# 1. INTRODUCTION

## 1.1 Organization profile

**BITS** is a creatively driven integrated Business Consulting, Advertising agency and IT company located in Narayangarh that creates high-impact business solutions for both traditional and digital media to its clients.

BITS aims is to bring innovation in software solution with the implementation of artificial intelligence. Providing affordable and reliable solutions is our main concern. We also deal with Web Interface Design, Portal Development, Web Application Programming, Graphics Media Design, Digital market and mobile app development.  
Implementing and using latest introduced technologies as well as with AI technologies we can developed advance, cost-effective and reliable software solutions for corporate and individual purpose.

In today’s fast-paced and rapidly changing Information technology environment, BITS is committed to provide its client with top-end consulting service and solutions to meet unique business challenges

## 1.2 Mission and Vision of the Organization

**Vision:** The vision of the company is to provide technology related solutions like website, applications and graphics designs to grow the business in a digital way.

**Mission:**

The company is committed to:

* Provide IT related services.
* Digitalize the business of any individual or group.
* Digital service to all the customers.

# 2. OBJECTIVE OF THE ORGANIZATION

The company is committed to achieve the following objectives:

Providing affordable and reliable solutions is our main concern. We also deal with Web Interface Design, Portal Development, Web Application Programming, Graphics Media Design, Digital market and mobile app development.  
Implementing and using latest introduced technologies as well as with AI technologies we can developed advance, cost-effective and reliable software solutions for corporate and individual purpose.

Please make this on POINTS.

# 3. ORGINAZATION DESIGN AND STRUCTURE

## 3.1 Organizational Information

In the year 2019AD a new vision was introduced by a group of IT experts to address the real needs and demands of the society as well as of the nation. Which materialized in the establishment of a company by the name of Bitmap I.T. Solution Private Limited at Bharatpur-3, Chitwan, Bagmati, Nepal in the central part of Nepal.

|  |  |
| --- | --- |
| **Address** | Bharatpur-3, Chitwan |
| **Phone No.** | 056-596250 1 4490954 |
| **Email** | info@bitmapitsolution.com |
| **Website** | www.bitmapitsolution.com |

## 3.2 Organization Structure

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The organizational hierarchy of BITS is as follows:

Board of Director

CEO

Sr. Web Designer

Sr. Software Developer

Sr. Web Developer

AI Researcher

Trainee-Web Desinger

Software Developer

Trainee-Software Developer

UX-Developer

AI Developer

UX-Trainee

Data Analyst

Interns

# 4. ORGINAZATION PERFORMANCE

## 4.1 Organization performance of last Three Years

## 4.2 SWOT Analysis of Organization

SWOT analysis is the important tool to analyze the comparative position of the organization. The aim is to identify the extent to which the current strategy of an organization and it’s more specific strength and weaknesses are relevant to, and capable of, dealing with the changes taking place in the business environment. It can also be used to assess whether there are opportunity to exploit further the unique resources or core opportunities and threat Strength and weakness are analyze during an internal analysis to prepare the firm to cope with external opportunity and threat. Strength and weakness represent resource: competency capability, opportunity and threat come from external environment forces of a firm. It   provides the overview of whether the firm’s comparative position is fundamental healthy or unhealthy.

**Strengths**

• The better investment on financial purpose for the activities in the organization

• Traditional expertise in supply information

• Improving existing success

• Friendly environment of staffs with everyone inside the organization

**Weakness**

• There are less numbers of staffs

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**Opportunities**

• Online and Digital platform

• Potential to expansion of education and practical knowledge.

• Increasing in lifelong learning.

**Threats**

• Developing of competing digital service

• Internet as fast, easy, widely used source of information

• Younger generation are nowadays interested with the digital platform activities than the physical activities.

# 5. ACTIVITIES PERFORMED IN ORGANIZATION

## 5.1 Activities Performed

At the beginning of the twenty-first century, many colleges and universities have a broad educational mission: to develop the "whole student." On college campuses, extracurricular involvement is a key tool in this personal development. For the majority of college and university students, involvement in extracurricular activities plays an integral role in the collegiate experience. Students become involved in extracurricular activities not only for entertainment, social, and enjoyment purposes, but most important, to gain and improve skills. A wide and diversified range of extracurricular activities exists on Nepal. Campuses, meeting a variety of student interests.

