

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**“A STUDY ON BENEFITS OF DIGITAL MARKETING IN THE GROWTH OF THE
SMALL AND MEDIUM ENTERPRISES WITH REFERENCE TO ONEX
SOLUTIONS PVT. LTD.”**

SUBMITTED BY:

PREM PRAMOD THAWALI

B.com (Honours) VI Semester

PROJECT GUIDE:

PROF. SAKSHEE AHLUWALIA



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

INTERNSHIP CERTIFICATE





Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001

Fax : 2528747 | E-mail : gscollegenagpur@rediffmail.com | Website : www.gscen.shikshamandal.org | Phone : 2531760

CERTIFICATE

This is to certify that the said internship project report titled “A study on benefits of digital marketing in the growth of small and medium enterprises with special reference to Onex Solutions” has been completed & submitted by **Mr. Prem Pramod Thawali** as a part of partial fulfillment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Sakshee Ahluwalia

Date: 11/04/2023

Place: Nagpur

Sakshee Ahluwalia
Prof. Sakshee Ahluwalia
Project Guide

Ranjana
Dr. Ranjana Sahu
Coordinator



S.S. Kathaley
Dr. S.S. Kathaley
Offg. Principal
Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Onex Solutions Pvt. Ltd.. I am grateful to Mr. Dipak Agarwal CEO of Onex Solutions PVT LTD. for considering me for the internship in his esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Sakshee Ahluwalia, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 11/04/2023

Place: Nagpur

P.P. Thawali

Signature of Student

Name: PREM PRAMOD THAWALI

Enrolment no. 20213008015020

Mobile no. 9850345231

Email: PREMTHAWALI2@GMAIL.COM

Index

Sr.no	Title	Pg.no.
1	INTRODUCTION	4-6
2	COMPANY PROFILE	8-13
3	PROJECT OVERVIEW	14-22
4	ANALYSIS / OUTCOMES AND LEARNINGS	23-54
5	CONCLUSION	55
6	SUGGESSTIONS	56
7	ANNEXURE	57

INTRODUCTION

Introduction to topic: -

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

It is also known as online marketing, refers to advertising through digital channels to promote brands and acquire potential customers using the internet and other mediums of digital communication such as Search engines, Websites, social media, Email, Mobile apps, Text messaging, Web-based advertising.

There are Different types of digital marketing and their different categories but the eight main and significant categories are Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics and Affiliate Marketing. But these categories are evolving day by day creating a new sub in itself.

Key Performance Indicators (KPIs) in Digital Marketing

Another key point to remember is that digital marketers use key performance indicators (KPIs) just like traditional marketers. KPIs are quantifiable ways that companies can measure long-term performance by comparing them to their competition. This includes corporate strategies, financial goals and achievements, operational activities, and even marketing campaigns.

The following are some of the most common KPIs that marketers can use to help companies achieve their goals:

Blog Articles: Marketers can use this KPI to figure out how many times a company publishes blog posts each month.

Clickthrough Rates: Companies can use this KPI to figure out how many clicks take place for email distributions. This includes the number of people that open an email and click on a link to complete a sale.

Conversion Rate: This measure focuses on call-to-action promotional programs. These programs ask consumers to follow through with certain actions, such as buying a product or service before the end of a promotional period. Companies can determine the conversion rate by dividing successful engagements by the total number of requests made.

Traffic on social media: This tracks how many people interact with corporate social media profiles. This includes likes, follows, views, shares, and/or other measurable actions.

Website Traffic: Marketers can use this metric to track how many people visit a company's website. Corporate management can use this information to understand whether the site's design and structure contribute to sales.

In simple terms Digital marketing is the process of promoting products, services or brands through various forms of electronic media. It includes a wide range of tactics and strategies, such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, mobile marketing, and online advertising.

SEO involves optimizing a website or online content to improve its visibility and ranking on search engines like Google. PPC advertising involves paying to have your website or ads appear at the top of search engine results pages (SERPs) or on other websites. Social media marketing involves using platforms like Facebook, Instagram, and Twitter to connect with and engage audiences, while content marketing involves creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience. Email marketing is an effective way to reach out to potential customers and keep existing customers informed. Mobile marketing is a form of digital marketing that targets customers on their mobile devices. Online advertising is the practice of placing ads on the Internet, including on search engines, social media platforms, and mobile apps.

The goal of digital marketing is to reach a target audience through the channels where they are most active online, and to ultimately drive profitable customer action. It can be used for both B2C and B2B marketing, and can be effective for businesses of all sizes.

Benefits of Digital Marketing

1. Global Reach: - Digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. Even a very small local business owner has the ability to reach an international audience with an online store.

2. Local Reach :- Local SEO and locally targeted ads can be beneficial for companies trying to bring more customers to their doors.

3. Lower Cost: - Digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies. Most of these strategies won't even cost anything at all to start with (such as SEO, social media, and content marketing).

4. Analytics and Optimization: - Advantage of digital marketing is web analytics which measures the result of digital marketing campaigns in real-time. This helps to optimize future campaigns and fix any possible mistakes quickly. Analysing your digital marketing campaigns also enables you to have the ability to pinpoint every source of traffic and take total control of your sales funnels.

COMPANY PROFILE

Company Name: - Onex Solutions PVT LTD

Introduction: -

Onex Solutions is a full-service provider of digital marketing and mobile marketing agency based in Kolkata, West Bengal for more than seven years. They design, plan and implement innovative mobile marketing services. Their basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, it also provides online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.

Onex solutions is Kolkata based company who provide services in digital marketing domain and mobile marketing domain. It is digital marketing company which provide services through omni channel network as mentioned above. Company has huge size of database of different aspects. The company provide options of filtering the data through their filter after the conversation with their employees.

They Provide various types of flexibility in targeting audience the such as by providing various options to target specific customer of specific location, Pincode wise, business to business, different individuals such as salaried persons and high net worth individuals.

Various Industries this companies work in

Real Estate Retail Industry, Startup, Automobile, Education, Travel & Tourism, Media & Entertainment, Restaurant Event, Startup, E- Commerce, Radio Channel Shopping Mail, Brand, FMCG, Recruitment.

They provide following facilities to their clients

CHANNEL

Reach your Target Audience on Omni Channel

VARIOUS BUSINESSES

We have solutions for all major Industries

PAN INDIA REACH

You can target your customers across 1200 cities in 60,000 pincodes

REGIONAL LANGUAGE

You can send content in any regional language

WHITE LABEL & RESELLERS

Offer our solutions under your Brand Name and IP

REPORTS & ANALYSIS

We share reports and analytics of campaign

SAMPLE CONTENT

We provide sample content for Store Launch, Sales, Offers, as per Industry

SMARTTEXT

Send Personalized Text Marketing with Name, Code, etc.

SMARTLINK

Track people who clicked link and retarget them

AIDA

Track people who clicked link and retarget them

Following are some brands that the company has been associated with



Role of the student in the company

Data collection: - In this task, data was collected from different sources on the internet of small and medium enterprises that could benefit from the digital marketing services of Onex solutions. In this role, the data of companies and enterprises was collected from different sources such as Facebook pages, social media pages, and the website of the respective companies. In this process, the possible data such as the name of the firm, contact number, and office address of the firm were found.

Potential sources for data collection, such as business directories and industry associations, were identified. A list of criteria for selecting businesses to include in the study was developed. Online research tools were used to gather information on selected businesses, including contact information, size, and industry. Businesses were reached out to via phone or email to verify the information gathered and collect additional data as needed. The collected data was then organized and documented in a spreadsheet or database.

Segregation of data: - In this task, the data of different firms from different industries or locations was segregated based on the instructions provided by the Human Resource Manager of the company. The data sets were provided by the company, and internet research was performed to find the industry and sector of the company. The process was time-consuming, and a day-to-day report on Excel was taken by the Human Resource manager of the company.

Cold calling to the designated numbers: - The various numbers were called to promote the products of the company and acquire customers for the company. In this task, a calling script was prepared for different types of customers, such as for pharma firms, steel firms, and Information Technology firms. Cold calling was performed extremely carefully because in this, we were directly contacting the other person, so basic etiquettes needed to be maintained.

Promoting the company on different social media platforms: - In this task, the company's brand was promoted on different channels on the internet and different channels of social media, including Facebook, Instagram, LinkedIn, etc. This task was done by posting product information of the company and spreading awareness about the work of the company. Posting different offers of the company during the different festive seasons was the recurring task performed in this job role.

Preparing content for the Promotion of the company: - In this job role, different titles of content were assigned to different interns in the company, on which they had to research content on the topic and prepare different social media banners or write blogs that could be posted by the company on its website or on the social media channels of the company. This type of content was also used to promote the company on different social media groups such as Facebook group of the business of the city, etc.

Research on the provided data of firms: - In this job, data about the mentioned company in the provided data was found, in which different fields were provided, such as company name, director name, contact number of the company, current address of the company, website of the firm. The task was performed on the online Excel sheet, which was continuously reviewed by the Human Resource Manager of the Company.

Performing Calling activity in different locations: - As an intern, I was given the opportunity to learn and practice the art of cold calling, but it was for the specific location that was allotted to me. Cold calling was a method of generating leads by making phone calls to potential customers who had not previously expressed interest in our product or service. I learned that it could be an effective way to reach new customers, but it could also be challenging, as many people were not interested in receiving unsolicited sales calls.

