#### Annexure-I

# **Software Developer Intern at**

# **Turning Point Consultancy Services**

# A training report

Submitted in partial fulfillment of the requirements for the award of degree of

**Summer Internship** 

**Web Development** 

**Submitted to** 

# LOVELY PROFESSIONAL UNIVERSITY

PHAGWARA, PUNJAB



From 06/01/21 to 07/31/21

**SUBMITTED BY** 

Name of student: Kanigolla Naga Venkata Bala Likhith

**Registration Number: 11903700** 

**Signature of the student:** 

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	Annexure-II: Student Declaration
	To whom so ever it may concern
I, <u>K</u>	anigolla Naga Venkata Bala Likhith, 11903700, hereby declare that the work done by me
on '	"Software Developer Intern in the field of Web Development from Turning Point
cons	sultancy Services" from June, 2021 to July, 2021 is a record of original work for the partia
fulfi	llment of the requirements for the award of the degree, <b>Internship Certificate.</b>
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#### **Certificate From Turning Point Consultancy Services**



THIS CERTIFICATE IS AWARDED TO

# K.N.V.Bala Likhith

has successfully completed Web Development Internship Program in our company, during the period from 1st June 2021 to 31 July 2021.

During the period of the Internship Program, intern found to be committed to the assigned tasks and have shown a desire to learn and complete the tasks systematically.



Fig 2.1: Certificate From Turning point Consultancy Services

#### ACKNOWLEDGEMENT

The internship opportunity I had with **TPCS** 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.

I am using this opportunity to express my deepest gratitude and special thanks to the CEO of TPCS **Mr. Saqlain Mustage** 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 internship.

I express my deepest thanks to **Mr. Manish Yadav**, Manager for taking part in useful decision & giving necessary advice and guidance and arranged all facilities to make life easier. I chose this moment to acknowledge his contribution gratefully.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future,

Sincerely,

Likhith Kanigolla

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#### **List Of Terms Used**

#### **API Abbreviation**

API is an abbreviation that is classed as an initialism. In tech that stands for Application Programming Interface. It might sound like a beer style. But it's not. It enables two different applications to "talk to each other". So an API is a part of a server that receives requests and sends responses to other applications.

An API let's the web application communicate with other web applications. API enables software to be implemented with other software applications, thus simplifying the development process and administration. API's is what enables a website to communicate with your e-mail marketing platform, ERP, E-commerce systems, DAM, PIM, and all other sorts of business applications.

#### CMS abbreviation

CMS stands for Content Management System. Sometimes also referred to as a Web Content Management System (WCMS). A content management system is software that is used to create and modify content on a website. A CMS often gives the possibility to several users to access everything or some functions to create, read, update and delete (CRUD) content. In a CMS, users can control all their web-based content from the system. This includes text, graphics, video, and audio.

#### **CRUD** acronym

What does CRUD mean? It stands for Create, Read, Update and Delete. It is an acronym within programming. These four functions are necessary to implement a persistent storage application. With persistent storage, we refer to any device that can store data that retains power after the power is turned off, such as hard disks. Each of the four functions is important when it comes to database interactions.

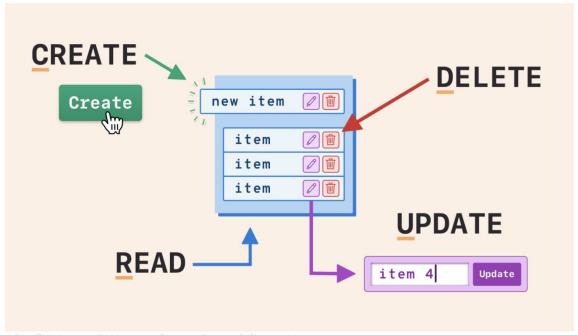


Fig: 5.1 (Explaining the Operations of CRUD)

#### **CSS** abbreviation

CSS is an acronym that stands for Cascading Style Sheets which is a style sheet language that is used to express how a structured document like an HTML document should look. Together with HTML and JavaScript, CSS is one of the cornerstones of the World Wide Web.

#### FTP abbreviation

FTP is an initialism that stands for File Transfer Protocol. It is a communication system that allows transferring files between computers. If a user is granted access, with a username and password, it's possible to access a remote computer on a network (most often a server, called an FTP-host) where the user is then able to either get or receive files.

An FTP connection is often used to access a web server to upload or download files for maintaining a website.

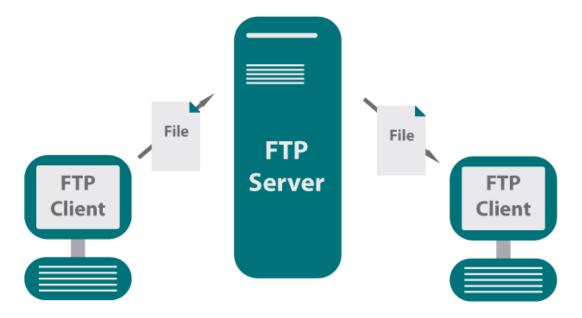


Fig: 5.2(Image explaining about the File Transfer Protocol)

#### **GUI** abbreviation

GUI is an abbreviation and initialism for Graphical User Interface. It's a system of interactive components that are presented visually for the user of computer software. A graphical user interface displays objects that convey information and actions that can be taken by the user. These can be objects that change in size, color, or visibility.