Each activity offers students an opportunity to work with others and to gain essential life skills. Though numerous activities exist, the following activities are those that are most commonly found in college campuses.

**Sports:** Oxford College of Engineering and Management provide different sports activities almost every year. Student athletes may "try out" for intercollegiate sports teams such as volleyball, basketball, cricket, Badminton and Table tennis. Being a varsity athlete requires a great commitment of time and energy for practicing, conditioning, and competing. Intramural sports provide an opportunity for all no varsity student athletes to play a sport they enjoy, while competing against their peers.

**Academic and professional organization Activities:** Oxford College of Engineering And Management held academic and professional activities in the college such as price distribution, professional activities for teaching and non-teaching staff which encourage all staff to do their job happily and encourage them to do better in future. And in price distribution Program College provide different prices for different purpose such as for sports, and for the excellent student, discipline and punctual students which encourage students for betterment in their specific fields.

**Volunteer and service-related activities**: OCEM provide opportunity for many student to do volunteer on many sectors which helps to gain different knowledge. Volunteer and service-related activities exist to help improve the local and worldwide community, an important goal of extracurricular activities. In the Alternative Spring Break program, students engage in community service projects, such as rebuilding homes, planting trees, or tutoring students during their college spring break.

**Blood Donation Program:** OCEM family organize blood donation program every year in corporate with Red cross Society Nepal, which saves many lives. Students and staff who feel feet are participate in donation, which includes age between 18 and 65 and weight must be 50kg. Blood donation bring life back to power which is our responsibility as a human kind.

## 5.2 Observation in Organization Activity

During the internship periods I was able to do the work that I was well known by myself previously but somehow I am able to observe the some activities of the organization that are interacting inside the organization. The various designing platform using Photoshop and other related designing components of the various college activities inside the college.

I have observe the thing that I was not known at all. I know the opportunities that arise on that place when we are able to perform the various tasks. The featured performances of the students. Responsibilities of the staffs during the activities of the college. The pressure of the HODs and other various departments to the student’s activities and the major responsibilities. The ground to top responsibilities of the various staffs to the organizations and their major own fields responsibilities.

# 6. LESSON LEARNT FROM ORGANIZATION

## 6.1 Skill Gain from Organization

As an internee, I got an opportunity to gain first-hand job experience and key knowledge, skills, and attitudes that will help me to progress throughout my life. The major skills and learned during the internship period are as follows:

### 6.1.1 Hard Skills

I have understood more about the designing concept, data entry through Microsoft excel, assembling and dissembling of computers with their operations, and involve in the Identity Card Design and other IT maintenance inside college premises. These types of industry-specific skills are essential for a particular career field, and are often called “hard skills.”

### 6.1.2 Soft Skills

Soft skills are not taught in the classroom. Often these skills are developed by interacting in professional work settings, involvement and leadership in student groups, volunteer positions, and others outside the classroom experiential opportunities. Soft skills are known as transferable skills.

During my internship, I got an opportunity to work in a team of lab and network management, Research and development person. Hence, I was able to develop patience in situations when I disagree with another member(s) of the team.

I was allowed to interact with different personalities from different department in college which helps to develop my communication skills. The internship period helps me to manage my time better by maintaining a balance between work and personal life, without harming any of them.

An internship introduces me to real-life work problems and hence develops problem-solving skills.

Therefore, Soft skills are a combination of people skills, social skills, communication skills, character or personality traits, attitudes, career attributes, social intelligence, and emotional intelligence quotients, among others, that enable people to navigate their environment, work well with others, perform well, and achieve their goals

## 6.2 Feedback to the Organization

As we all know that nothing is 100% efficient. Some have more pros where as some have the more cons and regarding to the internship in the college was just friendly and hope this will last remains forever to next generation’s students. The form that we are being work done with the limited resources too there are a lots of things that must be maintained inside the college. The equipment that we need to perform certain task are not available due to the lack ness in the decision power of the staffs inside the college. The facilities was under construction while we were performing the tasks.

The main feedback to the organization is that this organization is not giving the priority to the practical knowledge to the students. This organization can invest very large amount of the financial support but a bit lacking in the practical knowledge