

An Internship Report on

Digital marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of Bachelor of arts (H.E.P) Under the Faculty Guide ship of

Dr. P. Anandiran

(Name of the Faculty Guide)

Economics
Department of

Government degree college Narasannapeta

(Name of the College)

Submitted by

Budda Rajuwar

(Name of the Student)

Reg. No

2222004036003

Department of

Bachelor of Arts (H.E.P) History, Economics, Politics

(Name of the College)

Government degree college Narasannapeta

SHORT- TERM INTERNSHIP

Name of the Student: *Buddha Raju*

Name of the College: *Government Degree College Narsannapeta*

Registration Number: *2222004036003*

Period of internship: *8 weeks*

From:

To:

Name & Address of the Intern Organization: CMS LABORATORIES INDIA PRIVATE LIMITED, # 47-10-50, 3rd Floor, Above Union Bank, 4th Lane, Dwaraka Nagar, Visakhapatnam -530 016.

Andhra University

2023-2024

Student's Declaration

Buddha Rajuwar a student of H.E.P
Program, Reg. No. 222200403608 of the Department of H.E.P G.D.C
College do hereby declare that I have completed the H.E.P (2nd year) (Group)
Mandatory Internship from _____ to _____ in
CMS LABORATORIES INDIA PRIVATE LIMITED under the Faculty
Guideship of Mr. P. Annapurad (Name of the Faculty
Guide), Department of Economics, (Name of the College)
Government Degree College.

B. Rajuwar
(Signature and Date)

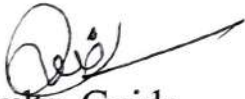
Official Certification

This is to certify that Buddh. Raju
(Name of the student) 2222004036003 Reg. No. has completed
his/her Internship in CMS LABORATORIES INDIA PRIVATE
LIMITED on Digital Marketing (title of the internship) under my
supervision as a part of partial fulfillment of the Requirement for the
Degree of Bachelor of Arts (Hep) 2nd year (Group), Govt Degree college.
(Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements



Faculty Guide



Head of the Department

Principal



PRINCIPAL
GOVT. DEGREE COLLEGE
NARASANNAPETA-532421
Srikalahasti Dist

Certificate from Intern Organization

This is to certify that Budda Raju

(Name of the Student) 2222004036003 (Reg. No), Gowdant

Degee collage (Name of the College) underwent internship
in CMS LABORATORIES INDIA PRIVATE LIMITED from _____ to
_____.

The overall performance of the intern during his/her internship is found
to be Satisfactory (Satisfactory/Not Satisfactory).



Authorized Signatory with Date and Seal

CMS LABORATORIES INDIA PVT. LTD.
Plot No- 121-C Floor No:3, Mohan Mansion,
Dwarakanagar, Visakhapatnam (Urban),
Visakhapatnam- 530016, Andhra Pradesh
CIN :U78300AP2024PTC113667

Acknowledgements

It gives me an immense pleasure and pride to express my sincere gratitude and respect for my teacher, internship supervisor and guide Mr. P. Anand Rao, for his expert and inspiring guidance and support throughout my internship.

Also, I am very grateful to the Head of the Department of Mrs. Santhi Hanu, and the other faculty members of the _____ Department for being a source of support during this project period.

I would like to extend my gratitude to my **Principal Sir** Dr. P. Latha for providing me all the necessary facilities that were required for successful completion of this internship.

I also thank **CMS LABORATORIES INDIA PRIVATE LIMITED** Visakhapatnam, for providing internship opportunity.

My special thanks to the **Managing Director, G. Jagadeeswara Rao**, for his constant support, encouragement and timely advice.

I'm deeply grateful to my internship trainers, for their invaluable guidance and support. From the moment I started, they took time to get me know the importance of various skills and understand my goals for the internship. Their constructive feedback helped me to improve my skills in which I have interest and approach my tasks with great enthusiasm.

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WHAT IS INTERNSHIP?

