

PROGRAM BOOK FOR
SHORT-TERM INTERNSHIP
Virtual



Name of the Student: SIDDAVATAM GANESH

Name of the College: GOVERNMENT DEGREE COLLEGE, RAJAMPETA

Registration Number: 234030851063

Period of Internship: From: 15-05-25 To: 30-06-25

Name and Address of the Intern Organization: Anjana's Foundation, Avanigadda.



2025

An Internship Report on DIGITAL MARKETING

*Submitted in accordance with the requirement for the degree of B. Com
computers application*

*Under the Faculty Guidance of
N. B. Siva ram reddy msc. ~~Msc. Phd~~ M-Ed*

*Department of
Commerce*

GOVERNMENT DEGREE COLLEGE, RAJAMPETA

Submitted by:

SIDDAVATAM GANESH

Reg.No: 234030851063

*Department of
Commerce*

GOVERNMENT DEGREE COLLEGE, RAJAMPETA

Student's Declaration

I, SIDDHAVATRAM GANESHI a student of B . C o m c o m p u t e r s
a p p l i c a t i o n Program, Reg. No. 234030851063 of the Department of
Commerce College do hereby declare that I have completed the mandatory
internship from 15-05-25 to 30-06-25 in Anjanaa's
Foundation, under the Faculty Guideship of Siva rama reddy
misc. Mtec. Phd Department of Commerce, GOVERNMENT DEGREE COLLEGE,
RAJAMPETA

(Signature and Date)



Official Certification

This is to certify that SIDDAVATAM GANESH Reg. No. 234030851063 has completed his/her Internship in Anjanaa's Foundation on DIGITAL MARKETING under my supervision as a part of partial fulfillment of the requirement for the Degree of B. Com computers application in the Department of Commerce, GOVERNMENT DEGREE COLLEGE, RAJAMPETA

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

Head of the Department

Principal

Certificate from Intern Organization



This is to certify that SIDDAVATAM GANESH Reg. No 234030851063 of GOVERNMENT DEGREE COLLEGE, RAJAMPETA underwent internship in Anjanaas's Foundation from 15-05-25 to 30-6-25

The overall performance of the intern during his/her internship is found to be Satisfactory.

G. Nandini
Authorized Signatory with Date and Seal



Acknowledgements

I wish to express my deep sense of gratitude to our Honorable Commissioner of Collegiate Education for giving me this opportunity and this encouragement to do this project. I would like to place my graceful thanks to UGC, APSCHE and Yogi Vemana University for placing short Term Project in our UG Curriculum. I am very thankful to, Dr.B.Purushotham Reddy M.Sc, B.Ed, Ph.d Principal, GOVERNMENT DEGREE COLLEGE, RAJAMPETA to take up this project.

I would like to express my deep sense of gratitude to my Project Mentor **NS** Siva ram^u reddy msc. ~~M.Sc.~~ ^{M.Ed.} ~~Ph.d~~ Lecturer in ~~Commerce~~ ^{Business} for his guidance and support given to me throughout the project work. I am very thankful for his constant encouragement, accessibility and valuable suggestions. I wish to express my thanks to other Staff Member in the department of Commerce for providing valuable suggestions regarding this work.

I am extending my heart full thanks to my internship organization and respondents of my project questionnaires for filling the questionnaires with a lot of patience. Without their cooperation support, it would have been impossible for me to complete this project work. I would like to take this opportunity to express my deepest appreciation and gratitude to my parents, friends and other people who have contributed to the completion of this work.

SIDDAVATAM GANESH
REG NO. 234030851063

Chapter: 1 Executive Summary

The short-term internship provided focused exposure to the digital marketing sector, emphasizing practical application in content creation, social media marketing, search engine optimization (SEO), email marketing, and performance analytics. The study concentrated on leveraging digital strategies for business growth, consumer engagement, and revenue generation. The internship culminated in a mini-project on "Instagram SEO targeted Ad Campaign for an academic page," where theoretical knowledge was directly applied to enhance online presence and audience reach through content optimization and paid promotions. This experience offered hands-on insight into real-world digital marketing challenges and strategies for measurable online impact.

