**THE ENTREPRENEURSHIP NETWORK**

GROUP- DIGITAL MARKETING BATCH 6B

We are group of 25 Intern working towards digital marketing of The Entrepreneurship Network.

**KEY EXECUTIVES: -**

1. POD HEAD – AAKAR AGGARWAL
2. LEADER – HARSHITHA
3. POD HR- RIYA

* In the beginning, based on given instruction our team was working with full potential for completing the given task.
* Task performed by the interns covered each and every social media platforms, it started from updating their own Facebook and LinkedIn profile , sharing various internship opportunities provided by The Entrepreneurship Network in Whatsapp groups ,generating leads, collection of followers for Instagram page , creating content on topics like Entrepreneurship,startup,edutech,etc. They also promoted the YouTube channel and gained subscribers for the same.
* Even though we are able to achieve the given target, the number of interns completing the task are decreasing day by day.
* We are still working on updating the excel sheet and we are expecting it to be done by tomorrow.
* As per my observation:-  
  1. The interns are losing motivation to do the given task, we should try to show them the impact they are creating by showing the increase in engagement of people on different TEN handles.

2. They are not able to communicate to the right person at the right time. We can conduct a meeting in which we can clarify about role played by different people in the group other than the interns.

3. Just like GM interns, we can conduct quizzes or any fun activity and award points based on that activity. Results can be displayed in the group for motivating them.

REGARDS

PARAS TOMAR (GM INTERN)