A Graphical User Interface often includes objects like icons, cursors, and buttons. Sometimes they are even further developed with sound, animations, or shadows. By having a visual representation and user interface it's possible for users to use the computer software without having to know commands.

#### **HTTP** abbreviation

HTTP means Hypertext Transfer Protocol. It is an Application Layer Protocol over which information is sent to your web browser to the website, that you browse. The browser and the website communicate with each other through data, which is sent in plain text. The problem with plain text is, that it can be intersected and read by others.

Therefore the HTTP protocol has been updated to a more secure version, called HTTPS; Hypertext Transfer Protocol Secure.

# **HTTP Status Codes**

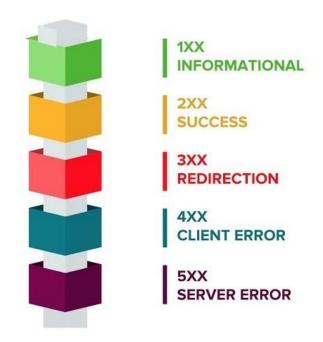


Fig 5.3 (Explaining different HTTP Status Codes)

#### JS abbreviation

JS is an abbreviation for JavaScript. It is a scripting language that is used to create and control dynamic content on a webpage. This can include all that moves on the website, all that refreshes or otherwise is changing on the screen, without any user input to manually reload the web page, this could be sliders, image carousels, autocomplete suggestions, or other interactive elements.

# JSON acronym

JSON means JavaScript Object Notation. It is a standard file format for data interchange. It uses text that can be read and understand by humans to store and transmit data objects between web servers and applications. It is a very commonly used data format. It is a text-based representation of structured data, with key-value pairs and ordered lists.

#### SEO acronym

SEO is an acronym that stands for search engine optimization. Working with SEO is a strategic approach to optimize websites and pages to be found by people searching for relevant terms through search engines. There are various tools and techniques when it comes to SEO. You can dive into our 3-part series, Is your CMS SEO-Friendly if you want to learn more about SEO.



Fig: 5.4 (Explaining the topics of SEO)

#### **URL** acronym

URL is an abbreviation for Uniform Ressource Locator. It is often referred to as a web address. A URL is referring to a web resource and specifies the location of the resource on the network. Typically a web browser displays the URL of a webpage in the address bar.

#### **UX** abbreviation

UX is an abbreviation for user experience. It refers to user experience design, it's a human-first approach to how users, clients, visitors, and guests interact with a company. Despite that it's very widespread to be used in tech, it's not bound to any medium, it can be implied to anything from websites and apps to vending machines, customer service, or even how a physical shop is designed. In other words, the purpose of UX design is to make easy, efficient, and pleasant experiences for the user.

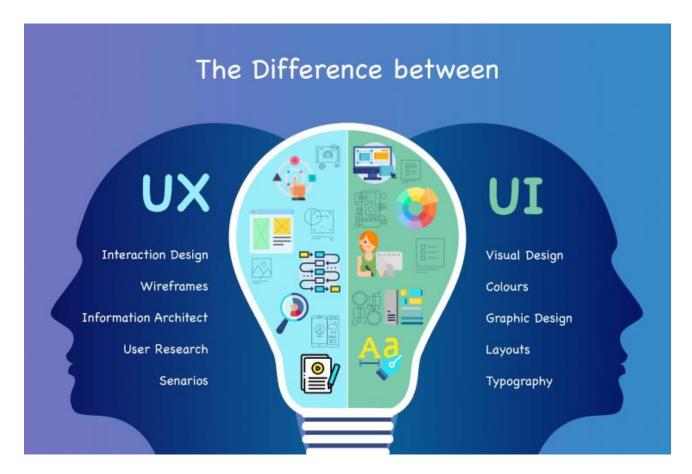


Fig:5.5 (Difference Between UI and UX)

#### WWW abbreviation

WWW is an abbreviation of the World Wide Web. Which is what we generally refer to as the web. In general terms, it is an information system where a document or other web resources like images or video can be identified by a <u>URL</u>. The documents are accessible through the HTTP protocol and are accessible through a web browser. It is very often labeled as the internet - which it is not synonymous with.

#### XML abbreviation

XML is an abbreviation for Extensible Markup Language. It is a markup language that sets a definition for encoding documents in a format that is readable by both humans and machines. XML is often used to describe data, thus making it a flexible way to create and share electronic data via the internet. XML uses tags to define the structure of the document, and describe how it should be stored and transported.