Aiding in the creation of digital marketing materials: - As an intern, one of my main responsibilities was to aid in the creation of digital marketing materials. This included

creating graphics, videos, and other materials to be used in digital marketing campaigns. In addition to creating

PROJECT OVERVIEW

OBJECTIVES OF THE PROJECT

Following are objectives of Project

1. To investigate the current state of digital marketing in small and medium-sized businesses. This includes analysing the strategies and tactics that businesses are currently using, as well as identifying areas where they may be lacking.
2. To identify the most effective digital marketing strategies and tactics for small and medium-sized businesses. This includes researching and analysing the tactics used by successful businesses in the industry, as well as identifying new and emerging trends in digital marketing.
3. To make aware small and medium-sized businesses looking to improve their digital marketing efforts. This includes providing specific recommendations for tactics and strategies that businesses can use to drive growth and increase revenue by an intern perceptible. By this project different business get awarded that how digital marketing company's approach them and automate their work in the digital marketing firm.
4. To provide knowledge about the subject matter on the digital marketing firm work process their working style and ground level work situation which is occurred to the company. To identify the different services that is provided by the different digital marketing firms in the digital marketing industry.
5. To provide knowledge to the initial digital marketing interns and the student who want to enter in the digital marketing intern position which make them aware about the real time situations in the digital marketing industry that can possibly help them to take better decisions on their career path in this industry.

6. To provide guidance on the roles and responsibilities of the digital marketing intern. Different tasks performed by the digital marketing intern which in his/her day-to-day life and to understand the hierarchy in the digital marketing firm. To understand the different roles in the digital marketing firm such as campaign head, SEO head etc.

7. To provide recommendations for small and medium-sized businesses looking to improve their digital marketing efforts. By these businesses can learn more about the subject matter of the digital marketing. To gain a deeper understanding of the digital marketing field and apply the knowledge to real-world scenarios.

NEED OF THE PROJECT

Following is the need of the project

Digital marketing has become increasingly important in today's business world. With the rise of the internet and mobile technology, more and more consumers are turning to online channels to research products and make purchasing decisions. As a result, it is crucial for businesses to have a strong digital presence in order to remain competitive.

Small and medium-sized businesses are particularly affected by the shift towards digital marketing. Due to limited resources and budget, they often struggle to keep up with larger companies in terms of digital marketing efforts. This project aims to provide these businesses with valuable insights and recommendations on how to improve their digital marketing efforts and drive growth.

There is a lack of research on the specific impact of digital marketing on small and medium-sized businesses. While there is a lot of information available on the general benefits of digital marketing, there is a need for research that specifically addresses the unique challenges and opportunities faced by small and medium-sized businesses.

There is a need for a practical understanding of digital marketing, and how it can be applied to real-world scenarios. This project aims to provide a deeper understanding of the digital marketing field, and the working style digital marketing firms in the real-world industry that are implemented in the industry.

The project contributes to the existing literature on the subject of digital marketing and its impact on small and medium-sized businesses by providing an over view of work experience of digital marketing intern in the digital marketing company, which may be useful for future researchers and practitioners in the field.

The project will serve as a useful tool for small and medium-sized businesses, providing them with valuable insights and recommendations to improve their digital marketing efforts and drive growth by sharing some meaningful examples and insights in the project.

The project is also aims to contribute to the addition of knowledge of the different researchers who are working on the following subject matter such as thinking of human resources while working in the firm, digital marketing company environment, growth of small and medium sized by the use of digital marketing.

In this field of digital marketing there is wide range of material about the products and their use but less material on how digital marketing firm operate itself so this project aims to conquer this need of the era to accumulate knowledge about the subject matter.

SCOPE OF THE PROJECT

Following is the scope of the project

This project will focus specifically on the use of digital marketing in small and medium-sized businesses. This includes businesses with fewer than 500 employees approximately and revenues under 100 crores.

This Project drives through the different internship cycle of the digital marketing intern in the digital marketing firm which will help the different student in knowing the substance of the subject digital marketing.

This project takes under the different tasks held under digital marketing company for the growth of the small and medium businesses which will help in increasing the revenue, customer acquisition, growth of the company and etc.

In this project different stages of customer generation by digital marketing firm are stated. In this first stage customer is approached through the different digital marketing techniques. But the scope of the project is limited because the lack of data, limited time period of internship and different challenges in the working position.

By this project one will be able to evaluate the impact of digital marketing on the growth and success of small and medium-sized businesses. This includes analysing data nature of business other key metrics to determine how effective digital marketing is in driving business growth.

The project in core involves the experience of the digital marketing intern in the digital marketing firm and provide his different substance various experience while performing digital marketing activities for the small and medium sized business.

This project will guide the different small and medium business that what kind of information they need to provide to the digital marketing firm which will help them and also help the digital marketing firm which handles their digital marketing activities. So due to this different digital marketing campaign will be executed the finest manner.

The project also tries to provide knowledge about the digital marketing activities which are free which can be done by the different small and medium sized business.

The project will provide recommendations for small and medium-sized businesses looking to improve their digital marketing efforts. This includes providing specific recommendations for tactics and strategies that businesses can use to drive growth and increase revenue.

LIMITATIONS OF THE PROJECT

Following are the Limitations to the Project

Limited data availability: The project will be based on both primary and secondary research, but access to certain data may be limited. For example, some small and medium-sized businesses may not have the resources because as intern I have also limited data of the different business.

Time constraints: The duration of the internship project is limited and this may not allow for a comprehensive analysis of all digital marketing strategies and tactics which leads to the limitation of this project. Due to lack of the time speeded in the role of digital marketing intern in the digital marketing firm the overall analysis of strategies which is free is possible to me.

Regional constraints: The study will be limited to the Indian market and will not include any international case studies, so the experience and knowledge in the project may not be generalizable to other regions. It means that the company in which I have worked is an Indian company and I have assigned the tasks to approach the India businesses.

Self-reported data: Some of the data used in the project may be incomplete and not understand by the layman who is not related to this industry. It is due to the above-mentioned factors such as lack of time, bottom level of the pyramid in the firm which becomes difficult to tally all data.

Industry constraints: The project will focus specifically on small and medium-sized businesses, so the findings may not be generalizable to larger businesses or different industries. The Intern that is author is has worked in the digital marketing firm and has assigned to the small and medium sized business segment which is named as DOST4forSME by the digital marketing company.

Limited expertise: As an intern means author, the researcher's expertise in digital marketing may be limited, which could affect the accuracy of the findings. As I am new in this and my expertise in this field is limited to my knowledge so it is expected that some theories or strategies are limited up to extent of the probabilities.

Overall, while this project aims to provide valuable insights into the benefits of digital marketing for small and medium-sized businesses, it is important to consider these limitations when interpreting the results. So, it is really crucial to note the limitations of the project before making any decision about anything taking the information in the project as a base for it. Due to different above constraints project is libel to the limitations.

ANALYSIS / OUTCOMES AND LEARNINGS

Selection Process: -

During the first week of the internship program, the college circulated a notice informing the students in the B. Com Honours section that a company had approached them to conduct an internship drive. As someone interested in a digital marketing intern role, I applied for the internship through the college, which then requested our resumes to forward to the respective company, Onex Solutions. After that, college coordinator conducted due diligence and provided feedback that our resumes were accepted by the company, we were invited to participate in campus interviews.

Throughout the week, different mentors provided training on various etiquettes and manners that would be necessary for the internship. These sessions provided tips and tricks for successfully cracking the interview and proved beneficial in understanding the industry, adapting to the work environment in the firm, and accumulating knowledge about various aspects of digital marketing. Topics covered included resume building, work etiquette, communication in a formal business environment, basic applications and technologies, and different free resources for gaining knowledge about the subject matter.

Upon completing the training process, we received our interview dates and times, which were to be conducted remotely. Although this was my first internship interview, I was a bit nervous, but my college mentors helped alleviate some of my concerns. To prepare for the interview, I took the initiative to research different aspects of digital marketing by watching videos on YouTube and listening to relevant podcasts.

Overall, the experience taught me valuable lessons on how to approach and prepare for interviews, the importance of researching and educating oneself about the subject matter, and how to communicate effectively in a business environment.

Conduct Of the Interview

During the telephonic interview, I was asked a variety of questions related to my understanding and experience in the field of digital marketing. The interviewer also inquired about my personal skills and qualities that I believe would be beneficial in the role of a digital marketing intern. My subject matter expertise was tested through follow-up questions on the answers I provided.

Below are the questions that the interviewer posed to me, along with my answers:

Tell me about yourself?

I began by introducing myself and providing a brief overview of my academic program and my interest in the digital marketing field. Like my name is Prem Thawali and I am pursuing B.com Honours programme in GS college of commerce and Economics.

What inspired you to pursue a career in digital marketing?

I conveyed my fascination with the power of technology and its impact on our lives, as well as my desire to understand how businesses can leverage digital channels to reach their target audience and enhance their brand.

Can you explain your understanding of digital marketing?

I defined digital marketing as the use of digital channels, such as search engines, social media, email, and websites, to promote a product or service. The primary goal of digital marketing is to reach the target audience effectively and efficiently through various digital platforms.

What is Pay per click (PPC)?

I explained that PPC is a type of digital marketing in which advertisers pay a fee each time a user clicks on one of their ads on the internet. If the user does not click on the ad, the advertiser is not charged.

At the conclusion of the interview, the interviewer invited me to ask any questions or seek clarification on any topics that I was unsure about. I inquired about the specific responsibilities of the digital marketing intern role, and the interviewer explained that I would be responsible for collecting data from various data sets provided by the company and initiating marketing campaigns.

