integrity, moral, special or similar rights in the Work Product.

**5. FURTHER ASSURANCES.** I hereby agree, at the request of the Customer, its successor-in-interest, or assignee, to provide any assistance as may be reasonably necessary to complete any formalities required by official C-2 110836652 v2 authorities, anywhere, for the recordal of (a) the assignment referred to in Section 3 (Independent Contractor Relationship), and (b) the waiver of rights referred to in Section 4 (Compensation). I further acknowledge and authorize the Customer, its successor-in-interest, or assignee, to submit a notarized copy of this Agreement as sufficient proof of such assignment and/or waiver for such recordal purposes. At the Provider's request and expense, I will also execute, verify and deliver such documents and perform such other acts (including appearances as a witness) as may be reasonably required for use in applying for, obtaining, perfecting, evidencing, sustaining and enforcing the Intellectual Property Rights associated with the Work Product. My obligation to assist the Provider as contained herein shall continue beyond the expiration or termination of my employment with the Provider. In the event the Provider is unable for any reason, after reasonable effort, to secure my signature on any document needed in connection with the actions specified herein, I hereby irrevocably designate and appoint the Provider, including its successors-in-interest and assignees, and its/ their duly authorized officers and agents as my agent and attorney in fact, which appointment is coupled with an interest, to act for and in my behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this section with the same legal force and effect as if executed by me.

#### **6. PROPRIETARY INFORMATION**

**6.1 Nondisclosure.** I understand that in connection with and in the course of my performance of services for Provider involving, relating to, or benefiting Customer, I will gain access to Proprietary Information (defined in Section 6.3 (Proprietary Information)) that Provider is obligated to keep confidential and use only for certain limited purposes. I hereby agree that, during the term of my employment and thereafter, I will hold such information in the strictest confidence and will not (i) disclose or publish (in writing, verbally, or otherwise) any of the Proprietary Information to anyone, other than to the employees of Provider who need to know such information in connection with their work for Customer and who have signed agreements substantially similar to this agreement; (ii) remove such Proprietary Information from Provider's authorized site designated for use of such Proprietary Information; and (iii) allow, directly or indirectly, any unauthorized use or disclosure of the Proprietary Information. I agree to use the Proprietary Information solely for the specific purposes authorized by Provider, and I further agree to obtain Provider's written approval before publishing or submitting for publication any material (written, verbal, or otherwise) incorporating any Proprietary Information.

**6.2 Return of Material.** Upon expiration of my work involving, relating to, or benefiting Customer, or termination of my employment with Provider, whichever is earlier, I agree to promptly return to Provider all writings, tangible materials, and other records which constitute, contain, reflect or refer to the Proprietary Information, and not to make any further use of such materials or of the Proprietary Information.

**6.3 Proprietary Information.** The term "Proprietary Information" shall mean (a) any and all Confidential and/or proprietary knowledge of Customer that Provider has received or in the future will receive from Customer; and (b) any and all confidential and/or proprietary knowledge that is/ developed by Provider and its employees involving, relating to, or benefiting Customer. By way of illustration but not limitation, "Proprietary Information" includes (i) trade secrets, inventions, ideas, processes, formulas, know-how, improvements, discoveries, developments, source and object code, supporting documentation, diagrams, drawings, flow charts, formulae, specifications, subroutines, application programming interfaces, methods, models, network configurations, architectures, designs and techniques, database models, procedures, protocols, and schema, and any specific portions thereof; and (ii) technical and business information relating to Customer's inventions, products, services, research, development, production, manufacturing, engineering and engineering processes, computer

software, marketing and selling, equipment, operations, suppliers and customers, business plans, budgets and unpublished financial statements, licenses, prices and costs.

## 7. GENERAL PROVISIONS.

**7.1 Severability.** Whenever possible, each provision of this Agreement will be interpreted in such manner as to be effective and valid under applicable law, but if any provision of this Agreement is held to be prohibited by or invalid under applicable law, such provision will be ineffective only to the extent of such prohibition or invalidity without invalidating the remainder of the agreement.

**7.2 Assignment.** This Agreement may not be assigned by me but is fully assignable by Provider.

**7.3 Successors and Assigns.** This Agreement will be binding upon my heirs, executors, administrators and other legal representatives and will be for the benefit of Provider, its successors, and its assigns.C-3 110836652 v2

**7.4 Customer's Enforcement Right.** I acknowledge and agree that the provisions of this Agreement are made expressly for the benefit of Customer and agree that Customer shall be entitled to enforce this Agreement directly against or require the specific performance of this Agreement by me as if Customer were a party to this Agreement.

