

To whom it may concern

Subject: Completion of On-Job-Training Project by CMEV students of Semester V in 2021-22

The undersigned hereby certifies that the students mentioned in the table given below have completed their Projects for the University of Calcutta B.A/B.Sc. Semester-V Examination, 2021-22 in CC-12 course of Communicative English Major (CMEV). These students are mentioned in the modified template of Metric 1.3.2 (for DVV compliance) as CMEV (SEM V) with pdf link of their projects stated alongside.

SL.NO.	REGISTRATION NO.	COLLEGE ROLL NO.	NAME	SUBJECT
1	013-1211-0251-19	19/BAV/0027	Rashmi Kumari	CMEV
2	013-1211-0256-19	19/BAV/0038	Meghali Ganguly	CMEV
3	013-1211-0269-19	19/BAV/0051	Adrija Sil	CMEV
4	013-1211-0246-19	19/BAV/0052	Ishika Majumdar	CMEV
5	013-1211-0262-19	19/BAV/0054	Swastika Mitra	CMEV
6	013-1211-0253-19	19/BAV/0062	Sakshi Adarsh	CMEV
7	013-1211-0254-19	19/BAV/0064	Anupriya Basu	CMEV
8	013-1211-0259-19	19/BAV/0082	Saini Deoghorla	CMEV
9	013-1211-0247-19	19/BAV/0112	Riddhi Saha	CMEV
10	013-1211-0249-19	19/BAV/0212	Sneha Mukherjee	CMEV
11	013-1211-0268-19	19/BAV/0214	Basabdutta Mukherjee	CMEV
12	013-1211-0267-19	19/BAV/0223	Monalisa Dey	CMEV
13	013-1211-0250-19	19/BAV/0225	Amisha Kumari	CMEV
14	013-1211-0252-19	19/BAV/0228	Anjela Paul	CMEV
15	013-1211-0260-19	19/BAV/0236	Sanga Basu	CMEV
16	013-1211-0263-19	19/BAV/0262	Angana Mallick	CMEV
17	013-1211-0258-19	19/BAV/0263	Arpita Chattoraj	CMEV
18	013-1211-0270-19	19/BAV/0268	Anamika Majumdar	CMEV



Principal

Gokhale Memorial Girls' College

PARTICIPANT'S PROFILE

Name: Rashmi Kumari

Class: 5th Semester

Subject: Communicative English

Roll Number: 19/BAV/0027

Registration Number: 013-1211-0251-19

College: Gokhale Memorial Girls' College

Year: 2021-~~22~~

Endorsed by:

Rashmi Kumari

(Signature of the Principal)(Signature of Course Coordinator)

Gokhale Memorial Girls' College

4 JAN 2022

Sejuti Chowdhuri

(Signature of Project Supervisor)

Evaluated by:

Sejuti Chowdhuri (Examiner)

(Signature of Internal Examiner)(Signature of External Examiner)



JOB PROFILE

My very first internship at HB Designs provided me with lots of work and opportunities.

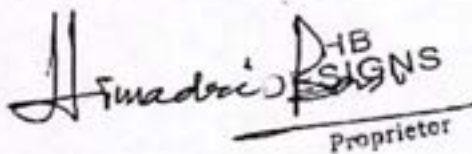
- Collected information on the advertisements and their advertisers with the advertisement famous jingles.
- Listed 20 products and collected down their Advertisement maker and Manufacturer.
- Listed down company's name of selected products by the Head.
- Made a list of the movies with their directors and producers along with choreographers and the castes.
- Set down basic parts of Events.
- Presented the basic parts in diagram and labelling.
- Attended Event held.
- Made two 30 CC Advertisement on the topic provided Women's Horlicks.
- Outlined the sketch of Women's Horlicks Product.
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- Presented 30 CC Advertisement on the topic Maggie soup.
- Collected information on - History of Boroline, Satyajit Ray as an advertisement maker, History of Amul, Product Branding.
- Career and advertisements made- PrahladKakkar, Piyush Pandey, AlyquePadmasee.

CERTIFICATE OF COMPLETION

This is to certify that Ms. Rashmi Kumari has successfully completed her internship program as Advertising and Event Management intern from 20th October, 2021 to 8th December, 2021.

We found her sincere, hard working dedicated and result-oriented. She worked well during her tenure. We take this opportunity to thank her and wish her all the best for her future.

Date of certificate on 27-12-2021


Proprietor

HIMADRI BASU

Founder

■ P-546, Block-'N', New Alipore, Kolkata-700 053

■ I A, Madan Pal Lane, Bhowanipur, Kolkata - 700 025

Phone: 033 32948490 / hbdesignskolkata@gmail.com

Regd. Office ■ 18, Narayanchandra Sen Lane, Howrah -711 106

CERTIFICATE OF MY INTERNSHIP FROM HB DESIGNS



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ACKNOWLEDGEMENT

I would like to thank everyone who supported me throughout my internship period. I am thankful for their inspiring guidance, constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating view on a number of issues related to the project.

I express gratitude to **Dr. Atashi Karpha (Principal)** for permitting to do this project and providing necessary facilities.