Internship is an integral platform for anyone to gain experience in the actual work place. Thus, Internship is a good opportunity for students to learn, to gain experience and also to make preparations. Men learn through experience and real life is full of different kinds of experiences. We will encounter many difficulties and obstacles and with experiences we are expected to be able to encourage and complete the process. Experience in my eyes is a very valuable thing in life because we need to be brave in taking risks.

It is also not something that we simply create, but we need to undergo through it. By doing my internship in an actual work environment, it helps me to know and discover myself from different angles. It also helps me to control and develop my attitude towards dealing with different kinds of people and situations. I have decided to take the internship course to grab the golden opportunity to apply theoretical knowledge that I have in a real working environment. Through college, I learned about theories but doing an internship, I learned a practical approach on dealing with the real world. Even though it was not that much, it still has profound results in some aspects of my life. In some ways, through internship, I also have learned that I am still lacking as an individual and employee. Internship helps me to identify my weaknesses and also my strengths. "Experience without theory is blind, but theory without experience is mere intellectual play". The other reason why I choose to take the internship as preparation for more challenging work environment and situation. Our life in college is incomparable with real working experience. A working life is very challenging as it requires great effort, commitment and abilities; those are something that I need to be prepared and trained to. Apart from that, I really want to gain professional experience and skills by taking the internship course. At the same time, I also want to improve my communication skills and ability to interact with people. I realize that by being part of society, I will need to meet different people around the office and I will have to communicate with them to settle their needs. Undergoing internship also helps to make me learn on how to work in a systematic organization. It helps me to learn how to be independent in accomplishing my tasks.

1.1 LEARNING OBJECTIVES:

- ⇒ Digital marketing aims to create brand awareness among the audience by promoting products or services through various digital channels.
- ⇒ The primary objectives of digital marketing is to generate leads and convert them into profitable customers.
- ⇒ To increase the customer engagement through various digital channels such as social media, email & SMS.
- ⇒ To improve the website ranking on search engines.

1.2 OUTCOMES ACHIEVED

- ⇒ Highly effective and cost efficient way to reach target customers, build brand awareness and drive sales.
- ⇒ Digital marketing activity such as social media marketing, SEO and content marketing can help business to reach the large audience and increase the brand awareness.
- ⇒ Targeted Customer reach - the digital marketing tools such as email marketing and social media advertising business can target specific customer profile and person with the personalized content that speak directly to the needs.
- ⇒ It helps business capture leads through opt-in forms, landing pages and email campaigns driving more website conversion.

1.3 INTERN ORGANIZATION:

CMS LABORATORIES INDIA PRIVATE LIMITED is a partnership company established in 2017 which is accredited and affiliated by SSC under non PMKVY with a motto of pharmaceutical skill development with placement linked training programs. After providing training on various courses comes under Pharmaceuticals are Chemist Production (pharma, cosmetics and biologics)-V2- API/Bulk drug, Production Machine Operator Active Pharmaceutical Ingredient (API)/Bulk drug V3-non sterile manufacturing, Lab technician- research and quality control-V2 Wet lab, Assistant manufacturing and packaging (pharma, biologics and medical devices) V3. Courses offered as part of IT & ITeS are BPO(voice/non voice), Customer Care Executive(CCE), Tech Support Engineering. Courses offered for Engineering background are Robotics, Embedded systems, AutoCAD, Cloud Technologies. Skill training CMS will validate and furnish certificate from Life Science Sector Skill Development Council (LSSSDC). More than 2780 trainers are working in various pharmaceutical companies across PAN India. To present skilled man power to pharmaceutical industry along with certification as manufacturing assistants.

1.4 DESCRIPTION OF COURSE:

Digital marketing connects a business with its customers when they are online and is effective in all industries. It connects business with ideal customers when they are on google through SEO and ppc, on social media with email marketing. Every business needs digital marketing and it is necessary to understand the benefits of digital marketing for business which include affordability, mobile access flexibility, expansion, multimedia, interactivity, tracking, authority, influence engagement, print enhancement more modern consumers are going digital as its stages are affordable.