**7.5 Equitable Relief.** I acknowledge and agree that, notwithstanding any other provisions of this Agreement, breach of this Agreement by me will cause Provider and Customer irreparable damage for which recovery of money damages would be inadequate, and that Provider and Customer shall each, therefore, be entitled to institute a suit and without posting bond, obtain an injunction against me, whether interlocutory or preliminary, and to any other equitable relief, before any court, restraining any such breach.

**7.6 Survival.** The provisions of this Agreement shall survive the termination of my employment and the assignment of this Agreement by Provider to any successor in interest or other assignee.

**7.7 Effective Date.** This Agreement is effective as of the first day I was or am assigned to work on any project or matter involving, relating to, or benefiting Customer, whether or not such assignment was or is with my knowledge.


**7.8 Notices.** Any notices required or permitted hereunder shall be given to the appropriate party at the address specified below or at such other address as the party shall specify in writing. Such notice shall be deemed given upon personal delivery to the appropriate address or if sent by certified or registered mail, three (3) days after the date of mailing.

**7.9 Construction.** The descriptive headings of this Agreement are for convenience only, and shall be of no force or effect in construing or interpreting any of the provisions of this Agreement. As used in this Agreement, the word "including" means "including but not limited to."

**7.10 Entire Agreement.** This Agreement is the final, complete and exclusive agreement of the parties with respect to the subject matter hereof and supersedes and merges all prior discussions between the parties. This Agreement may be amended only by a written document signed by both parties, provided that the amendment or modification is approved, in writing, in advance by Customer. Any subsequent change or changes in my duties, salary or compensation will not affect the validity or scope of this Agreement. **7.11 Controlling Law.** This Agreement shall be governed by and be construed in accordance with the laws of India and the courts at New Delhi, India shall have exclusive jurisdiction on matters arising from this Agreement, including the right to grant injunctions for any injury suffered by the Provider or the Customer.

**7.12 Advice of Counsel.** I ACKNOWLEDGE THAT, IN EXECUTING THIS AGREEMENT, I HAVE HAD THE OPPORTUNITY TO SEEK THE ADVICE OF INDEPENDENT LEGAL COUNSEL, AND I HAVE READ AND UNDERSTOOD ALL OF THE TERMS AND PROVISIONS OF THIS AGREEMENT.

Employee Name: Sonali Kumari

Signature: 

## **Learning During OJT**

I started my job in “**TradeLinkExport**” as a **Software Developer Intern– Full time** and at the time of my training period, I learnt these technical skills.

### **Technical Skills.**

- Backend Development using NodeJS and Express
- Learning React for frontend development
- Learning different tools to call API and run in local
- Experienced in using Git for version control to manage and track changes in software projects, Utilized Git for maintaining project histories, reverting changes, and ensuring code integrity in multi-developer environments.
- API development for the Real Time Web Application
- Experienced with MongoDB, getting data from frontend and saving that in database and fetching the data from database.
- Adapting the domain and learning the application how to debug inside the application.



## **CA Marks:**

**Annexure-XIII (To be brought at ETP Viva only)**  
**CONTINUOUS ASSESSMENT (CA) for INTERNSHIP/OJT**  
(By external Supervisor from organization)

Name of the student Sonali Kumari Registration Number 12214609

Name of Organization & Address: TradeLink Export

Name of External Internship in-charge (with mobile number):

Sonu Sharma Contact No: +91 80832 67247

S.No.	Criteria	Marks Obtained	Maximum Marks
1	Student conduct during internship	8	10
2	Punctuality and Enthusiasm	20	20
3	Technical Skill & Knowledge	18	20
4	Performance	46	50
	<b>Total</b>	<b>92</b>	<b>100</b>

Authorized Signatory  Designation: Senior Software Developer

Seal:

TRADELINK EXPORT

## **External Supervisor Details Performa:**

### **Annexure- XII**

#### **External Supervisor Details Performa**

##### **Part A-Student Details**

- Student name: Sonali Kumari
- Registration number: 12214609
- Batch year: 2022-24
- Contact number: 6299843807
- E-mail ID: girilovely1399@gmail.com
- Duration of On-job Training/Internship : One term

##### **Part B- External Supervisor Details**

- Name of Supervisor: Sonu Sharma
- Designation of supervisor: Sr. Software developer
- Name of organization: TradeLink Export
- E-mail ID of supervisor: sales@tradelinkexport.in
- Contact number of supervisor: +91 80832 67247