# **INTRODUCTION OF THE PROJECT UNDERTAKEN**

## **Chapter 1.1: Introduction (What is Web Development?)**

Web development is the process involved in building a Web site (World Wide Web) or intranet (private network). Web development can range from the development of one simple static page of plain text to more complex web applications, business entities, and social networking services. A comprehensive list of activities that Web development targets most often, can include Web engineering, Web design, Web content development, customer communications, a separate client / server script, a Web server and network security optimization, and e-commerce development.

Among Web experts, "Web development" often refers to the basic unstructured elements of building Websites: branding and coding. Web development can use content management systems (CMS) to make content change easier and more accessible through basic technical skills.

In large organizations and businesses, web development teams can have hundreds of people (Web developers) and follow common practices such as Agile methods while developing websites. Small organizations may require only one permanent or contractor engineer, or a second division in a job-related role as a graphic designer or information systems specialist. Web development can be a collaborative effort between departments rather than a dedicated department domain. There are three types of Web developers: pre-engineer, end-engineer, and stack-filled engineers. Front developers are responsible for the behavior and visibility that works in the user's browser, while the background developers interact with servers.

Since the launch of Web marketing, Web development has been a growing industry. The growth of the industry is driven by entrepreneurs who wish to use their Website to advertise and sell products and services to customers. [3]

There are many open Web development tools like BerkeleyDB, GlassFish, LAMP (Linux, Apache, MySQL, PHP) stack and Perl / Plack. This has kept the cost of studying Web development smaller. Another factor that has contributed to the growth of the industry has been the development of easy-to-use WYSIWYG Web development software, such as Adobe Dreamweaver, BlueGriffon and Microsoft Visual Studio. Knowledge of HyperText Markup (HTML) language or programming languages is still required to use such software, but the basics can be learned and applied quickly.

A constantly growing set of tools and technologies has helped developers to develop powerful and collaborative Websites. In addition, Web developers are now helping to deliver applications such as Web services that were traditionally available only as applications on a desktop computer. This has allowed for many opportunities to separate information and media distribution. Examples can be seen with the rise of cloud services such as Adobe Creative Cloud, Dropbox and Google Drive. These Web services allow users to interact with applications from multiple locations, instead of being tied to a specific workspace of their app environment.

Examples of major communications and marketing changes led by Web development include e-commerce. Online auction sites such as eBay have changed the way consumers find and purchase goods and services. Online retailers such as Amazon.com and Buy.com (among many others) have changed the buying and benefit information for more consumers. Another example of dynamic links led by Web development is the blog. Web applications such as WordPress and Mobile type have established blog sites for specific websites. Increased use of open source content management systems and enterprise content management systems has increased the impact of Web development on Internet communication and communication.

Web development has also had an impact on communication and marketing. Websites are no longer just tools for business or commerce, but are more widely used in social media. Websites such as Facebook and Twitter provide users with a platform to communicate with organizations in a personal and connecting way for community engagement.

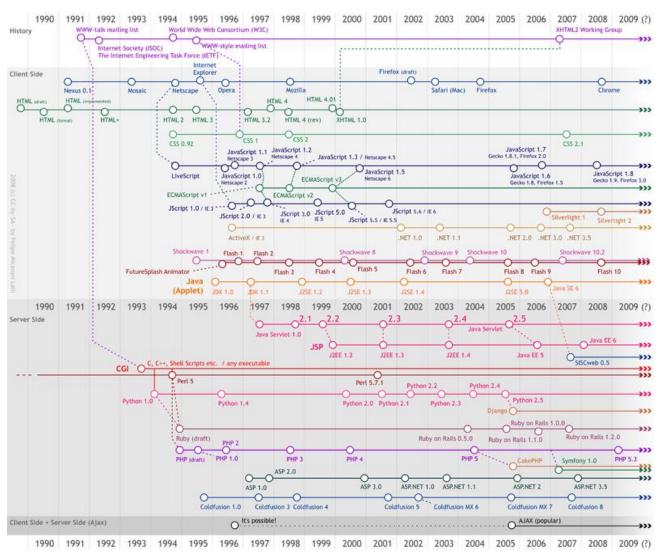


Fig 6.1 Chronology of Web Development

## **Chapter 1.2: WordPress Development**

WordPress is a free, open-source website creation platform. On a more technical level, WordPress is a content management system (CMS) written in PHP that uses a MySQL database. In non-geek speak, WordPress is the easiest and most powerful blogging and website builder in existence today.

WordPress is an excellent website platform for a variety of websites. From blogging to e-commerce to business and portfolio websites, WordPress is a versatile CMS. Designed with usability and flexibility in mind, WordPress is a great solution for both large and small websites.

A WordPress website is any website that uses WordPress as its content management system (CMS). WordPress powers both the *backend* of the website (the interface where a user logs in to make changes or add new content) and the *frontend* (the visible part of the website that your visitors see on the web).