It is easy to track and monitor your digital campaign and your brand can provide a more interactive experience to digital marketing channels. This allows us to be a part of conversation about the company with digital marketing and can respond to brand in real time.

INTRODUCTION OF THE ORGANIZATION:

About CMS LABORATORIES INDIA PRIVATE LIMITED Empowering Youth for a Brighter Future.

At CMS LABORATORIES INDIA PRIVATE LIMITED, we're on a mission to transform lives through skill development. Our vision is to create robust and high-quality institutions that cater to the diverse needs of individuals, helping them reach their goals and aspirations. We believe in providing unwavering support, with a focus on quality assurance, information systems, and comprehensive training programs aimed at empowering unemployed youth to secure a better life.

Our Approach:

Bridging the Gap between Academics & Industries:

We're committed to closing the gap between Academics & Industries by developing the skills of unemployed youth and connecting them with opportunities in the private sector.

Our Strengths:

Empowering Potential and Unleashing strengths, crafting success. CMS Skill Center fosters determination and resilience in young minds. We turn interests into stepping stones on the path to triumph. Your journey to success starts here.

Certification for Excellence:

Founded in 2017, CMS is a partnership company dedicated to Pharmaceutical Skill Development with Placement-Linked Training Programs. We offer a range of certified courses including Manufacturing Assistant, Production Chemist, Production Machine Operator, Lab Technician, Industrial Electrician and Solar PV Installer.

Industry-Aligned Training:

After completing our skill training programs, CMS provides certification recognized by the Life Science Sector Skill Development Council (LSSSDC), ensuring that our graduates are industry-ready.

Impactful Results:

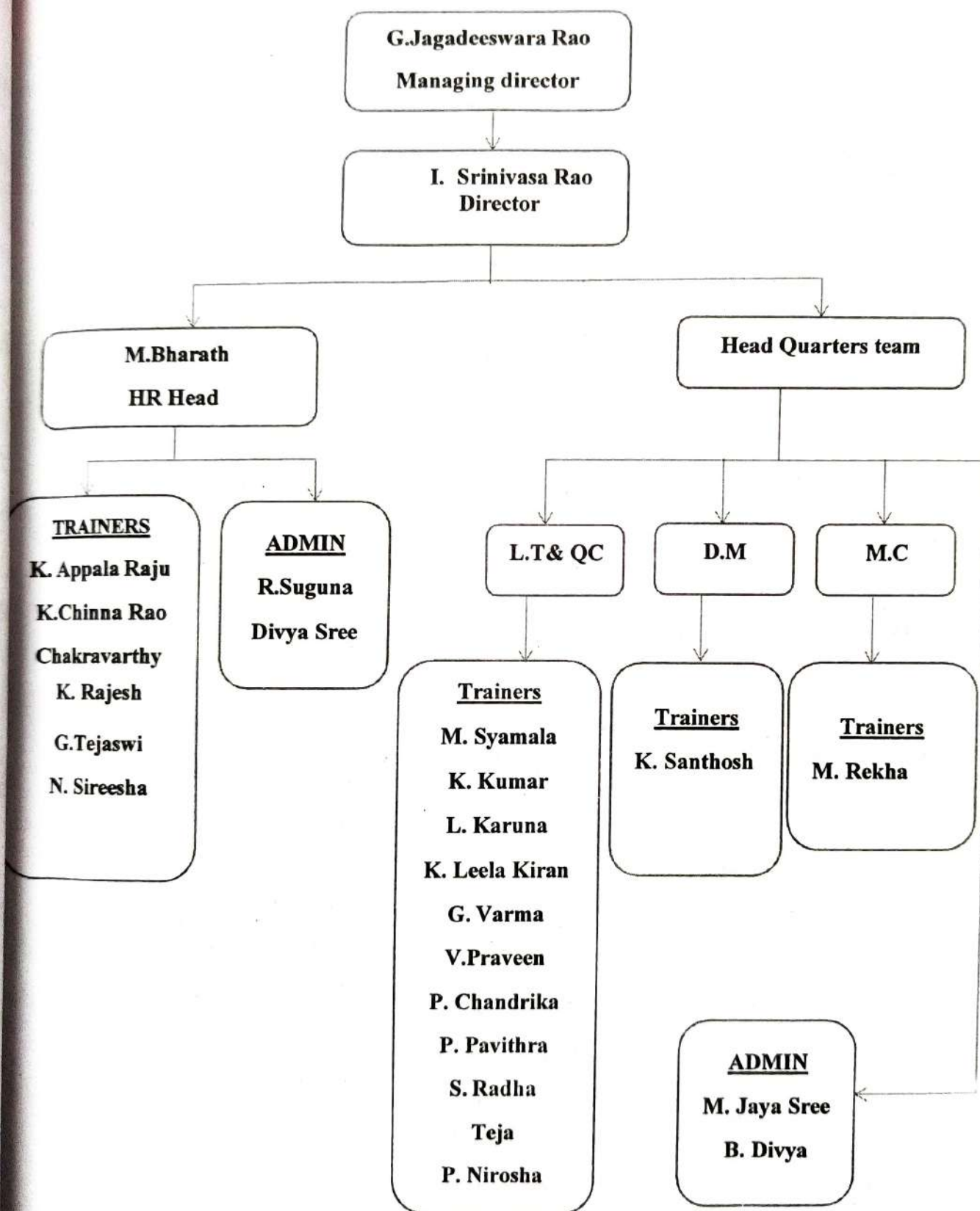
With over 5289 trainees now gainfully employed in various Pharmaceutical Companies across India, we take pride in our track record of making a significant difference in the lives of our graduates.