Overall, the telephonic interview was an invaluable experience that provided me with insight into the company's perspective on digital marketing. It was an excellent opportunity for me to showcase my knowledge and understanding of the field

Orientation In the Company

Onex Solutions

HOME OMNI CHANNEL USE CASE ABOUT US CLIENTS BLOG CONTACT US

Login

Reach Out To
400000000
People In **India**
OR SET YOUR TARGET AUDIENCE.

INTERESTED

Search your target location
Kolkata

B2C B2B

As a digital marketing intern, I was welcomed to the company with an online orientation. During this orientation, I was provided with a comprehensive overview of the company's mission, as well as an introduction to the team and their respective roles and responsibilities. I was also introduced to the company's core values and culture, which emphasized the importance of collaboration and innovation in the mobile marketing industry.

The online orientation provided me with a clear understanding of the company's operations, including its history, current status, and future goals. I was also given the opportunity to ask questions and clarify any doubts that I had about the company or my role as a digital marketing intern.

Through the orientation, I gained insight into what Onex Solutions offers to its customers and how the team works together to increase efficiency within the company. It was an exciting and informative experience that provided me with a solid foundation to begin my internship.

Training in the company

As a digital marketing intern, I had the opportunity to participate in the online training sessions offered by the company. These training sessions were specifically designed to provide a basic understanding of various aspects of digital marketing and their effective utilization in the mobile marketing domain. The training covered the following key areas:

Introduction to Digital Marketing: This session provided an overview of what digital marketing is and why it is important for businesses today. The session introduced the different core components of digital marketing, including Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics, and Affiliate Marketing.

Session on Facebook Marketing: In this training, we learned about various free marketing techniques to advertise on Facebook. We were taught the basics of Facebook, such as setting up a business page.

Basics of Search Engine Optimization: This training session focused on how search engine optimization works, although it did not get into the details of the process. However, the trainer attempted to provide information on SEO in one hour.

Content Marketing Session: This session specifically targeted interns who were working on the aspects of content creation. The session focused on how content and its quality affect audience engagement and ultimately conversion into customers or consumers.

Overall, the online training sessions provided me with a comprehensive understanding of digital marketing and its various aspects. They helped me develop the skills and knowledge necessary to succeed as a digital marketing intern Introduction to the work role

Introduction to work role

DOST 4SME
Be a Local Ambassador and Earn Rs. 50,000+ per month

Home Dost4SME Benefits Join Now Contact Us

JOIN NOW!

OUR CEO SUCCESS STORY

Our CEO Mr. Dipak H Agarwal left his job as qualified Chartered Accountant at Ernst & Young (Big4s) to follow his passion and become Entrepreneur. At present, he has established business with 4000+ Clients.

He believes in Localisation and supports #BeVocalforLocal. He has pledged to generate opportunity for 10,000 Individuals to become independent Entrepreneur. They will learn Digital Marketing and join a rapidly growing industry worth Rs. 60,000 Crores in India.

After the online training sessions, the senior Human Resource manager introduced me and other interns to our respective departments. I was assigned to the dost4SME segment of the company, which focuses on providing digital marketing and mobile marketing services to small and medium enterprises.

As a part of my role, I am responsible for marketing the company on various digital marketing platforms and identifying small and medium scale enterprises that require support in the digital marketing domain. The HR manager provided me with a comprehensive understanding of the core fundamentals of my segment and assigned me different roles and responsibilities on a weekly basis.

Week 1

Introduction to the Task: Last week, our main objective was to execute a marketing campaign on our company's Facebook page as well as its digital and mobile marketing products.

Role for the Week: Our role for that week was to conduct a successful and effective free Facebook marketing campaign.

Responsibilities for the Week: Our primary responsibility for that week was to create more engagement and increase awareness of our company's products and services for the growth and development of the company.

Procedure to Pursue the Task: In that task, our focus was on advertising our company through Facebook, without incurring any marketing costs. The only way to accomplish this was to place a simple request to various Facebook groups of small and medium enterprises and join them once our request was accepted. During that task, we were required to join the groups and post different content provided by our company, which was given to us by the HR manager.

Following are the different groups we have joined in this week

Sr. No	Group Name	Members	Group Link
1	Trade Nagpur business	1920 0	https://www.facebook.com/groups/520152038328048
2	NAGPUR BEST PROPERTIES BUY AND SALE GROUP	605	https://www.facebook.com/groups/3292111564190951
3	Search Nagpur	2700	https://www.facebook.com/groups/searchnagpur
4	Real Estate Nagpur	1510 0	https://www.facebook.com/groups/2151334498484350
5	MUMBAI BUSINESS WHOLESALE	2940	https://www.facebook.com/groups

	BAZAAR (Pune - Surat - Chennai- Kolkata- Delhi)	0	s/2141580912791708
6	Business Nagpur	2220 0	https://www.facebook.com/groups/1886910001590608
7	Maharashtra Business Group	1510 0	https://www.facebook.com/groups/1808841035833661
8	Nagpur Business Group नागपूर बिजनेस ग्रुप	7250 0	https://www.facebook.com/groups/1728613937414702
9	NAGPUR CITY MARKET	1910 0	https://www.facebook.com/groups/1571313376465152
10	Startup India Lions - Entrepreneur, Investors, Mentors, Business Owner	1037 00	https://www.facebook.com/groups/StartupIndiaRework
11	Nagpur Business Group	7850 0	https://www.facebook.com/groups/1308937755882759
12	Maharashtra Business Group	8400	https://www.facebook.com/groups/1063216313889660
13	India Wholesale Market	3190 00	https://www.facebook.com/groups/iwmvansh
14	Maharashtra Business Platform	1070 0	https://www.facebook.com/groups/nagpurbusinessplatform
15	Nagpur - Business Group	1250 0	https://www.facebook.com/groups/643847359339163
16	Maharashtra Business Group	3970 0	https://www.facebook.com/groups/cityliferealestate
17	Surat Business Networking	2720 0	https://www.facebook.com/groups/378164012772443
18	Manish nagar, nagpur	2900	https://www.facebook.com/groups/357066057664205
19	Business Group	3900	https://www.facebook.com/groups/287192262547816
20	Nagpur IT Park	202	https://www.facebook.com/groups/268844334959210

21	BUSINESS CLUB (PROMOTE YOUR BUSINESS)	1260 0	https://www.facebook.com/groups/249888125408024
22	महाराष्ट्र उद्योजक समूह	2130 0	https://www.facebook.com/groups/199082860609467
23	Nagpur wholesale market	169	https://www.facebook.com/groups/182349093752151
24	Nagpur foods & Food Business	220	https://www.facebook.com/groups/169767728361214
25	Nagpur wholesale bazaar	1200 0	https://www.facebook.com/groups/2864060283874386/
26	Nagpur wholesale bazaar	2400	https://www.facebook.com/groups/393898181777442
27	India Online Business	1390 0	https://www.facebook.com/groups/indiaonlinebusiness
28	Nagpur wholesale bazaar	1260 0	https://www.facebook.com/groups/2864060283874386
29	Business Network India	1720 00	https://www.facebook.com/groups/businessnetworkindia.bni
30	Nagpur selling	9300	https://www.facebook.com/groups/1652988384951417

Learnings from the week

In this week I learnt how to execute the marketing campaign for free of cost for the company. By this way different small and medium business enterprises can also execute such campaign at free cost for their business.

Following are the sample content which we posted on the groups.



WEEK 2

Introduction to task: This week, my responsibility is to continue the task assigned in the previous week, which is to join 30 new Facebook groups and execute a free Facebook marketing campaign for the company's products and services. However, in addition to posting content, I need to provide regular updates to the HR manager regarding the responses we received on the posts made in week 1 and 2.

Role for the week: My role is to execute a free Facebook marketing campaign and provide updates to the HR manager.

Responsibility for the week: My responsibility is to join 30 new Facebook groups and post content on these groups, along with taking note of any responses and feedback we receive on the posts. I am also required to report these updates to the HR manager.

Procedure to pursue the task: To complete this task, I need to join 30 new Facebook groups and post the content provided by the company on these groups. After completing this work, I need to update an online worksheet provided by the HR manager, which includes information about the name of the group, the number of members in the group, and the link to the Facebook group. Additionally, I need to provide regular updates to the HR manager on the comments received on the posts.