Here are just a few examples of the types of websites you can build with WordPress:

- **Blog** A blog is a special type of website devoted to sharing thoughts, photos, reviews, tutorials, recipes and so much more. Blogs usually display the most recently-published content first.
- **E-commerce website** An e-commerce website allows you to sell goods or services online and collect payment via an online payment system. You can download and install a WordPress e-commerce plugin to extend the default functionality of WordPress so you can have an online store on your website.
- **Business website** Many businesses will benefit from having an online presence in the form of their own website. If your business needs a website for customers to learn about your company and what you have to offer, WordPress is an excellent option. Customers can contact you, ask for a quote, schedule an appointment and much more.
- **Membership website** A membership website allows you to put content behind a paywall or an account login. To access pages or posts, users must login or pay for the content. WordPress can also handle membership websites with additional plugins.
- **Portfolio website** Show off your artwork, design skills and more with a portfolio website built on WordPress.
- **Forum website** A forum website can be a helpful place for users to ask questions or share advice. Believe it or not, many forum websites run on WordPress.

- **Event website** Hosting an event? WordPress makes it easy for you to share your event details and sell tickets.
- **E-learning website** Students can take online courses, track their progress, download resources and much more from an e-learning website. With a special kind of plugin called a WordPress LMS plugin, you can offer online courses from a WordPress website.
- **Wedding website** Share the details of your big day with a wedding website built on WordPress. With an array of WordPress wedding themes, you can get a website up quickly and easily.

The possibilities are endless when it comes to customizing a WordPress website. WordPress themes and plugins can add new design options and added functionality. Check out WordPress.org for free themes and plugins.

## Chapter 1.3.1: Why to Use WordPress?

WordPress is such a widely used website content management system, here are some of the benefits of WordPress as a website platform:

- **Simplicity:** WordPress allows you to publish and build your website content quickly. Even as a beginner, you can easily use WordPress.
- The cost is free The actual WordPress software available on WordPress.org is free to download and use. You will, however, need to pay for web hosting and a domain name.
- **Flexibility:** WordPress allows you to create many types of websites from personal blogs and online stores to online magazines and newspapers.
- **Easy to use** If you can use a word processing software like Microsoft Word, you can use WordPress to build and manage a website.
- Open-source software WordPress is open-source software that is licensed under the GNU General Public License (GPL), meaning it isn't owned by a single company or entity. Hundreds of developers and users collaborate and contribute to the software to make it better. The spirit of open-source means constant improvements, accountability and free usage for everyone.
- No need to know code WordPress removes the requirement of needing to know how to code in order to build a website. While WordPress utilizes a variety of coding languages, there's no need to know any of them to use WordPress.
- Extendable with WordPress plugins The core WordPress software can be extended with WordPress plugins. WordPress plugins are bits of software that you can upload to your website to add more features (such as e-commerce, SEO, backups, contact forms and more). There are thousands of free WordPress plugins available on the WordPress.org plugin directory and a thriving premium (paid) plugins industry.
- **Highly customizable with WordPress themes** WordPress themes provide the design and layout of your website. With a click of a button, you can change the entire look of your website by applying a new WordPress theme. More advanced WordPress themes are more like WordPress page builders, giving you even more control of your layouts.
- Website security While no website platform is 100% secure, WordPress security continues to improve with a vigilant security team of core developers and users. Common WordPress security issues are usually due to user error, rather than the software itself.
- A thriving community of users and developers When you have a WordPress website, you can also get involved in the greater WordPress community through your local WordPress Meetup, WordCamps and more. The WordPress community has a reputation of being incredibly welcoming, helpful and innovative.
- A premium plugin and theme industry While there are loads of free plugins and themes, most serious WordPress website owners invest in premium (paid) plugins or themes. Why? Your purchase of a reputable premium plugin or theme helps pay for the ongoing development and support of the plugin or theme, including new features, security patches and more.

# Chapter 1.3.2: WordPress Features

As a website building platform and CMS, WordPress boasts an impressive feature set. Here are just a few of the many features of WordPress.

- SEO Search Engine Optimization (SEO) begins at a technical level and WordPress delivers an exceptional code base for SEO. SEO allows your website's content to be found via common search engines such as Google or Bing. Check out these free WordPress SEO training videos to learn more.
- **Speed** WordPress is a lean website framework that is constantly striving to remove code "bloat" that slows down the loading speed of a website.
- **Mobile-friendly** Most WordPress themes are now mobile-friendly or responsive out-of-the-box.
- Media file library WordPress includes a built-in media library where you can upload and
  embed media files such as images or videos into your pages or posts. You can even perform basic
  edits to your images within WordPress.
- **Easy-to-use user interface** WordPress is very easy to use with no complicated settings. If you can use a WordPress processor, you can use WordPress. WordPress also has a focus on accessibility.
- Custom menus WordPress makes it easy to create navigation menus with links to your pages
  or custom links.
- **Built-in blog** Adding a blog to your website is as simple as publishing a post.
- New in WordPress 5.0: The WordPress Block Editor WordPress 5.0 introduced the new Block Editor, also known as the Gutenberg WordPress Editor. The new editor transforms the way you edit WordPress pages and posts. Now you can design and arrange your content with a more flexible "drag and drop" approach.