Learning objectives:-

- * understanding digital marketing fundamentals:
explore digital marketing concepts, types and application
- * content strategy & social media marketing:-

platforms like youtube and instagram.

* SEO and Video Optimization: Implementing keyword research, meta descriptions, and video optimization for ranking.

* Email marketing Techniques: Exploring audience segmentation, automation, and engagement strategies.

* Affiliate marketing (conceptual): Understanding various monetization strategies.

* Performance Analytics: Using tools like youtube studio, google analytics, and native platform insights for tracking and optimization marketing performance.

Out Comes Achieved:-

* Developed and implemented social media content strategies

* Designed engaging marketing materials using canva

* Applied SEO techniques to enhance content visibility and organic reach

* Conducted audience engagement analysis using platform-specific analytics

* Executed fundamental email marketing campaigns using automation tools

* Strengthened research and analytical abilities through practical application and reporting.

Chapter - 2 Overview of Intern Organization

Introduction:

Ananya Foundation is a non-profit organization based in Andhra Pradesh, dedicated to empowering individuals through education, skill development, health, agriculture, and community development. The foundation plays a significant role in fostering experiential learning through its well-structured internship programs.

2. Vision

To create a self-sustaining society by providing quality education, skill development, and opportunities for holistic growth, ensure that every individual can contribute meaningfully to the community.

3. Mission

- * To bridge the gap between education and employment by equipping individuals with industry
- * To provide inclusive learning environments that cater to diverse communities, including underprivileged and differently-abled individuals
- * To promote innovation entrepreneurship, and sustainability through practical training programs.

- * To offer structured internship programs that provide hands-on experience in various disciplines.
- * To collaborate with educational institutions to integrate internships to academic curricula.
- * To enhance employability by offering training in high-demand skills such as IT, business management, agriculture, and life science.
- * To promote research and development through skill-based learning initiatives.

5. Internship program overview:

Anjanas foundation provides internships in multiple fields, ensuring a practical learning experiences for students

a) Internship scope & reach:-

* The foundation has provided 5,000 internship opportunities across various universities in andhra pradesh.

* Collaborates with institutions like Krishna University to formalize internship programs through MOUs.

b) Key Training Areas:-

* Information Technology & Digital marketing skills
 Python, data science, cloud computing, fullstack development, digital marketing DevOps
 Science now, MySQL, Tableau web technologies
 Business management: office administration

... contribution exam preparation
* science & agriculture: life science, Agriculture,
forestry, pharmacy

Industry Collaboration & Career Placement
* The foundation works with leading
companies across India, ensuring that B.A.S.C.
interns receive priority in recruitment drives
* Practical learning experiences prepare
interns for real-world challenges
enhancing their employability.

Chapter-3 Internship Post

Description of activities & responsibilities

The internship involved focused training and practical implementation of digital marketing strategies. Key involved and responsibilities include:

- * Learning the fundamentals of digital marketing, includes its various types and their applications

- * Designing engaging visual content for social media platforms using graphic design tools like Canva

- * Implementing search engine optimization (SEO) techniques, with a focus on platform-specific optimization (e.g. Instagram SEO, YouTube SEO)

- * Understanding and executing basic email marketing campaigns, including audience segmentation automation

- * Analyzing digital marketing performance using platform-specific analytics tools to track reach, engagement and growth

- * Participating in a mini-project that involved creating and running a targeted ad campaign on a social media platform (e.g. Instagram)

- * Engaging in discussions on digital marketing trends, consumer behaviour, and industry best practices.

The internship was conducted in a dynamic environment, likely a hybrid model combining online research, content creation, and practical implementation. The work involved analyzing digital tools, designing creative content, executing campaigns, and evaluating audience engagement metrics. Interns interacted with faculty mentors and peers, conceptually, with other digital marketing professionals, fostering a collaborative and hands-on learning atmosphere.