Following are the different facebook groups I have joined in week 2

31	Akola Business Forum	4700	https://www.facebook.com/groups/1613724758897563
32	public marketplace nagpur	5500	https://www.facebook.com/groups/1161199994238181
33	Nagpur Network	16900	https://www.facebook.com/groups/nagpurnetwork
34	Nagpur Startups	5900	https://www.facebook.com/groups/nagpur.startups
35	Buy and Sell - business	5000	https://www.facebook.com/groups/6719614

	Group.(Akola, Amravati,Yavatmal		<u>00264055</u>
36	Make In Maharashtra- Community	5900	<u>https://www.facebook.com/groups/630206834242679</u>
37	marketplace of amravati, akola, nagpur, washim, wardha, yavtama	1200	<u>https://www.facebook.com/groups/326918898096742</u>
38	Maharashtra business group	2500	<u>https://www.facebook.com/groups/288079299558716</u>
39	Nagpur Buisness Group	7200	<u>https://www.facebook.com/groups/nagpurbiz</u>
40	Group by AdvertisingGuru Surat Business Promotions	3000	<u>https://www.facebook.com/groups/261451858321109</u>
41	Nagpur Marketplace	38400	<u>https://www.facebook.com/groups/nagpurdistrict</u>
42	PUNE BUSINESS small	22200	<u>https://www.facebook.com/groups/234185270305092</u>
43	S2B - Marathi Global Business	265	<u>https://www.facebook.com/groups/232296762002191</u>
44	Amravati Advertising, Maharashtra	9900	<u>https://www.facebook.com/groups/173638536612964</u>
45	Bangalore small scale business group	21500	<u>https://www.facebook.com/groups/153921091988526</u>
46	Ahemdabad Wholesale Bazar	382700	<u>https://www.facebook.com/groups/ahemdabadwholesalebazar</u>
47	Pune Marketplace	5000	<u>https://www.facebook.com/groups/puneonline marketplace</u>
48	MUMBAI BUSINESS GROUP	59300	<u>https://www.facebook.com/groups/1832831767019016/?notif_id=1623770052361211&notif_t=group_r2j_approved&ref=notif</u>

49	Maharashtra Business Group	1100	https://www.facebook.com/groups/2968244863420212/?notif_id=1623770063403473&notif_t=group_r2j_approved&ref=notif
50	India Business Group	19900	https://www.facebook.com/groups/1177077942634944/?notif_id=1623768959103440&notif_t=group_r2j_approved&ref=notif
51	NASHIK BUSINESS GROUP	26400	https://www.facebook.com/groups/2113508018749731/?notif_id=1623770655069805&notif_t=group_r2j_approved&ref=notif
52	NAGPUR BEST PROPERTIES BUY AND SALE GROU	617	https://www.facebook.com/groups/3292111564190951/?multi_permalinks=3988614594540641%2C3988600891208678%2C3988537047881729%2C3988532684548832%2C3988522921216475&notif_id=1623740032427508&notif_t=group_activity&ref=notif
53	Nagpur foods & Food Business	223	https://www.facebook.com/groups/169767728361214/?multi_permalinks=195714042433249&notif_id=1623771014291058&notif_t=group_activity&ref=notif
54	मराठी उद्योजक - Marathi Business	45200	https://www.facebook.com/groups/MarathiUdyojakOfficial/?notif_id=1623768071915988&notif_t=group_r2j_approved&ref=notif
55	Connect Nagpur	253	https://www.facebook.com/groups/806267573646951/?ref=share
56	Nagpur Jobs	8300	https://www.facebook.com/groups/576503085862020/?ref=share
57	Market Plus Nagpur Businesses	26100	https://www.facebook.com/groups/2983821085050493/?ref=share
58	Nagpur Today	3800	https://www.facebook.com/groups/247764292034173/?ref=share
59	Business Corridor - NAGPUR	5900	https://www.facebook.com/groups/475270489536780/?ref=share

60	Freelance Website designing and development, SEO, Digital Marketing	160800	https://www.facebook.com/groups/1865822177019795/?ref=share
61	Nagpur wholesale bazaar	12700	https://www.facebook.com/groups/2864060283874386/

Learnings from this week :-

I learned how to effectively communicate with my HR manager in a professional manner. Additionally, I realized the importance of maintaining clean and organized data, as messy data can lead to incorrect conclusions. As an intern, it is my responsibility to be responsive and accountable to my senior or HR manager who oversees my work and assigns me responsibilities.

Week 3

Introduction to the task: This week, we were assigned the task of collecting data from a dataset of companies provided by the Human Resource Manager.

Role for the week: Our role was to collect data from the dataset of companies.

Responsibility for the week: Our responsibility was to gather as much data as possible from the dataset of companies provided by the company.

Procedure to pursue the task: The task was primarily focused on data collection. The Human Resource Manager provided an online worksheet containing the names of the companies, and we had to collect various data points such as the company/brand sector, founded year, headquarters sector, founders' names, funding stage, funding amount, landline number, mobile number, email ID, and website. We had to gather this data from available sources on the internet, which were free of cost. We were provided with approximately 300 companies for this week's task. Hence, we had to gather data from various websites on Google. However, the availability of data for the mentioned sections of the company was scarce in the whole process.

Following are samples of the work that I have done in week 3

	A	B	C	D	E	F	G	H	I	J	K	L
	DIPP NO.	ENTITY NAME	Company/Brand	Founded	Sector	Founders	Funding Stage	Amount	Landline Number	Mobile number	Email Id	Website
1	DIPP48684	TIMECHEFS IT SOLUTIONS PRIVATE LIMITED	IT	30 October 2019	IT	Jyothsna Raghupatruni	paid up capital = 100000 INR				rsk5050@gmail.com	
2	DIPP34428	TIMELAPSE INFORMATICS AND SOLUTIONS PRIVATE LIMITED	IT	10 November 2017	IT	XAVIER BRITTO SWAMIKANNU	paid up capital = 100000 INR			9487070288	deepesh@timeapseinformatcs.com	
3	DIPP43273	TIMELEE SPACES RESERVATIONS PRIVATE LIMITED		05 October 2018		KARIM FIROZ HIRJEE	paid up capital = 100000 INR			9822676777, 7	hkarimh@gmail.com	
4	DIPP59628	TIMELYBILLS SOFTWARE LLP	Computer realte	18 December 2019			50000 INR				sanjayg_mnit@gmail.com	
5	DIPP24991	TIMEOUS TECHNETRONIC PRIVATE LIMITED	IT	28 September 2011	IT	MANOJ KUMAR BHANJA	paid up capital = 100000 INR				timeous.tech@gmail.com	
6	DIPP15172	TIMESHELL CIVIL PROJECTS E-MONITORING CONSULTANCY PRIVATE LIMITED	IT	11 January 2018	IT	Ajaybabu Kalidindi	paid up capital is ₹ 100,000				sripadnandiraj@gmail.com	
7	DIPP33027	TIMESLIDER TOURISM PRIVATE LIMITED	Transport	08 February 2019	Transport	Neeta Pawar	paid up capital is ₹ 100,000				nikhlpawar2703@rediffmail.com	
8	DIPP22631	TIMESMASTER SOFT SOLUTIONS PRIVATE LIMITED	IT	10 March 2017	IT	Basharat Hussan Bha	paid up capital is ₹ 100,000			9797778284	basharat.hussaini110@gmail.com	
9	DIPP43511	TIMESMDX INTERACTIVE PRIVATE LIMITED	IT	31 July 2019	IT	Gokul Eiyadath	paid up capital is ₹ 50,000				krishnakumar.menon@gmail.com	
10	DIPP39853	TIMESNEXT MEDIA PRIVATE LIMITED	Media	24 June 2019		Ashok Kumar Kohli	paid up capital is ₹ 100,000			9041830839	anshumanbd7@gmail.com	
11	DIPP31336	paid up capital is ₹ 100,000										
12	DIPP56084	TIMIOS RETAILS										
13	DIPP45104	TIMLA FOODS PRIVATE LIMITED		04 February 2016		Maneesh Mathpal	paid up capital is ₹ 100,000			9909002137	maneesh.mat hpal@triosreta il.com	
14	DIPP23206	TIMSHEL TECHNOLOGIES PRIVATE LIMITED	Food Industry	26 May 2015	Food Industry	Arun Kumar Sahlam	paid up capital is ₹ 1,281,740			9.91E+09	pg@timlafoods.com	
15	DIPP60003	TIN TANTALUM TUNGSTEN PRIVATE LIMITED	Technology	15 February 2018	Technology	Sanjay Nediyyara Raghavan	paid up capital is ₹ 1,281,740				sanjaynediyara@gmail.com	
16	DIPP3985	TINAMIDAE INFORMATION TECHNOLOGY PRIVATE LIMITED	metal	10 December 2019	metal	Devanshi Deva	10,00,000.				tintantalumtungsten@gmail.com	
17	DIPP31636	TINESHWAR LABS PRIVATE LIMITED	IT	22 February 2017	IT	Sujata Dash,	paid up capital is ₹ 100,000			8048361222	bpanda40@gmail.com	
18						Tinshwar					ctineshwarred dy00010@gm	