# Chapter 1.4: WordPress Usage Statistics Across the Web

According to <u>usage statistics of content management systems</u> now report that WordPress powers over 60 million websites, or 36% of all websites on the internet and over 60% of all websites whose content management systems are known.

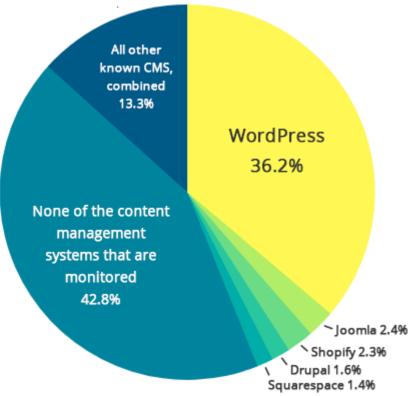


Fig 6.2 Usage statistics of Content Management Systems,

#### Chapter 1.5:

#### Scope of the Work

Due to technical expertise, WordPress developers are very famous in this corporate world. Suppose you are hired as a WordPress developer, you would be able to run all kinds of applications while managing the content of the organization.

Moreover, you can create applications in 62 languages securely as it offers a backup option. So, you can expect to take advanced security solutions easily. Furthermore, you would be able to proactively secure your site and raise your awareness for your career as a WordPress developer.

So, once you would know about the vulnerabilities and complexity of the website, and you plan to switch from one company to another, you will have many practices to add to your resume.

Do you know what is the major challenge faced by the developers in shifting from one organization to another?

We all know that every organization has different goals and objectives, so they use respective designing and analytic tools which suit the best. So, developers often face difficulty in finding the organization that offers job position similar to their profile.

However, by choosing WordPress as your career, you will get rid of these commonly encountered issues because most of the development companies in Chandigarh use WordPress to design and develop the website. So, you will definitely get new opportunities to make your future bright.

If you are a fresher planning to make a career in the web development world, and facing a challenge while looking for a development job, then stop hustling. Schedule your interview on webdew career page and secure your career in the field of WordPress development. webdew is among the top WordPress Development companies in Chandigarh.

Currently, if you are working as an HTML designer, PHP coder, or having expertise in another field, then you can easily switch to WordPress.

It looks like the future of WordPress is large enough to build the trust of the clients and management quickly as it offers modifying themes, inbuilt- plugins, etc. at a cheap rate. However, it will help you to get out of the shell, build your identity and secure your future as WordPress developer.

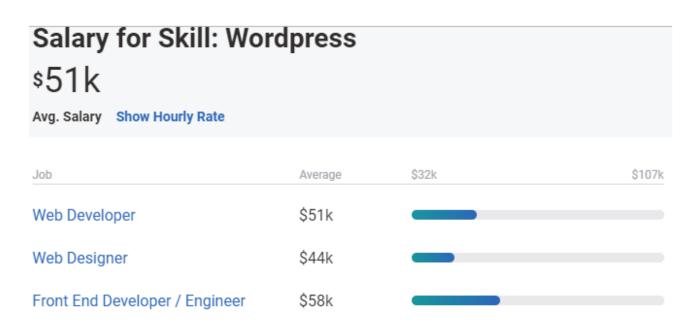


Fig 6.3: Salary of the WordPress Developer showing hourly rate

How much can you earn? (source: Glassdoor)

\$74,000 \$63,000 \$45,000 Senior developer Middle developer Junior developer

Fig 6.4: How much we can earn source (Glass Door)

#### Importance and Applicability

Probably there is not a single business enterprise which does not have any idea about WordPress. WordPress is an excellent tool that has allowed many organizations to design their own website without any endeavor. Also, the **Importance of WordPress For Business Websites** has been escalated with the furtherance in the technology. It has become the most reliable and trusted software for many business entities. It's 'simple to use' and 'easy to understand' interface has made it gain huge vogue for website development across many enterprises.

Different platforms like WordPress were inaugurated at the same time, however, they could not endure the experiment of time. WordPress jas not only tightened its place in the blogging platforms, but there has been also a visible rise in the usage of WordPress for the creation of websites for businesses.

But the main question arises when every business entity ponders about the reasons to use WordPress. Of course, there are a plethora of reasons to specifically discuss them.

A website always acts as a mirror to showcase the business which in turn helps to enhance the business. So it is always recommended to choose a safe platform for the generation of their websites. It is no less to say that WordPress is one such thing that never thwarts its customers. This is what that makes it unique from other content management systems. Also, WordPress website development has gained huge significance by every passing day.