**DATE: 30/05/2024**

TRADELINK EXPORT

## **OFFER LETTER:**

# **TradeLinkExport**

H NO 24 Ground Floor, Uttam Nagar,  
Gram Sabha Sewak Park, New Delhi  
West Delhi 110059  
Mobile No - +91-1135856430  
Mail-[Salestradelinkexport@gmail.in](mailto:Salestradelinkexport@gmail.in)  
Website- [www.tradelinkexport.in](http://www.tradelinkexport.in)



## **INTERNSHIP CUM EMPLOYMENT LETTER**

**Private and Confidential**

16th Jan 2024

**Dear Sonali Kumari,**

I am thrilled to extend this formal offer of internship as a Software-Developer Intern at TradeLinkExport. Your academic achievements and passion for Software development have caught our attention, and We believe that your skills, determination, and enthusiasm will be instrumental in propelling



2

TradeLinkExport to new heights. We look forward to working closely with you and witnessing your growth within our organization.

The date of your joining us is **24/01/2024** at the following terms of engagement as outlined below.

Also, you are requested to submit the following documents before the date of your joining:

1. 1 passport size photographs
2. Copies of educational/professional certificates to date.
3. Copy of Bank account details/passbook
4. Copy of Aadhar Card and PAN

We are excited to welcome you aboard and provide you with the opportunity to gain real-world experience in the field of security analysis.

**Working Hours** - The working hours of the firm are 10:00 AM to 06:00 PM, five days a week with a lunch break from 1 PM to 2 PM. We do not follow Flexi hours, so it is mandatory to complete the working hours.

**Absence from work** - Stipend will not be paid for periods of unauthorized absence and will be adhering to action from the firm.

**Location** – Uttam Nagar, New Delhi

**Tenure** - The internship will be for 6 months.



## PaySlip:

# TradeLinkExport

H NO 24 Ground Floor, Uttam Nagar,  
Gram Sabha Sewak Park, New Delhi  
West Delhi 110059  
Mobile No - +91-1135856430  
Mail-[Salestradelinkexport@gmail.in](mailto:Salestradelinkexport@gmail.in)  
Website- [www.tradelinkexport.in](http://www.tradelinkexport.in)



### Payslip for the month of February 2024

#### EMPLOYEE PAY SUMMARY

Employee Name: Sonali Kumari  
Designation: SDE Intern  
Pay Period: February 2024  
Pay Date: 29/02/2024  
Bank Account No: 1555001500240439

EARNINGS	AMOUNT
Basic	₹22,000.00
Gross Earnings	₹22,000.00
DEDUCTIONS	(-)AMOUNT
Total Deductions	₹0.00

Total Net Payable **₹22,000.00**

(Indian Rupee Twenty Two Thousand Only)

# TradeLinkExport

H NO 24 Ground Floor, Uttam Nagar,  
Gram Sabha Sewak Park, New Delhi  
West Delhi 110059  
Mobile No - +91-1135856430  
Mail-[Salestradelinkexport@gmail.in](mailto:Salestradelinkexport@gmail.in)  
Website- [www.tradelinkexport.in](http://www.tradelinkexport.in)



## Payslip for the month of March 2024

### EMPLOYEE PAY SUMMARY

Employee Name: Sonali Kumari  
Designation: SDE Intern  
Pay Period: March 2024  
Pay Date: 31/03/2024  
Bank Account No: 1555001500240439

EARNINGS	AMOUNT
Basic	₹22,000.00
Gross Earnings	₹22,000.00
DEDUCTIONS	(-)AMOUNT
Total Deductions	₹0.00

Total Net Payable **₹22,000.00**

(Indian Rupee Twenty Two Thousand Only)

# TradeLinkExport

H NO 24 Ground Floor, Uttam Nagar,  
Gram Sabha Sewak Park, New Delhi  
West Delhi 110059  
Mobile No - +91-1135856430  
Mail- [Salestradelinkexport@gmail.in](mailto:Salestradelinkexport@gmail.in)  
Website- [www.tradelinkexport.in](http://www.tradelinkexport.in)



## Payslip for the month of April 2024

### EMPLOYEE PAY SUMMARY

Employee Name: Sonali Kumari  
Designation: SDE Intern  
Pay Period: April 2024  
Pay Date: 30/04/2024  
Bank Account No: 1555001500240439

EARNINGS	AMOUNT
Basic	₹22,000.00
Gross Earnings	₹22,000.00
DEDUCTIONS	(-)AMOUNT
Total Deductions	₹0.00

Total Net Payable **₹22,000.00**

(Indian Rupee Twenty Two Thousand Only)