Corporate Social Responsibility (CSR) Commitment:

As part of our Corporate Social Responsibility (CSR) initiative in collaboration with SDI Visakhapatnam (a group of Public Sector Oil Companies), we are dedicated to enhancing the employability and prospects of youth across the nation.

Join us on our journey to empower the youth, build a skilled workforce, and create a brighter future. At CMS Skill Center, we believe that every individual deserves a chance to shine, and we're here to make it happen.

ORGANOGRAM OF CMS:



WEEKLY REPORT-1

OBJECTIVE OF THE ACTIVITY:

- To understand the importance of Internship.
- To Speculate the Internship providing organisation.
- To understand the basic of Digital marketing its objectives and outcome.
- To prepare ppt on the selected topics.

DETAILED REPORT:

Digital marketing :-

Digital marketing refers to the use of various online channels and techniques to promote products, services, brands or business to targeted audience. It encompasses a wide range of strategies and tactics aimed to attracting and engaging potential customers through digital platforms such as search engines, social media websites, emails, mobile apps and more.

Understanding the basis of digital marketing:

Digital marketing refers to the use of digital channels and technologies to promote products.

ACTIVITY LOG FOR THE FIRST WEEK

| DAY & DATE | DESCRIPTION OF THE ACTIVITY | LEARNING OUTCOMES | PERSON IN-CHARGE SIGNATURE |
|------------|--|--|----------------------------|
| DAY-1 | Internship and its importance | understand the importance of Internship | |
| DAY-2 | Introduction to CMS organization | Aware on CMS organization | |
| DAY-3 | Description of Course digital marketing | Digital marketing and its importance | |
| DAY-4 | objectives and outcomes of digital marketing | understand course objectives and outcomes. | |
| DAY-5 | Introduction of MS office - power point presentation | Basic powerpoint preparation and presentation. | |
| DAY-6 | Revision and award. | gone over all activity of the week. | |

Services or brands to a targeted audience. It encompasses various online marketing strategies and tactics aimed at reaching and engaging customers in the digital realm.

In essence digital marketing leverages the power of the internet, mobile devices, social media platforms, search engines and other digital mediums to connect with potential customers, build brand awareness, drive website traffic and ultimately achieve business objectives.