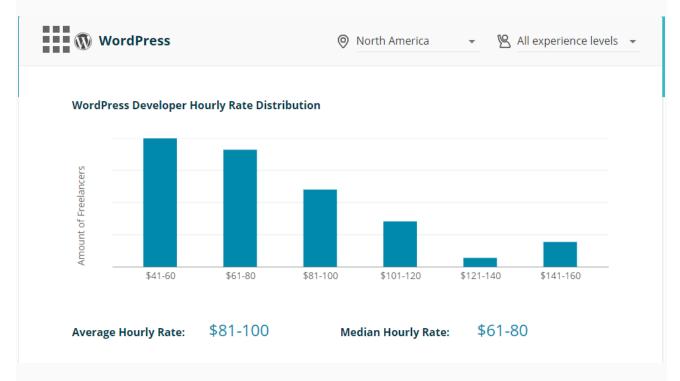


Fig 6.5: WordPress Developer Hourly Rate Distribution

# Chapter: 1.6 Objectives of the work undertaken

- 1. Build efficient, testable, and reusable PHP modules and plugins
- 2. Work on integration of user-facing elements developed by front-end developers
- 3. Solve complex performance problems and architectural challenges
- 4. Handle end to end website development projects
- 5. Work on WordPress custom design, themes, and plugins
- 6. Develop custom WordPress themes
- 7. Build efficient, testable, and reusable PHP modules and plugins
- 8. Design & develop website/web portal/blog, using HTML, CSS, JS & WordPress



# **INTRODUCTION OF THE COMPANY/WORK**

#### **TPCS**



Fig 7.1 Logo Of TPCS

Company name: Turning Point Consultancy Services.

**Founder:** Miss Shaba Prewin **Established in year :** 2019.

**Company's Vision:** Nourishment and upbringing of young talent Inspiring them to serve the nation. Our vision ranges from motivation, aspiration, and nurturing educational advancement. Leadership shill into millions of young aspiring students.

**Company's Mission:** To help clients to achieve their business objectives by providing innovative, best-in-class ideas, solution to the problems in best possible way to shine in the digital world.

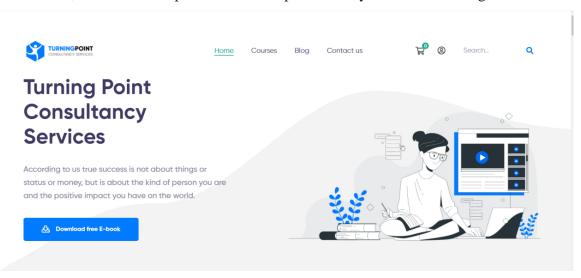


Fig7.2 Home Screen of Wordpress

Turning Point consultancy Services is a Educational cum Business Consultancy agency that connects small businesses with customers and help Poor Students to fulfill there future by Pursuing their Dream, Established in 2019. It is a complete Education solution provider that consult, plan and for small business it implements entire web promotion strategy, from developing a modern website for your business to redesigning your old website, from Social Media Marketing to Search Engine Optimization, there are here to strengthen your online footprint.

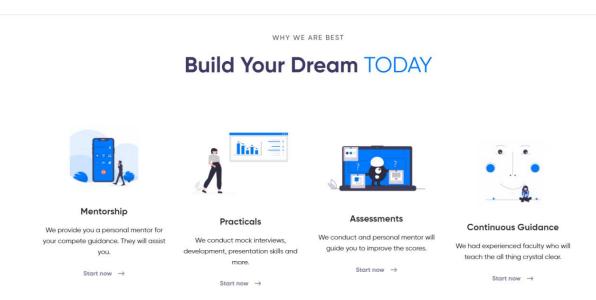


Fig: 7.3 Why we are best

Being one of the best Educational Consultant and SEO companies in south India, they know the importance of your business and help you achieve your dream ranking in least possible time.

TPCS is one-stop-web-solution. They believe in designing and developing sites with a touch of creativity and innovation that reflects the imagination of our clients to make their business soar.

TPCS is known in the industry for providing complete web solutions that includes website designing, website development, mobile application development, custom app development, online marketing (SEO, SMO, Online Campaigns, etc.), ERP, etc.

## Various services offered by organization

As there are numerous ways to grow in the digital world, our list of services is not exhaustive. Here we highlighted a few of them.