Equipment & Tools used

The internship utilized a range of industry-standard digital marketing tools:

Content creation tools:

Canva (for graphic design, thumbnails, banners, ad creatives) potentially basic video editing tools

SEO Tools:

Google Keyword Planner, as well as platform-specific tools for keyword and hashtag research (e.g., Instagram search, YouTube, potentially Tube Buddy/VidIQ for video SEO)

* Analytic tools:

YouTube Studio, Instagram Insights, Meta Ads Manager (for paid campaign performance)

* Email marketing tools:

Mailchimp or HubSpot (for email list building, template design, and campaign execution)

Instagram, YouTube, Facebook, LinkedIn (for content
posting, engagement, and campaign execution).
Weekly work schedule

Week 1: Fundamentals of Digital Marketing

- * Introduction to Digital Marketing: Definitions, scope, importance, and comparison with traditional marketing.
- * Types of Digital marketing; overview of SEO, social media marketing (SMM), Email marketing, content and paid Advertising.
- * Understanding the digital consumer journey and market segmentation.
- * Case studies of successful digital marketing campaigns.

Week 2: Content Creation & Visuals Design for Digital Platforms:

- * Principles of effective digital content: engaging, valuable, and platform-appropriate.
- * Introduction to visuals design using Canva; creating graphics for social media posts, banners, thumbnails and ad creatives.
- * Understanding brand consistency in visual communication
- * Hands-on exercise in designing content for various digital channels.

Week 3

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing definition scope & Importance	understanding basic digital marketing concept	
Day - 2	types of digital marketing - SEO, SMM, Affiliate & mail marketing	Learning About digital marketing model and its core.	
Day - 3	Traditional vs digital marketing	comparative analysis of marketing methods evolving brands	
Day - 4	Evaluation: Successful digital marketing.	understanding Emerging	
Day - 5	case study: successful digital campaign	Practical insight from real understanding	
Day - 6	Recap of a day session	reinforce of and concept clearing doubt	

WEEKLY REPORT

WEEK - 1 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

The first week focused on understanding the fundamentals of digital marketing including its scope, importance and different types. A comparative study between traditional and digital marketing helped in comparing the benefits and limitations of both. A workshop was conducted to analyse the success of digital marketing campaigns. The activity could be further extended as a session for content brainstorming.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to core basics of interface	understanding core tools interface and core elements	
Day - 2	Designing social media layout	Learning images creating layout using photoshop	
Day - 3	creating thumbnail banners for youtube social media	understanding visual concepts channel artwork	
Day - 4	designing instagram facebook ad content	practical aspect of designing posters banners	
Day - 5	Group Activity: create digital posters / images	applying design concepts creating	
Day - 6	Review of feedback on designs	Learning from feedback given	

WEEKLY REPORT

WEEK - 2 (From DL..... to DL.....)

Objective of the Activity Done:

Detailed Report:

The second week was devoted to carbon fixation and visual learning using camera obscura's found in dark chambers and social media. Photos do capture good photos. Perceptual sessions invited hand-drawn sketches where students were given photos depicting which where and Robert's hand search.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Understanding internet marketing platform	Learning how Instagram can be used for	
Day - 2	Instagram Profile content optimization Basics	Setting up your Instagram profile understanding bio content	
Day - 3	Introduction to YouTube marketing & channel setup	Understanding YouTube video as marketing channel sense to reach	
Day - 4	YouTube your channel format & post reaches.	Learning about efficient content and AdSense revenue	
Day - 5	Basic social media engagement went thru	Understanding how to interact with followers reach	
Day - 6	Introduction to platform design Instagram your identity	Learning to create content that is relevant to create interest	

WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

This week covered the fundamentals of social media marketing focusing on key platforms like Instagram and YouTube. Students learned how to optimize profiles and content for these platforms, explore different content formats (posts, carousel stories) and understand best practices. Also introduced platform-specific analytics, tools to begin tracking performance, metrics preparing future content decisions.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	SEO fundamental - How search engine work	Understanding the basics of search engine	
Day - 2	Keyword Research Techniques & Tools	Learning how to identify relevant keywords	
Day - 3	on-page seo techniques Title meta Descriptions Content	Understanding how to optimize website content and HTML	
Day - 4	off page seo concepts Backlinks, social signal conceptual	Introduction to strategies performed outside	
Day - 5	platform-specific seo Instagram, Youtube	Applying seo principles to Instagram	
Day - 6	Competitor seo analysis conceptual Tools-Based	Understanding how to analyze competitor	

WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

This focused on search engine optimization, equipping students with fundamental knowledge to improve online visibility. We covered how search engines operate, various keyword research techniques, and both on page and conceptual off page seo strategies. A significant part involved applying these seo principle directly to social media platforms.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Basics of email markets & its importance	Understand email as a direct and	
Day - 2	Email list Building strategies & Segmentation	learning how ethically acquire email	
Day - 3	Writing engaging Email Content	Crafting Compelling subject lines	
Day - 4	Introduction to email marketing platforms	Hands-on experiences with settings	
Day - 5	Basic Email Automation & Drip Campaigns	Understanding how to set up automated	
Day - 6			

WEEKLY REPORT

WEEK - 5 (From DL..... to DL.....)

Objective of the Activity Done:

Detailed Report: This week introduced students to the powerful realm of email marketing. We covered the basic of building segmented email lists and crafting engaging content focusing on compelling subject lines and clear calls to action. Hands on explore to email marketing platforms like mailchimp or Hubspot allowed students.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Paid advertising & Ad objecting	Understanding the purpose of paid ads Common platforms	
Day - 2	Targeted ad campaign Strategy & Audience	Learning how to define target audience	
Day - 3	Ad creative development & copy writing	Designing compelling ad visuals using Canva	
Day - 4	Ad campaign setup & launch	Hands-on setting up and launching a deal	
Day - 5	Performance analytics & metric interpretation	Analyzing key and metric Real impression	
Day - 6	Mini-project Review Optimization insights & future steps	Presenting campaign results, discussing success/fail	

WEEKLY REPORT

WEEK - 6 (From DL..... to DL.....)

Objective of the Activity Done:

Detailed Report:

This week culminated in the practical application of digital marketing strategies through a targeted ad campaign. Students learned about paid advertising objectives, how to define and target specific audiences, and creative compelling creatives and copy. The core activity was the hands-on design and execution of a targeted ad campaign.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Understanding job roles in digital marketing (seo)	Identified suitable career paths	
Day - 2	Resume writing & linked in optimization for digital marketers	Drafted resumes with marketing	
Day - 3	creating freelance Portfolio in Instagram & Behance	Boild a share a ble visual Campaigns	
Day - 4	Setting up & Optimizing a naukri	learned to showance internship	
Day - 5	How to present project Done in this Int-tnship	Created complete profile with keyboard.	
Day - 6			

WEEKLY REPORT

WEEK - 7 (From DI..... to DI.....)

Objective of the Activity Done:

Detailed Report:

This week emphasized creating of a professional digital foot print. students explored different jobs in digital marketing and created targeted resume they also optimized linked in and nautidi profiles.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Certificate Guidelines Requirements projects	Understood what needed to be eligible	
Day - 2	final posters, ad Campaign social	Completed all Completed designs	
Day - 3	writing project description for certificates.	learned to explain in each campaign	
Day - 4	final submission internal review of portfolio	Submitted work and received.	
Day - 5	Certificate usage where and how upload	learned how to attach and present	
Day - 6			

WEEKLY REPORT

WEEK - 0 (From 01/01/2020 to 07/01/2020)

Objective of the Activity Done:

Detailed Report:

In the final week students are guided through process of final project submission and exhibition. They organized their designs, lampfairs and insights from earlier weeks into a presentable format.

Chapter - 5

Outcomes

The Internship provided a focused and practical learning experiences, culminating in several key outcomes that significantly contributed to professional and technical growth with the digital marketing field.

work environment experiences.