The key components of digital marketing include:

1. Online Presence: Establishing a strong online presence is crucial for any business. This involves creating and maintaining a website that represents the brand and provides information about products or services.
2. Search engine optimization (SEO): SEO focuses on optimizing a website's content, structure and technical elements to improve its visibility and ranking in search engine results.
3. Content marketing: Content marketing involves creating and sharing valuable and relevant content to attract and engage the target audience. This can include blog posts, articles, videos, infographics, podcasts and more.

POWER POINT :-

→ A Combination of various slides depicting a graphical and visual Interpretation of data to in a more creative and interactive manner is called a powerpoint presentation (or) ppt.

Step 1: Launch the power point program.....

Step 2: choosing a design....

Step 3: Create Title page....

Step 4: Add more slides....

Step 5: Add charts pictures Graphs etc....

Step 6: Add Transitions....

Step 7: changing the order....

Step 8: play the presentation

PPT Presentation topic: Online Education.

- Online Education is a procedure of gaining skills and knowledge through electronic devices like Computers, mobiles, laptops etc using the Internet.
- Online Education makes it possible for tutors (or) mentors to reach all the students more flexibly and teach them the relevant skills.

ACTIVITY LOG FOR THE SECOND WEEK

| DAY & DATE | DESCRIPTION OF THE ACTIVITY | LEARNING OUTCOMES | PERSON IN-CHARGE SIGNATURE |
|------------|---|---|----------------------------|
| DAY-1 | Types of digital channels | Aware of various types of digital marketing | |
| DAY-2 | key word explanation | usage of basic terminology | |
| DAY-3 | website planning | website designing | |
| DAY-4 | website development | planning of website | |
| DAY-5 | creation of website using pantheon site | created website using pantheon | |
| DAY-6 | Review and revision | one over all activity of the week | |

- Identify your Target Audience : understand your target audience demographics needs and preferences. This information will influence the design content and functionality of your website to ensure it resonates with your visitors.
- Plan your website structure and Navigation :
Create a logical structure for your website organizing content into categories and subcategories. Design an intuitive navigation system that allows users to easily find the information they're looking for.
- Wire-framing and Design : Develop a wire-frame (or) visual representation of your website layout and structure.
- Content Creation : Create compelling and informative content that aligns with your target audience needs and supports your website goals.
- Development and Coding : Based on the wireframe and design the website development phase involves coding and programming the website, using HTML, CSS, JavaScript and other technologies.
- Implement SEO Best Practices : Optimize your website for search engines to improve its visibility in search results.

PANTHEONID



SIGN UP WITH G-MAIL



PANTHEON DASHBOARD - CREATE NEW SITE



GIVE NAME IT WILL GIVE URL - CLICK CONTINUE



DEPLOYING WORD PRESS - VISIT YOUR

PANTHON SITE BOARD



SELECT LANGUAGE - CONTINUE - VISIT WEBSITE



PLUGIN - STARTER TEMPLATE



GRAVITY WRITER.COM FOR CREATING LOGO CONTENT

IDEOGRAM FOR CREATING LOGO



DEVELOP WEBSITE ACCORDING TO YOUR
THOUGHTS.

Student Self Evaluation of the Short-Term Internship

Student Name: B. Rajuvar

Registration No: 0222004036003

Term of Internship: short From:

To :

Date of Evaluation:

Please rate your performance in the following areas:

Rating Scale:

Letter grade of CGPA calculation to be provided

| | | | | | | |
|----|---------------------------------|--------------|--------------|--------------|---|---|
| 1 | Oral communication | 1 | 2 | 3 | 4 | 5 |
| 2 | Written communication | 1 | 2 | 3 | 4 | 5 |
| 3 | Proactiveness | 1 | 2 | 3 | 4 | 5 |
| 4 | Interaction ability | 1 | 2 | 3 | 4 | 5 |
| 5 | Positive Attitude | 1 | 2 | 3 | 4 | 5 |
| 6 | Self-confidence | 1 | 2 | 3 | 4 | 5 |
| 7 | Ability to learn | 1 | 2 | 3 | 4 | 5 |
| 8 | Work Plan and organization | 1 | 2 | 3 | 4 | 5 |
| 9 | Professionalism | 1 | 2 | 3 | 4 | 5 |
| 10 | Creativity | 1 | 2 | 3 | 4 | 5 |
| 11 | Quality of work done | 1 | 2 | 3 | 4 | 5 |
| 12 | Time Management | 1 | 2 | 3 | 4 | 5 |
| 13 | Understanding the course | 1 | 2 | 3 | 4 | 5 |
| 14 | Achievement of Desired Outcomes | 1 | 2 | 3 | 4 | 5 |
| 15 | OVERALL PERFORMANCE | 1 | 2 | 3 | 4 | 5 |