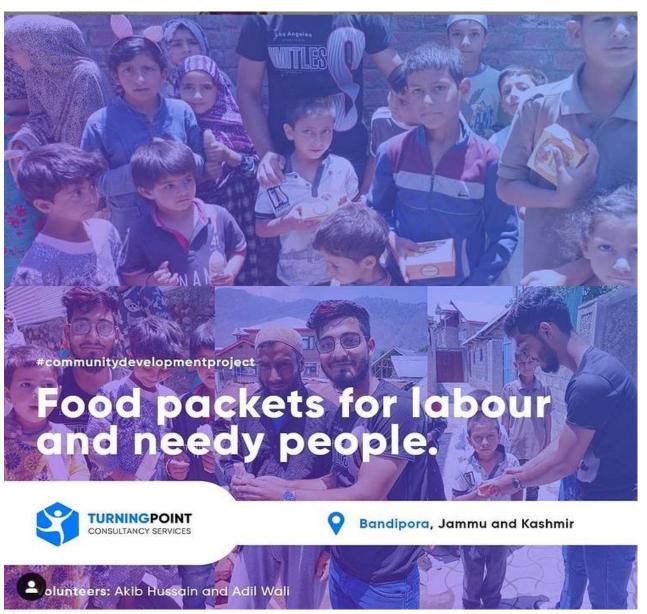
Fig 8.1 Fig 8.2

- Website Designing and Development: Interactive & bautiful websites are one of the best ways to attract and engage customers in today's competitive world. We design websites that will make you stand out from the crowd.
- **Mobile Application Development**: Expand boundaries of your brand via our cost-effective mobile application development service to get applications version of your site for various platforms. We develop applications for Android.
- **Digital Marketing:** As a top SEO Company India, our marketing services transform ideas, values, and vision into professional marketing solutions to communicate and

reach your strategic goals. We are proficient in Performance Based SEO, Social Media Marketing, All-in-one SEO, Location Based Marketing, SMO, and PPC.

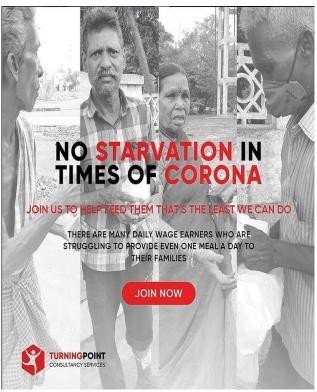
- Career Counselling:
- Courses:

Not only the technical and non-technical the company focuses on the social services like food donations and even company helped many people during the COVID-19 by distributing Masks, COVID Kits, Blankets, Clothes and mainly food. So many people is not having food at that time company started a campanin and raised funds from people and we the employee's contributed the things and donated for a global cause across India and also some other Countries











Essential supplies and food packets for labour and needy people



TURNINGPOINT



Essential supplies and food packets for labour and needy people





# Stand with Daily Wage Earners

In this crucial time of the Corona Pandemic let us stand with our Daily Wage Earners who are the worst affected.



	Chapter3: Organization chart of the company			
Miss. Naziya Perv leaders from Busin and Manish Yada	the Marketing department is led by major branches under different teasepartment is led by Simran Khuran tecutives of 50-100 people working and different digital marketing.			
				31   P a g



# **Brief description of the work done**

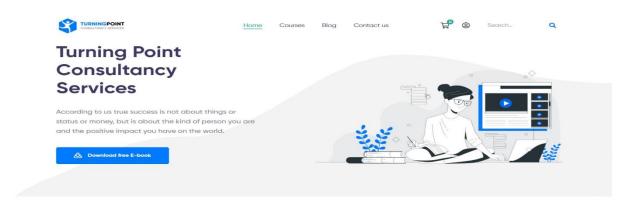
#### Position of Internship and roles

I have given the role as Software Development Engineering Intern also known as SDE intern in the field of Web development. My roles and responsibilities are

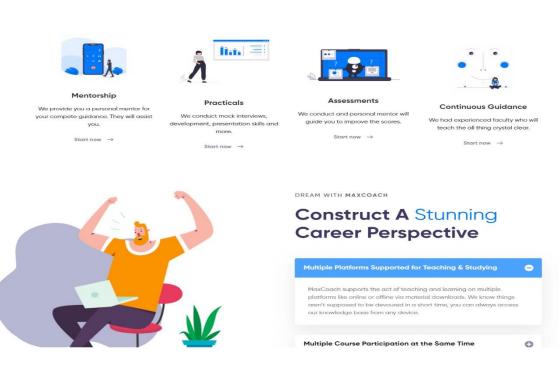
- 1. Build efficient, testable, and reusable PHP modules and plugins
- 2. Work on integration of user-facing elements developed by front-end developers
- 3. Solve complex performance problems and architectural challenges
- 4. . Handle end to end website development projects
- 5. Work on WordPress custom design, themes, and plugins
- 6. Develop custom WordPress themes
- 7. Build efficient, testable, and reusable PHP modules and plugins
- 8. Design & develop website/web portal/blog, using HTML, CSS, JS & WordP

#### Activities/ equipment handled

I had Given with the hosting credentials which can be used to access the panel for the hosting and later on I had just installed the WordPress and along with the woo Commerce plugins and I had created a dashboard for the WordPress and later on. What I did is. I just create started creating the pages and Mr. Manish has been helping me out to four in the UI and UX designing and later on I had developed the pages using the element plugin which is already there in the WordPress. So I just read out the home, wordpress page and later on string out the different picking out the plugins and making on the different. My work displayed below