The internship was conducted in a dynamic environment combining online research, content creation and practical implementation of digital marketing strategies. The hands-on approach provided realistic exposure to analyzing digital ads, designing compelling content executing focused campaigns, and evaluating audience engagement in a live or simulated setting. The experience balanced independent task with collaborative discussions, reflecting typical digital marketing work conditions

people interactions and team work:-

While the short-term nature might imply more individual work, the internship conceptually (or actually) fostered interactions with faculty mentors and provided avenues for peer discussions. Effective communication was crucial particularly when planning content, analyzing audience data and discussing campaign strategies. Collaboration even in the context of conceptual group activities, reinforced problem-solving and innovative marketing approaches.

facilities and work environment:-

The working conditions primarily involved digital tools and platforms, suitable for a hybrid or remote setup. Interns utilized various software

making the experience involved both independent research and guided assistance from faculty mentors ensuring efficient task completion and continuous learning.

Job Role Clarity and Responsibilities:

The intern's job with the digital marketing activities was clearly defined, focusing on key areas such as content planning, basic SEO implementation, audience engagement strategies, initial campaign execution, and performance tracking. Faculty guidance ensured a structured learning path enabling practical experience in fundamental digital marketing scenarios.

Protocols, Procedures, and Discipline:

Interns adhered to structured schedule and met deadlines for research content creation, and initial campaign deployment. Emphasis was placed on professional behaviours, time management, and commitment to assigned tasks. Ethical considerations in digital marketing, such as content authenticity, data privacy, and audience trust, were discussed and practiced. Mutual support and motivation?

The learning environment encouraged a supportive atmosphere where, conceptually, ideas were shared, and challenges were discussed. Faculty mentorship played a crucial role in guiding and motivating interns, refining their strategies for successful campaign execution. Feedback sessions provided constructive learning experiences.

Time Management and Productivity:

A structured weekly schedule was instrumental in developing effective time management skills. Interns learned to balance multiple tasks, including research, content creation, basic campaign monitoring and analysis. The use of digital tools like content calendars and analytics dashboards helped optimize work flow efficiency.

Chapter - 6

Technical Skills Acquired:-

The internship significantly enhanced my foundation technical skills across key digital marketing disciplines

1. Digital Content Creation:

* Visual Design with Canva:

Proficiently designed visually appealing graphics for social media post thumbnails, banners and ad creatives using Canva.

* Content Formatting:

Understood principles of image composition, text formatting and branding for various digital platforms.

* Platform-specific Content:

Developed an understanding of effective content formats for platforms like Instagram (Reels, Carousels, Stories) and YouTube (video content).

2. SEO Fundamentals & Platform Optimization:

* SEO Basis:- understood how search engine work, the role of keywords, and the distinction between on-page and off-page SEO concepts.

* Keyword Research:- learned fundamental techniques for identifying relevant keywords using tools like Google Keyword Planner.

* Platform SEO:- Applied SEO principles to optimize social media profiles (e.g. - Instagram bio, YouTube channel).

3. Social Media Marketing & Audience Engagement:

* Platform Understanding:- Gained knowledge of key social media platforms (Instagram, YouTube) as marketing channels.

* Engagement Strategies:-

Learned basic techniques to foster audience interaction, respond to comments, and build a community.

developed an understanding of creative basic
social media content plans for consistent posting.

Email marketing Basis:-

* Email Campaign setup:-

understood the fundamentals of building email lists, designing templates and setting up basic email

* Audience segmentation:-

learned how to segment email lists for more targeted and relevant communication.

* Automation concepts:-

Gained an introduction to basic email automation features (e.g. welcome series, drip campaigns)

5. Performance analysis & Basic Data information:-

* Platform analytics navigation:-

learned to navigate and extract basic performance metrics (reach, impressions, engagement rate, follower growth) from tools like Instagram Insights, YouTube Studio, and Meta Ads Manager

* Campaign monitoring:-

understood how to monitor the initial performance of digital content and targeted ad campaigns.

Chapter - 7
Managerial & Problem-solving skills

Acquired
The internship provided valuable opportunities to develop crucial analytical and logical problem solving capabilities essential for navigating digital marketing challenges.

1) Strategic planning & organization

* context planning:-

Developed basic content plans for social media and e-mails, understanding need for consistent and scheduled content.