	A	B	C	D	E	F	G	H	I	J	K
238	DIPP63582	TRAHON LIVELIHOOD MISSION PRIVATE LIMITED		21 March 2018		Yogesh Arunrao Bhusa		paid up capital is ₹ 100,000	+91 1800 266 6031		grcenterinfo@gmail.com
239	DIPP53906	TRAIKALYA TRAIL CLOUD INNOVATION SERVICES PRIVATE LIMITED									
240	DIPP14166	TRAIL CLOUD INNOVATION SERVICES PRIVATE LIMITED	IT	27 April 2017	IT	Gurusamy Alagarsamy Shailesh Upadhyay		paid up capital is ₹ 200,000		9840373140	admin@trail.d
241	DIPP50586	TRAILBLAZERS CALIBRATION AND TESTING LABORATORY PRIVATE LIMITED		28 November 2018				paid up capital is ₹ 100,000.		085950 75530	shailesh_pdhy@yahoo.com
242	DIPP44132	TRAILS SUPPLY CHAIN SOLUTIONS PRIVATE LIMITED	Supporting and auxiliary transport activities;			Kiran Kumar Kumaravel		paid up capital is ₹ 100,000		7021351499	srajan094@gmail.com
243	DIPP25821	TRAINIDENT		30 July 2019	Transport						
244	DIPP26198	TRAITA TEXTILES PRIVATE LIMITED						paid up capital is ₹ 1,000,000			venkatarao.adireddi115@gmail.com
244	DIPP42324	TRAKET MULTIVENTURES PRIVATE LIMITED	textiles Supporting and auxiliary transport activities	07 March 2018	textiles	Rajana Uma,					
245	DIPP3735	TRAKID PRIVATE LIMITED		19 June 2019	Transport						7971471320
246	DIPP5194	TRAKITNOW SOLUTIONS PRIVATE LIMITED						paid up capital is ₹ 100,000			satish@trakitnow.com
247	DIPP5896	TRAKITNOW TECHNOLOGIES PRIVATE LIMITED	IT	27 January 2017	IT	Satish Krishna Cherukumalli		paid up capital is ₹ 100,000		8048371884	satish@trakitnow.com
248	DIPP39745	TRAKMATE DESIGN SOLUTIONS PRIVATE LIMITED	IT	05 February 2016	IT	Satish Krishna Cherukumalli,		paid up capital is ₹ 100,000		8048371884	satish@trakitnow.com
249	DIPP33926	TRALALA FASHION PRIVATE LIMITED	Manufacture of wearing apparel	21 November 2013		Pramod Shankar Madival,		paid up capital is ₹ 100,000		080 4173 1714	nls@trakmate.co.in
250	DIPP13262	TRAMITAR SERVICES (OPC) PRIVATE LIMITED		19 November 2018	Manufacturing	Vandana Katoch Sapna Kumari Sharma		paid up capital is ₹ 100,000			Vandana@clayground.in
251	DIPP22720	TRAMPOLINE TECH PRIVATE LIMITED	IT	12 October 2017	IT			paid up capital is ₹ 100,000.		8042538154	ss2834133@gmail.com
252	DIPP47447	TRANSEB LEARNING SOLUTIONS PRIVATE LIMITED		30 October 2012		Sudarsan Ravi		paid up capital is ₹ 3,364,410.			sudarsan.ravi@gmail.com

	A	B	C	D	E	F	G	H	I	J	K
317	DIPP19618	TRASHCON LABS PRIVATE LIMITED		30 October 2017		Saurabh Jain		paid up capital is ₹ 105,263		7899178777	saurabh@trashcon.in
318	DIPP9003	TRASHCON WASTE MANAGEMENT LLP				Raghavan Madhubala Nivedha		total obligation of contribution is ₹ 100,000.			companycomp@liancez@gmail.com
319	DIPP47882	TRASHIN RECYCLING PRIVATE LIMITED	Recycling	12 September 2017	Recycling					7971483149	
319	DIPP52578	TRASTAVEN COMMUNICATIONS PRIVATE LIMITED	Recycling	20 September 2016	Recycling	Chandrashekar Manjeshwar Bhat		paid up capital is ₹ 100,000.			cb@trashin.in
320	DIPP13205	TRATA E SYSTEMS PRIVATE LIMITED		21 February 2019		Ranapratap Singha		paid up capital is ₹ 1,000,000.		9632465714	adckolkata@outlook.com
321	DIPP47882	TRATA E SYSTEMS PRIVATE LIMITED	Data processing.	19 June 2013	Data processing.	Rajesh Dineshchandra Pandya		paid up capital is ₹ 37,000,000.	022 4222 9555		accounts@irxclinics.com
322	DIPP43909	TRATO RETAIL PRIVATE LIMITED		29 March 2019		Vipin Kumar Gupta,		paid up capital is ₹ 100,000.	06222 222 222		mmaca2016@gmail.com
323	DIPP2359	TRAVANLEO INFO SOLUTIONS (INDIA) PRIVATE LIMITED	Manufacture of radio, television and communication equipment and apparatus	13 November 2017	Manufacturing	Divyanshu Josh Pratheej Gopinathan Chandrika		total obligation of contribution is ₹ 50,000.		8047006693	traurja@gmail.com
324	DIPP32777	TRAVANSOFT SOLUTION	IT	29 May 2013	IT			paid up capital is ₹ 1,650,000.		4712700400	sankark@travanleo.com
325	DIPP56301	TRAVAPP PRIVATE LIMITED	Supporting and auxiliary transport activities;			Vineet Vivek					mohit@travapp.in
326	DIPP29330	TRAVCLAN TRADE SERVICES PRIVATE LIMITED	Supporting and	31 August 2019	Transport sect	Kumbhojkar, Chirag		paid up capital is ₹ 105,260			partners@travclan.com
327	DIPP29330	TRAVCLAN TRADE SERVICES PRIVATE LIMITED	Supporting and	01 October 2018	Transport sect	Agrawal		paid up capital is ₹ 100,000		7428199635	

Learnings from the week :-

During the task, I learned the importance of having accurate data when it comes to analysing and making decisions for a company. It became clear to me that the data I was collecting would be used by the company to better understand the market and competition. Therefore, it was essential that the data collected was accurate and up-to-date.

To ensure that the data was accurate, I had to use multiple sources and cross-reference the information I gathered. I had to be careful not to rely on a single source, as this could result in incorrect information being collected. It was also important to ensure that the sources used were reliable and reputable.

Through this task, I also learned the importance of time management and being organized. With a large amount of data to collect, I had to plan my work effectively to ensure that I met the deadline given by the HR manager. I found that creating a schedule and breaking down the work into manageable tasks helped me stay on track and complete the task efficiently.

Overall, the task provided me with valuable experience in data collection, time management, and organization. I am confident that the data I collected will be useful for the company and will contribute to its growth and success.

Week 4

Introduction to task: In week 4, I was tasked with continuing the data collection project, and my online worksheet was updated by the Human Resource Manager to include new companies. The number of companies added to my worksheet was approximately 350, which brings the total number of companies to around 650.

Role for the week: My role for the week was to collect data for the companies listed in the updated data set provided by the Human Resource Manager.

Responsibility for the week: My responsibility for the week was to gather as much data as possible for the companies listed in the data set provided by the company.

Procedure to pursue the task: The task involved collecting data for the different companies listed in our online worksheet. We were required to gather information for various tabs, such as Company/Brand sector, Founded, Head Quarter Sector, Founders, Funding Stage, Amount, Landline Number, Mobile number, Email Id, and Website. In week 4, we were provided with an additional 350 small and medium-scale enterprises to gather data for. Following is the sample of the work in the week 4

	A	B	C	D	E	F	G	H	I	J	K	L
353	DIPP48207	TRAVIANS TOURS PRIVATE LIMITED	Supporting and auxiliary transport activities	22 October 2019	Transport	Ranpal Singh		paid up capital is ₹ 100,000		9112355287,	shivam@greyticons.com	
354	DIPP14566	TRAVIDUX TECHNOLOGIES PRIVATE LIMITED	Supporting and auxiliary transport activities	15 November 2017	Transport	Krishnakumar Ajitha Arunkumar,		paid up capital is ₹ 30,000,000		9846100662	ckmauditors@gmail.com	
355	DIPP17294	TRAVINSPIRE TOURISM INDIA PRIVATE LIMITED	Supporting and auxiliary transport activities	12 December 2015	Transport	Karishma Harit		paid up capital is ₹ 100,000			roc@jainagarwalca.com	
356	DIPP45357	TRAVJURY SOFTWARE (OPC) PRIVATE LIMITED	IT	20 September 2018	IT	Sapan Kumar Mohanty		paid up capital is ₹ 90,000.		07892481996	apigility@gmail.com	
357	DIPP41294	TRAVOCACY TRAVEL TECHNOLOGIES PRIVATE LIMITED	Other Business Activities	27 March 2018	Other Business Activities	Ajeesh Kiran Krishnan Santha		obligation of contribution is ₹ 100,000.			vivekcvijay94@gmail.com	
358	DIPP42049	TRAVOXI VR ZONE TOURS LLP	Other Business Activities	27 March 2018	Other Business Activities							
359	DIPP12421	TRAVVY TRAVEL SERVICES PRIVATE LIMITED										
360	DIPP62844	TRAWELLHR SERVICES PRIVATE LIMITED		31 August 2016		Moumita Dutta		paid up capital is ₹ 100,000			prithwijitroy@gmail.com	
361	DIPP56650	TRAWELLO HEALTHCARE SERVICES PRIVATE LIMITED		12 December 2018		Dusmant Kumar Pati,		paid up capital is ₹ 200,00		6366109109	dusmant@trawello.in	
362	DIPP18097	TRAWEX TECHNOLOGIES PRIVATE LIMITED	IT	12 November 2013	IT	Lijoy Mathew		paid up capital is ₹ 100,000.		077600 34800	lijoy@trawex.com	
363	DIPP58810	TRAYAN AGRI TECH PRIVATE LIMITED	Manufacture of general purpose machinery			Shanathi Vatsala Pispipati		paid up capital is ₹ 100,000		097177 77519	vatsala@trayann.in	
364	DIPP54127	TRAYAN SYSTEMS PRIVATE LIMITED	Manufacture of domestic appliances	13 December 2019	manufacturing	Mallavaraju		paid up capital is ₹ 100,000		097177 77519	bhaskar.rm@gmail.com	