Date:

B. Rajuvar
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: B. Rajuvar

Registration No. 2222004036002

Term of Internship: short

From:

To:

Date of Evaluation:

Organization Name & Address: CMS LABORATORIES (Vishakapatnam)

Name & Address of the Supervisor with Mobile Number:

Please rate the student's performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

| | | | | | | |
|----|---------------------------------|----------|----------|----------|---|---|
| 1 | Oral communication | <u>1</u> | 2 | 3 | 4 | 5 |
| 2 | Written communication | <u>1</u> | <u>2</u> | 3 | 4 | 5 |
| 3 | Proactiveness | 1 | 2 | <u>3</u> | 4 | 5 |
| 4 | Interaction ability | <u>1</u> | 2 | 3 | 4 | 5 |
| 5 | Positive Attitude | 1 | 2 | 3 | 4 | 5 |
| 6 | Self-confidence | 1 | 2 | 3 | 4 | 5 |
| 7 | Ability to learn | 1 | 2 | 3 | 4 | 5 |
| 8 | Work Plan and organization | 1 | 2 | 3 | 4 | 5 |
| 9 | Professionalism | <u>1</u> | <u>2</u> | <u>3</u> | 4 | 5 |
| 10 | Creativity | 1 | <u>2</u> | 3 | 4 | 5 |
| 11 | Quality of work done | <u>1</u> | 2 | 3 | 4 | 5 |
| 12 | Time Management | 1 | 2 | 3 | 4 | 5 |
| 13 | Understanding the course | 1 | 2 | 3 | 4 | 5 |
| 14 | Achievement of Desired Outcomes | 1 | <u>2</u> | 3 | 4 | 5 |
| 15 | Regularity | 1 | 2 | 3 | 4 | 5 |
| 16 | OVERALL PERFORMANCE | 1 | 2 | 3 | 4 | 5 |

Date: 26/7/2024

P. Rishu
Signature of the Supervisor

INTERNAL ASSESSMENT STATEMENT

Name of the Student: B. Rajuvaru

Program of Study: short

Year of Study: 2nd year

Group: Bachelor of Arts BA (Hep)

Register No/H.T. No: 2220040036003

Name of the College: Government Degree college

University: Dr. B.R. Ambedkar University

| Sl.No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------|-----------------------|---------------|---------------|
| 1. | Activity Log | 10 | 10 |
| 2. | Internship Evaluation | 30 | 30 |
| 3. | Oral Presentation | 10 | 10 |
| | GRAND TOTAL | 50 | 50 |

Date:

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name of the Student: B. Rajuvar
Program of Study: short
Year of Study: 2nd year
Group: Bachelor of Arts BA (Hep)
Register No/H.T. No: 2222004036003
Name of the College: Government Degree college
University: Dr. B. Ambedkar University

| Sl. No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------------------------------------|---|---------------|---------------|
| 1. | Internship Evaluation | 80 | 80 |
| 2. | For the grading giving by the Supervisor of the Intern Organization | 20 | 20 |
| 3. | Viva-Voce | 50 | 45 |
| | TOTAL | 150 | 145 |
| GRAND TOTAL (EXT. 50 M + INT. 100M) | | 200 | 50+145=195 |


Signature of the Faculty Guide


Signature of the Internal Expert

M. Nirosha
Signature of the External Expert


Signature of the Principal with Seal

PRINCIPAL
GOVT. DEGREE COLLEGE
NARASANNAPETA-532421
Srikakulam Dist