* campaign objective setting:-

Learned to define clear objectives for digital marketing activities from content creation to ad campaigns

* resources Allocation (conceptual)

Gained an understanding of how to manage creative aspects and time effectively for campaign execution.

2) Initiative & adaptability:-

* self-directed learning:-

Demonstrated initiative in exploring a new digital marketing tools and concepts

* feed back integration:-

Adapted strategies and content based feedback from mentors and initial performance metrics

* problem identification:-

Learned to identify based issue in campaign performance or content visibility and purpose initial solutions.

content authenticity: marketing standards
understood the importance of creating original
and authentic content.

* Audience Trust:

Recognized the significance of building and
maintaining trust with the target audience through
transparent marketing practices.

* Compliance awareness:

Gained awareness of basic compliance
requirements for online advertising and data
handling (eg respecting audience privacy.)

Chapter 8

Effective Communication & Presentation Skills

Relationship, crucial for both meticulous documentation and conceptual presentation of strategies and results.

* Structured Reporting & Strategy

Created basic reports summarizing digital marketing activities and initial campaign results (e.g. this logbook).

* Engaging Copywriting:

Practiced crafting concise and engaging marketing copy for social media posts, ad creatives, and email contents.

* Clear Articulation:-

Improved the ability to clearly articulate marketing objectives and strategies in written form.

* Oral Communication & Discussion.

* Presenting Insights (Conceptual):-

Developed the fundamental ability to explain digital marketing concepts and campaign outcomes in a structured manner to faculty/peers.

* Responding to Queries:-

Learned to listen attentively and formulate clear responses to questions regarding digital marketing strategies and performance.

* Professional Interaction:-

Engaged in professional discussions with mentors seeking clarification and feedback on various

professionals, introduction & networking (conceptual)
* engaging with experts;
understood - the value of interacting with
digital marketing professions and experts (even
through case studies or online resources.
* Applying professional etiquette;
practiced professional communication in all
interactions related to the internship

Industry- Relevant Trends, and Technologies observed
* one of the most significant trends in digital
marketing today is the increasing dominance of short-
form video content across platforms like Instagram
(reels), YouTube (shorts) and Facebook. Marketers
are rapidly shifting towards visually engaging
bite sized videos that capture attention in the
first few days. This second is driven by changing
consumer behaviour, where attention spans are
shorter and mobile first experiences are preferred
Tools like Canva, CapCut, and InShot are becoming
essential for quick video production, and
understanding audience retention metrics has
become crucial in campaign planning.

Student Self Evaluation of the Short-Term Internship

Student Name: **SIDDHANTAM GANESHI**

Registration No. **234030881063**

Term of Internship: From **15-05-25**

To: **20-6-25**

Date of Evaluation:

Organization Name & Address: **Anjama's Foundation, Avaniyadda.**

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 with community	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 Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: SIDDAVATAM GANESH **Registration No.** 234030851063
Term of Internship: From: 16-05-25 To: 30-06-25
Date of Evaluation: _____
Organization Name & Address: Anjanaa's Foundation, Avanigadda.
Name & Address of the Supervisor with
Mobile Number NAVEEN

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

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

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 with community	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 Community	1	2	3	4	5	✓
14	Achievement of Desired Outcomes	1	2	3	4	5	✓
15	OVERALL PERFORMANCE	1	2	3	4	5	✓

Date: _____

Signature of the Supervisor: G. Naveen



INTERNAL ASSESSMENT STATEMENT

Name of the Student: SIDDAVATAMI GANESHI

Programme of Study: DIGITAL MARKETING

Year of Study: 2025

Group: B. Com computers application

Register No/H.T. No: 234030851063

**Name of the College: GOVERNMENT DEGREE COLLEGE,
RAJAMPETA**

University: Yogi Vemana University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	25	
2.	Internship Evaluation	50	
3.	Oral Presentation	25	
	GRAND TOTAL	100	

**Date:
Guide**

Signature of the Faculty

Certified by

**Date:
Department/Principal
Seal:**

Signature of the Head of the