	A	B	C	D	E	F	G	H	I	J	K	L
412	DIPP30799	TRIADDITIVE KNOWLEDGE SOLUTIONS LLP	Other Service activities	18 December 2018	Other Service	Bhaskar Pai		total obligation of contribution is ₹ 10,000.			chavanabhi88@gmail.com	
413	DIPP10123	TRIAH LABS PRIVATE LIMITED		02 December 2016		Bhaskar Pai		paid up capital is ₹ 267,500			contactus@triahlabs.com	
414	DIPP3524	TRIANGLE INNOVATIONS PRIVATE LIMITED	IT	26 November 2012	IT	Sheshadri Sharma,		paid up capital is ₹ 1,000,000.	9448556804		pradeepsbramanyam4@gmail.com	
415	DIPP56261	TRIANGLE SPACE PRIVATE LIMITED		23 March 2017		Dhanyaparshu ram		paid up capital is ₹ 100,000.	099005 65857		prakash.hosadurga@hotmail.com	
416	DIPP43833	TRIANGLE TECHNOLOGIES PRIVATE LIMITED	IT	26 November 2019	IT	Rahul		paid up capital is ₹ 100,000.			RAHULSHARMA2809@GMAIL.COM	
417	DIPP38504	TRIANGULUM CHEMICALS PRIVATE LIMITED		07 January 2016		Satish Bhaskarrao Tote		paid up capital is ₹ 100,000		022 2771 5566	support@trian-gless.in	
418	DIPP56573	TRIANANT TRADING LLP	Retail sale of food and beverages and tobacco in specialized stores	15 May 2019	Retail sale of food and beverages and tobacco in specialized stores	Lubna Aquibhusen Saiyed		paid up capital is ₹ 100,000	079909 17305		adl.blackkey@gmail.com	
419	DIPP55700	TRIAR HEALTH & HYGIENE LLP	Other Business Activities	23 February 2018	Other Business Activities	Aditya Kumar		obligation of contribution is ₹ 100,000.			vkaarp@hotmail.com	
420	DIPP58498	TRIASHA CONSULTANCY SERVICES LLP	Retail trade,	20 November 2019	Retail trade,	Amit Banerjee		obligation of contribution is ₹ 1,000,000.		0120 490 9291	saurabh@nyalazone.com	
421	DIPP31949	TRIASHWA TECHNOLOGIES PRIVATE LIMITED										
422	DIPP39934	TRIAxon TECHNOLOGIES PRIVATE LIMITED										
423	DIPP17576	TRIBALCAVE ENTERTAINMENT (OPC) PRIVATE LIMITED	IT Printing and	24 June 2019	IT	Mahesh Balakrishnapillai		capital is ₹ 114,570.				

	A	B	C	D	E	F	G	H	I	J	K	L
505	DIPP50998	TRIPLE A LIFE SCIENCES PRIVATE LIMITED	Repair of personal and household goods	11 December 2019	Service sector	Mohd Saleem Abdul Gaffar Shaikh		paid up capital is ₹ 100,000.		9420404939	tripleapharma@gmail.com	
506	DIPP276	TRIPLE HAT SECURITY LAB LLP		03 June 2015	IT	Radha Rani Pallangattil Subrahmanian Ratheesh Ahamed Mohideen		obligation of contribution is ₹ 100,000.		91-9747641501	acs.csprof@gmail.com	
507	DIPP64045	TRIPLEGU DIGI CONNECT MARKETING SOLUTIONS PRIVATE LIMITED		19 July 2020				paid up capital is ₹ 100,000.			cs@jrasociatesgroup.com	
508	DIPP48945	TRIPLEM INFOTECH SOLUTIONS PRIVATE LIMITED		07 September 2010	IT			paid up capital is ₹ 100,000.		+91 9500 122 1	triplemchennai@gmail.com	
509	DIPP25283	TRIPLIVED TECHNOLOGIES PRIVATE LIMITED	Data processing.	24 July 2015	Data processing.	Mayank Gupta		paid up capital is ₹ 198,650			mayanknaini@gmail.com	
510	DIPP37734	TRIPLUS SOLUTIONS PRIVATE LIMITED	Other service activities	30 April 2019	Other service activities	Prakash Chandra Dash					subrat400@gmail.com	
511	DIPP63638	TRIPMEMO TECHNOLOGIES PRIVATE LIMITED	Supporting and auxiliary transport activities	11 February 2019	Transport	Sabu Kurian Kinattukara, Paresh Keshav Mandke		paid up capital is ₹ 111,110			sabupost@outlook.com	
512	DIPP48177	TRIPMOKSHA TECHNOLOGIES PRIVATE LIMITED		16 September 2019	IT			paid up capital is ₹ 50,000.		070207 26843	contact@tripmokshta.com	
513	DIPP14935	TRIPPO TRAVEL & ADVENTURES PRIVATE LIMITED	Supporting and auxiliary transport activities	07 March 2017	Transport	Rama Chary Rachakonda		paid up capital is ₹ 400,000.		099631 71222	tripoteam@gmail.com	
514	DIPP19213	TRIPPOCK INFOTECH PRIVATE LIMITED		05 October 2017		Sunita Ladhania		paid up capital is ₹ 100,000			ANKITLADHANIA@GMAIL.COM	
515	DIPP10923	TRIPOTO TRAVEL PRIVATE LIMITED	Supporting and auxiliary transport activities	05 August 2013	Transport	Anirudh Gupta,		paid up capital is ₹ 212,210			michael.lyngdoh@tripoto.com	

Learning from the week :-

In this week, I learned the procedure for collecting data based on a single piece of information, which is the name of the company. It is essential to mention the reliability of the data collected. Simply put, if the data is collected from a third-party website, it is less reliable compared to the data gathered from the official website of the company. It is crucial to maintain a separate copy of the data for future reference, and in case of any malfunction, this data would ensure the safety of at least a percentage of the work.

However, in week 4, it was challenging to find data because the availability of data was lower as compared to week 3. I think this is because the data provided in this week was for small and medium scale enterprises.

Week 5

Introduction to the task: The last week of the internship project was focused on the continuation of the data collection work on the online worksheet. A new set of 300 companies was assigned to me, and the Human Resource Manager provided me with a brief on how to perform the task with greater efficiency.

Role for the week: Collect data of companies from the provided dataset.

Responsibility for the week: The primary responsibility was to collect maximum data of the companies provided by the company, using the online worksheet as a guide.

Procedure to pursue task: Our internship project involved collecting data for different companies listed in the online worksheet. The main objective was to gather information on the Company/Brand, Sector, Founded, Head Quarter Sector, Founders, Funding Stage, Amount, Landline Number, Mobile Number, Email ID, and Website tabs. This exercise was essential for us to gain insights into the digital marketing and mobile industry's small and medium-scale enterprises.

In the fifth week of our internship, we were allocated a new set of approximately 300 companies to collect data. This exercise helped us understand the significance of data collection and analysis in the field of digital marketing, especially in the context of small and medium-scale enterprises.

Following is the sample of the work in the week 5

	A	B	C	D	E	F	G	H	I	J	K
627	DIPP49608 DIPP8607	TRUEBLUE ARSTUDIOZ LLP TRUEBLUE TEXTCRAFT PRIVATE LIMITED	Dressing and dyeing of fur; manufacture of articles of fur			Dressing and dyeing of fur; manufacture of articles of fur					
628	DIPP54131	TRUECURE HEALTHCARE PRIVATE LIMITED	health	14 September 2012		Vivek Kumar Vipin Agarwal Prakash		paid up capital is ₹ 100,000 paid up capital is ₹ 100,000		9619596276	KUMARVIVEK48@GMAIL.COM uagarwal@hawk.it.edu
629	DIPP17798	TRUEDEAL FOREX PRIVATE LIMITED	Activities auxiliary to financial intermediation, except insurance and pension funding		health						
630	DIPP58919	TRUEDREAMALL PRIVATE LIMITED		08 June 2015	finance	Aman Arora		paid up capital is ₹ 2,600,000		099191 11911	aman.arora777@icloud.com
631	DIPP21868	TRUEFIN ADVISORY SERVICES PRIVATE LIMITED		10 October 2018		Om Prakash Sharma		paid up capital is ₹ 100,000 paid up capital is ₹ 750,000			TRUEDREAMALL PRIVATE LIMITED support@truefi.in
632	DIPP9925	TRUEHEIGHT TECHNOISOFT PRIVATE LIMITED		21 April 2017		Sajeev Joy Pankaj Sharma		paid up capital is ₹ 5,000		+91 145 000 1	cn.in karmalkbiswas@gmail.com
633	DIPP18268	TRUELAN TEXTILES PRIVATE LIMITED	IT Dressing and dyeing of fur; manufacture of articles of fur	01 September 2017	IT	Dressing and dyeing of fur; manufacture of articles of fur				082380 11386	
634	DIPP13353	TRUELANCER INTERNET PRIVATE LIMITED		22 December 2017		Neerja Satyanarayan Lakhani		paid up capital is ₹ 122,880			abhishek@innersense.co.in dipesh@trueia
635	DIPP7309	TRUELEDGER TECH PRIVATE LIMITED	IT	23 June 2014	IT	Anu Kumari,		paid up capital is ₹ 111,230		91 9319762681	ncr.com amit.sarawagi@gmail.com
636	DIPP37803	TRUELLIGENCE PRIVATE LIMITED		11 August 2017		Pooja Agarwal Jyothilekshmi Jayakumar		paid up capital is ₹ 100,000 paid up capital is ₹ 100,000		098993 27205	@gmail.com vrjayakumar@hotmail.com
637			IT	07 December 2017	IT						