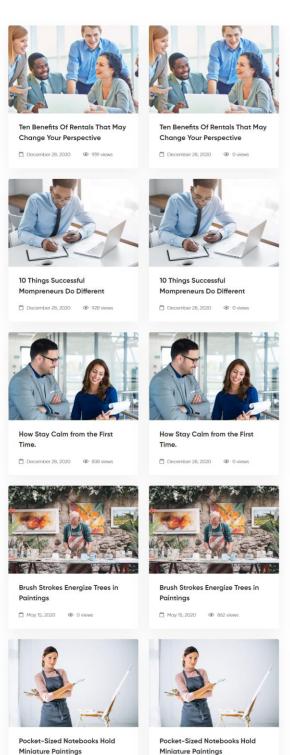
# Build Your Dream TODAY





Home / Blog

# Blog



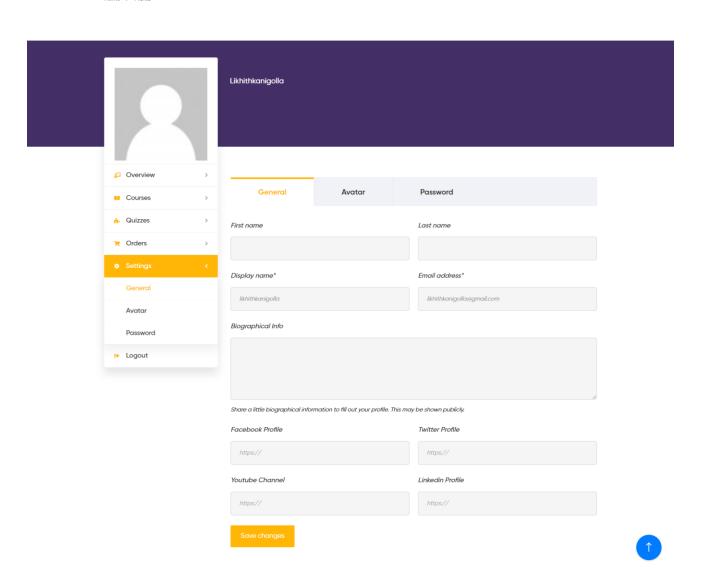


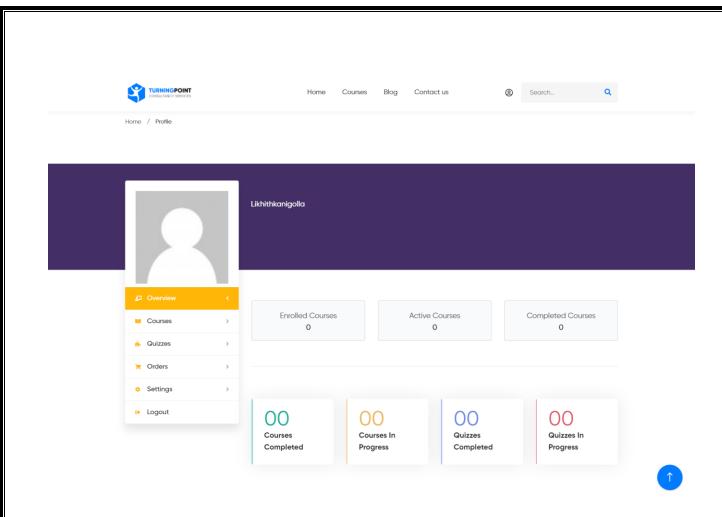


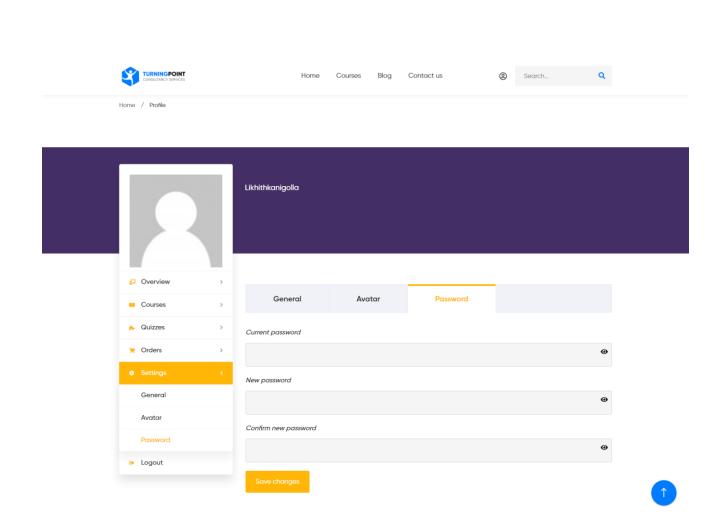




Home / Profile







# Challenges faced and how those were tackled

The only issue faced is about the DNS settings migration of website and other things

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