	A	B	C	D	E	F	G	H	I	J	K
669	DIPP58159	TRUST MEDIA & ENTERTAINMENT									
	DIPP50590	TRUSTEDMARKS INNOVATIONS LLP				Sandeep Sudhakar Mutalik		total obligation of contribution is ₹ 50,000.		91 8971937888@gmail.com	manasshirode@gmail.com
670	DIPP24790	TRUSTFINITY LEGAL CONSULTANTS (OPC) PRIVATE LIMITED	IT	08 November 2019	IT	Hemant Kumar Ranga Ghanavi		paid up capital is ₹ 100,000.		9876289229@gmail.com	trustfinitylawyer@gmail.com
671	DIPP28844	TRUSTFINITY SERVICES AND SOLUTIONS PRIVATE LIMITED		02 December 2016		Dhananjaya Kattemane		paid up capital is ₹ 100,000		097419 88157	krutibhat24@yahoo.in
672	DIPP42493	TRUSTIN SOFTWARE SERVICES PRIVATE LIMITED				Srinivas Murthy Thimmappa		paid up capital is ₹ 600,000			meghana@trustin.co.in
673	DIPP16727	TRUSTING BEE TECHNOLOGIES PRIVATE LIMITED	IT	25 July 2019	IT	Vijay Narain Srivastava		paid up capital is ₹ 125,760			abhash@healthhmir.com
674	DIPP9903	TRUSTIT HEALTHCARE CONSULTANTS LLP		08 May 2015							
675	DIPP63028	TRUSTTAP PRIVATE LIMITED				Sushree Sangita Mohanty		paid up capital is ₹ 100,000.			sjpl.india@gmail.com
676	DIPP29398	TRUSTWELD ENGINEERS INDIA PRIVATE LIMITED	IT	18 June 2020	IT						
	DIPP53669	TRUTHHIGH FINTECH PRIVATE LIMITED	Manufacture of domestic appliances,	23 October 2018	Manufacturing sector	Peihan Wei, Ashish Kumar, Abilash Soundararajan		paid up capital is ₹ 100,000		+61 3 5134 5111	Atul Vinayak Marathe
677	DIPP53669	TRUTHHIGH FINTECH PRIVATE LIMITED						paid up capital is ₹ 9,009,000			truthhighfintech@aol.com
678	DIPP37110	TRUTHSHARE SOFTWARE PRIVATE LIMITED	IT	17 September 2019	IT						
679	DIPP28480	TRUTRIBES VENTURES PRIVATE LIMITED	IT	15 April 2019	IT			paid up capital is ₹ 100,000			abilash.iimb@gmail.com
680	DIPP57291	TRUVIC CONSULTING PRIVATE LIMITED	health	01 October 2018	health	Alakshi Tomar		paid up capital is ₹ 500,000		7506104679	shivangi@trucup.co
681	DIPP51600	TRUVISORY FINTECH PRIVATE LIMITED	Other service activities	14 March 2019	Servoce sector	Sandeep Chauhan		paid up capital is ₹ 100,000		+1 888-828-1411	sandeep.chauhan628@gmail.com
682	DIPP53600	TRUWEIGHT WELLNESS PRIVATE LIMITED	insurance	01 August 2019	insurance	Ashish Singh		paid up capital is ₹ 5,000,000.		+91-161 50201	vatsal2392@outlook.com
								paid up capital is ₹ 1,00,000			megha@truwe

	A	B	C	D	E	F	G	H	I	J	K
	DIPP27450	TURIYA SOFTECH PRIVATE LIMITED				Kumar Veera Venkata Dharma Durga Bojja		paid up capital is ₹ 100,000			mansharaju@gmail.com
753	DIPP45418	TURIYATITA TECHNOLOGIES PRIVATE LIMITED	IT	18 December 2017	IT			paid up capital is ₹ 100,000			piyushsomvanshi@gmail.com
754	DIPP28908	TURIYATREE TECHNOLOGIES PRIVATE LIMITED		08 May 2019		Piyush Singh Lakshminarayanan		paid up capital is ₹ 100,000.			VRL-NARAYANA@GMAIL.COM
755	DIPP16990	TURNHERE DESIGN HOUSE PRIVATE LIMITED		11 July 2018		Ramakrishnan Gunwant Vijaykumar Patil		paid up capital is ₹ 100,000.			gunipatil@gmail.com
756	DIPP38053	TURNING-POINT HEALTH CARE PRIVATE LIMITED		29 August 2012				paid up capital is ₹ 100,000.			
757	DIPP47816	TURNINGS CONSULTANCY SERVICES PRIVATE LIMITED	Social work activities	15 June 2018	Social work activities	Jaya Surendar Chhajed		paid up capital is ₹ 100,000			turningpoint757@gmail.com
758	DIPP29433	TURNIP TECHNOLOGIES PRIVATE LIMITED	IT	11 October 2019	IT	Habeeb Thangal		paid up capital is ₹ 100,000. I			turningsconsultancy@gmail.com
759	DIPP1357	TURNPOINT TECHNOLOGIES PRIVATE LIMITED	Manufacture of accumulators, primary cells and primary batteries	18 July 2017	Manufacture of accumulators, primary cells and primary batteries	Narayan Lal		paid up capital is ₹ 3,300,820.			narayan@turnipconsultants.com
760	DIPP36632	TURNTO ORGANIC PRIVATE LIMITED	Manufacture of beverages	19 January 2015	Manufacture of beverages	Rachna Singh		paid up capital is ₹ 2,000,000.			chandan@turnpoint-tech.com
761	DIPP47131	TURNUP TECHNOLOGIES PRIVATE LIMITED		11 January 2019		Sunil Singh Niraj Mishra Kumar		aid up capital is ₹ 100,000			suminath75@gmail.com
762	DIPP18716	TURPYMOBILEAPPS PRIVATE LIMITED	IT	02 June 2016	IT	Veeravalli Radhika		paid up capital is ₹ 100,000.			tonirajmishra1989@yahoo.in
763				23 December 2014				paid up capital is ₹ 100,000.			natarajakula@gmail.com

Learnings from the week :-

During my internship, I gained an understanding of the importance of reliable data collection methods. I learned that while collecting data, it is crucial to ensure the accuracy and reliability of the information. Obtaining data from official websites is considered more reliable than collecting it from third-party websites. Additionally, it is essential to maintain a separate copy of the collected data for future reference in case of any technical issues or malfunctions.

In the fifth week of my internship, I faced a challenge with data availability. The number of small and medium scale enterprises that were provided for data collection was considerably lower than that in week 4. However, I overcame this challenge by employing various strategies to ensure the accuracy and reliability of the collected data, including cross-checking the data with multiple sources and verifying the authenticity of the sources.

As an intern, I learned how to be resourceful and adapt to different situations, which will undoubtedly benefit me in my future endeavours. I also learned the importance of being detail-oriented and ensuring the reliability of data, which is crucial in the field of digital marketing.

Week 6

Introduction to task: Last week, our main objective was to conduct cold calls as a part of our duties as digital marketing interns. The online worksheet provided by the company contained data on various businesses that we contacted. A well-crafted calling script was provided to us by the Human Resources Manager to guide our conversations with potential clients. The primary objective of this task was to generate sales leads for the company by promoting their products and services. Our goal was to create awareness about the brand and provide value to the businesses we called, ensuring they had a clear understanding of how the company could benefit them. This activity was crucial in strengthening our communication and interpersonal skills while also giving us a chance to experience real-world marketing challenges.

Role for the week: Our role for the week was to conduct cold calls to generate sales leads for the company.

Responsibility for the week: Our primary responsibility for the week was to generate sales leads for the company and spread awareness about the company.

Procedure to pursue the task: In this task, we had to effectively communicate the value proposition of the products and services offered by the company to the potential customers. This required a thorough understanding of the company's products and services, as well as the needs and pain points of the target customers. Additionally, it was important to maintain a professional and courteous tone during the call to build a rapport with the potential customer and leave a positive impression of the company.

During the call, we had to listen carefully to the customer's needs and provide solutions that were tailored to their specific requirements. If necessary, we had to ask probing questions to clarify their needs and better understand their challenges. We also kept detailed records of the calls we made, including any feedback or questions the potential customer had. This information was used to follow up with the customer and provide additional information as needed.

By effectively executing this task, we helped the company acquire new customers, increase sales revenue, and strengthened our own skills in communication and marketing.

Learnings from the week: -

In this week I learnt the crucial skill of cold calling which provided me with the immense knowledge. Cold calling is the marketing technique which is used to spread awareness of the products and services of the company and generate sales leads for the company's products. I learnt how to integrate the different data. Although we have collected data in the previous week, we accumulate gist information about business which we are calling to influence more effectively to generate genuine leads.

Following is the calling script which is provided by the company.

TONE: CONFIDENT

Hello, Can I Speak to (Mr/Ms/Mrs Name)?

[If Other Person responds]

I am (Your Name) calling from Onex Solutions Pvt Ltd regarding your business / Brand Promotions.

Is it the right time to discuss with you Sir/ Ma'am?

[If Other Person responds, No]

Reply – Can I know when I can connect with you Sir / Ma'am?

[If Other Person responds, YES]

Thank You so much for your Time.

Onex Solutions is a Digital Marketing Company, we help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Madison, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario, so we cannot let this situation hampered our business, so it's crucial to reach out to new audience. We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / What's App & Voice Call Services.

Note – After Speaking it's important to hear the client's queries and to revert back accordingly.

[If the Person is Interested]

Sir/ Ma'am, may I get your mail id so that I will send you the mail about my company and commercials.

Rebuttals –

1- How to trust on your Campaigns?

Ans- We have an experience of handling clients from various Industries like Health care, Real Estate, Education and Hospitality etc. Working with these sectors have help us to gain lots of experience and now we are helping out other clients so that can they make maximum use of SMS/ What's App / Email & Voice Call Marketing.

2- What are the proofs of your Campaigns?

Ans- We will help you with detailed reports post each campaign.

3- Do you provide Database?

Ans- No Sir / Ma'am.

4- Tell me more about your Database?

Ans- We have PAN INDIA Pencoed wise database.

5- Do you have profile database (Female / Student/ HNI etc)?

Ans- Sir / Ma'am, please let me know the Pencoed / Area/City, I will ask my team and update you shortly.

Week 7

Introduction to task: This week's task focused on generating sales leads and creating awareness about the company's products and services through cold calling potential customers. The task built on our previous week's task and aimed to convert leads into sales while expanding the customer base of the company.

Role for the week: Our role in this task was to effectively communicate with potential customers, build rapport, and identify their needs and interests. Through cold calling, we aimed to engage potential customers and generate sales leads for the company.

Responsibility for the week: Our primary responsibility for the week was to generate sales leads for the company and spread awareness about the company's products and services. This involved communicating the value proposition of the company's offerings and understanding the needs and pain points of potential customers.

Procedure to pursue task: The procedure for this task was similar to the previous week's cold calling task. We were required to contact potential customers from the data collected in our online worksheet and introduce them to the company's products and services. It was important to maintain a professional and courteous during the calls to build a rapport with potential customers and leave a positive impression of the company.

Learnings from the week: This week's task provided us with several valuable insights and skills. We learned the importance of effective communication and active listening in generating sales leads for the company. We also learned how to handle objections and rejections in a professional manner, which helped us to maintain a positive attitude and a confident tone throughout the calls. Additionally, we gained a deeper understanding of the role of cold calling in the digital marketing process and how it can be used in conjunction with other marketing strategies to increase brand awareness and drive sales. Finally, we learned the importance of time management and prioritization in a fast-paced environment, as it was essential to focus on the most promising leads and allocate our time and energy accordingly.

Week 8

Introduction to the task: This week, I was assigned to collect data of various businesses operating in Aurangabad for a personal lead generation task. The primary data that needed to be collected was the business name and contact information, such as mobile number and landline number. It was important to ensure the accuracy and reliability of the collected data. I had to research and analyse the data to ensure that it was authentic and up-to-date.

Role for the week: As a digital marketing intern, my role in this task was to research and gather data on small and medium-sized businesses in a specific location. This included identifying the businesses in the area and collecting their contact information, such as phone numbers, email addresses, and website URLs.

Responsibility for the week: My responsibility for the week was to gather authenticated data of the different businesses in Aurangabad. This data would be used in future weeks for cold calling.

Procedure to pursue the task: I first conducted research on the specific location assigned to me, including gathering information about the various industries and types of businesses in the area. Once I had a better understanding of the location, I utilized various online resources such as search engines to collect the required data for the businesses located in Aurangabad, such as the name of the business and contact information. Throughout the task, I maintained a record of all the data collected in a personal spreadsheet to facilitate easier tracking, and provided this data to our human resource manager as instructed.

Learnings from the week: The assigned task of collecting data from a specific location taught me several valuable lessons. I gained a better understanding of the market trends and the target audience of the businesses in the specific location. This knowledge could be utilized in future digital marketing strategies to create campaigns that are tailored to the specific needs of the target audience. This task also allowed me to be more efficient in my work, as I was able to quickly refer to the data when needed. Overall, this task provided me with a practical learning experience and enhanced my skills in data management and market analysis.

Week 9

Introduction to the task: During this week, our team was assigned to make cold calls to the businesses located in Aurangabad, using the data that we had collected in the previous week. My primary responsibility was to generate sales leads through cold calling.

Role for the week: My role as a digital marketing intern in this task was to introduce the company's products and services to potential customers, generate leads, and create awareness about the brand through cold calling.

Responsibility for the week: My responsibility was to target the audience of Aurangabad by making cold calls to the businesses located in the area and generating sales leads. It was important to follow the provided calling script and communicate effectively with the business owners to build a positive image of the company.

Procedure to pursue the task: To pursue this task, I had to use the data collected from the previous week and follow the provided calling script to make cold calls to the businesses in Aurangabad. During the calls, I had to effectively communicate with the potential customers, understand their needs, and provide them with information about the products and services offered by the company. This task required good communication and interpersonal skills, as well as the ability to handle rejection and objections from prospects.

My role in this task was crucial for the company, as it helped to expand their customer base and generate revenue.

Learnings from the week: This week's task of cold calling provided me with valuable insights and experiences as a digital marketing intern. I learned how to communicate effectively with potential customers over the phone, understand their needs, and provide them with information about the products and services of the company. The experience also helped me develop my communication skills, taught me the importance of effective listening, and the ability to offer tailored solutions to customers. Additionally, I learned how to handle objections and rejections while maintaining a professional attitude. Overall, this task provided me with a hands-on experience in generating sales leads and developing a better understanding of the sales process.

Week 10

Introduction to the task: During the final week of the internship program, all interns were required to submit a comprehensive report summarizing their activities and work completed throughout the entire program. As a digital marketing intern, my report included the list of Facebook groups that I had collected in week 1 and week 2, as well as the data that I had collected during weeks 3, 4, and 5. It was not mandatory to submit data from the specific cold-calling location task, as this was a practice exercise and not a part of the company's formal process. However, I was asked to provide an update on my cold-calling task from week 7. I completed my work submission within the three days allotted for the final week of the internship program, and this marked the end of my internship.

Role for the week: My role for the final week of the internship program was to gather all the data which I had collected throughout the entire internship and submit it to the human resource manager.

Responsibility for the week: As a digital marketing intern, it was my responsibility for the final week of the internship program to gather and provide data that could help the company in generating more revenue and establish growth.

Procedure to pursue task: To pursue my task for the final week of the internship program, I first organized all the data that I had collected and created a comprehensive report. I then reviewed my data and made any necessary edits to ensure that the data was clear, concise, and accurate. Finally, I submitted my data within the three-day period allocated for the final week of the internship program, marking the end of my internship journey.

Learnings for the week: As a digital marketing intern, the final week of my internship program was incredibly informative and provided valuable insights into the inner workings of a professional marketing team. Through this process, I was able to identify my strengths and weaknesses and develop strategies for improving my skills and knowledge in the future. Additionally, being asked to provide an update on my cold-calling task from week 7 provided me with the opportunity to hone my communication and presentation skills, as I had to concisely and effectively explain the results of my efforts.

Conclusion

As my internship program came to an end, I looked back at the valuable experiences and insights that I had gained during my time with the company. The internship program had provided me with an excellent opportunity to apply the theoretical knowledge I had gained in my academic studies in a practical setting and develop my skills as a digital marketer. During this internship, I had learned different strategies by which businesses could market themselves freely through Facebook marketing.

Over the course of the program, I had been involved in a wide range of tasks, including data collection, analysis, and cold-calling, all of which had contributed to my professional growth. Through my involvement in these tasks, I had gained a better understanding of the digital marketing field and developed a range of skills that would be invaluable in my future career.

One of the most significant takeaways from my internship program was the importance of effective communication and interpersonal skills. As a digital marketer, it was crucial to be able to communicate effectively with potential customers and understand their needs to provide them with the most relevant information about products or services. I had the opportunity to hone my communication skills through cold-calling and data collection, and I was confident that these skills would be beneficial in my future endeavours.

Additionally, my internship program had helped me to develop a more comprehensive understanding of the sales process and the importance of generating sales leads. Through data collection and cold-calling, I had learned how to identify potential customers and provide them with tailored solutions that meet their needs. These experiences had equipped me with the skills required to generate leads, build relationships with customers, and contribute to the growth of the company. Overall, my internship program had been a valuable experience that had provided me with practical knowledge and insights into the digital marketing field. The program had helped me develop a range of skills that would be useful in my future career, and I was grateful for the opportunity to have been a part of it

Suggestions

Provide more guidance and structure: While the internship project provided a lot of opportunities to explore various aspects of digital marketing, it may be helpful to provide more guidance and structure to ensure that interns stay on track and are able to achieve their goals. This could include setting specific tasks and deadlines, providing more detailed instructions for each task, and offering regular feedback and support.

Encourage more collaboration and communication: Digital marketing is a field that often requires collaboration and teamwork, so it may be beneficial to encourage more opportunities for interns to work together and communicate. This could include regular team meetings, group projects, and social events that allow interns to network and connect with each other.

Offer more training and resources: Digital marketing is a constantly evolving field, so it may be helpful to provide interns with more training and resources to help them stay up-to-date with the latest trends and best practices. This could include online courses, workshops, and access to industry publications and experts.

Provide more opportunities for hands-on experience: While the internship project provided some opportunities for hands-on experience, it may be beneficial to offer more opportunities for interns to work on real-world projects and campaigns. This could include partnering with local businesses or organizations to provide interns with practical experience and exposure to the challenges of digital marketing in the real world.

By implementing these suggestions, future internship projects could help provide a more structured and supportive environment for interns to learn and grow as digital marketers, while also providing them with more opportunities for collaboration, training, and hands-on experience.

Annexure

<https://www.onex.solutions/>

1. https://en.wikipedia.org/wiki/Digital_marketing
2. marketo.com/digital-marketing/
3. https://mailchimp.com/marketing-glossary/digital-marketing/#The_benefits_of_digital_marketing
4. <https://www.simplilearn.com/digital-marketing-benefits-article>
5. https://web.onex.solutions/innovation_media/about-us.html
6. <https://chat.openai.com/chat>