I sincerely thanks **Mr. Raj Kumar Barman (Head of the Department)** who through his vast experience and knowledge has guided me successfully towards the completion of project. I would like to extend my sincere gratitude and acknowledge **Mrs. Sejuti Chowdhuri (Supervisor)** whose valuable guidance and moral support has enabled me to complete my project. I would thank **Miss Monami Ghosh (faculty)** whose constant encouragement has helped me to reach this success in my project.

I would like thanks to my colleagues and seniors of **HB Designs**. I would also like to thank all the faculty members of the Department of Communicative English. I am thankful to my parents for their valuable time and for co-operating with me during my entire project.

Lastly, I would like to thank the University of Calcutta for including **“One Month on the Job Training”** in our syllabus.

DECLARATION

The report on the One-Month On-The-Job-Training as Advertising and Event Management Intern in HB Designs is submitted by

Rashmi Kumari with:

Roll Number: 192013-13-0013

Registration Number: 013-1211-0251-19

Student of B.A. Semester V Communicative English (Major) of Gokhale Memorial Girls' College under University of Calcutta in partial fulfilment of the requirement for the Communicative English (Major) course.

PREFACE

On-the-job training is a part of a college curriculum that aims to train and orient students about the work as well as their future course career. It helps to develop our skills and come out with more creativity. It is a training given to the employee in private and public sectors.

OJT is crucial as it gives opportunities to students to expose themselves to a new world where one learns different works, gather new experiences, put themselves to different situations. For OJT an intern gets selected by the companies, under the supervision of a mentor, so that the student can get proper training. Training is learning process that aims to improve the ability and personality of the employee. This work experience provides the interns to gain knowledge and face the reality of workplace. It develops one's own skills by generating confidence within the interns in any field they choose to work, increasing adaptability skills, helps in working as a team, preparing to face challenges with broader mind. Hence, it helps in betterment of the intern's future.

In today's world, communication plays an important role. Communication skills teaches the trainee to be interactive which involves both listening and speaking and being empathetic to the emotions and opinions of others. Communicative English is major course introduced by UGC (Universe Grant Commission) under Calcutta University. Students are awarded with Bachelors of Arts Degree and under Calcutta University. The ability to express both

written as well oral form of language is very much essential for the career growth. English being the most commonly used language in the corporate world; the knowledge of English is one of the most important employability skills.

The Communicative English approach is not just limited to real life verbal communication. It is an approach to language learning in general and also very beneficial for improving our vocabulary. Listening, Writing, Speaking and writing (LSWR) are the pillars through which we can improve our fluency and convey messages very prominently. Hence, it is required for every student of semester v to do one-month internship in media or corporate house which make them all set for the future. After the completion of one-month internship the experience is collected in the form of a project file and then submitted as a part of paper CC12 to be evaluated.

This OJT is a crucial part of our syllabus which can help us get better job opportunities in our future specially in media or corporate house through practical job experience. This will also help a student to realise the kind of job they opt for in future through their ability. It helps the freshers to collect experiences which every Hiring Management seeks in an interviewee.

My training in HB Designs; Advertising and Event Management Company was to emphasize on the demands of customer's need through advertisement and promotions. The main objective was to bring customer's demand and seller's product through advertisement and promotions.

This was my first experience which helped me learn various strategies, increased my confidence and enhanced my skills accurately.

MAIN PROJECT



HOW I GOT THE JOB

From the very first, I was aware of the one-month internship as part of our course. Lately I got to know about the further process of getting internship. We were asked to be ready with our CVs, the first step to get internship.

As soon as I was promoted to Semester V, the supervisor directed us about the internship of how to start and where to do. Looked over the internet, searched newspapers and finally decided to drop my CV in media house. It almost took one month for me to get the internship. I applied in various media house but got no response back. Even after calling them twice to thrice time a day there was no positive outcome.

Finally, I got to know about HB Designs; advertising and event management group, from my sister who is also one of my seniors. On 4th October I dropped my CV in this group. They asked me for a proposal letter which was later provided by my supervisor. My internship was accepted soon after this and I was asked to join from 20th October at HB Designs.

JOB DESCRIPTION



JOB PROFILE

My very first internship at HB Designs provided me with lots of work and opportunities.

- Collected information on the advertisements and their advertisers with the advertisement famous jingles.
- Listed 20 products and collected down their Advertisement maker and Manufacturer.
- Listed down company's name of selected products by the Head.
- Made a list of the movies with their directors and producers along with choreographers and the castes.
- Set down basic parts of Events.
- Presented the basic parts in diagram and labelling.
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- Collected information on - History of Boroline, Satyajit Ray as an advertisement maker, History of Amul, Product Branding.
- Career and advertisements made - Prahlad Kakkar, Piyush Pandey, Alyque Padmasee.



COMPANY PROFILE

HB Designs; Event Management Company satisfactorily cater to the demands of its customer base. It offers a wide range of products and the product list includes Event Management Companies, Event Management Agencies, Event Management Firms etc.

HB Designs came into existence in 2001, a company ensuring positive customer experience, making available goods and services that are of the top-notch quality.

Name: HB Designs, Advertising Promotions and Events

Address: 1no, Madan Pal Lane, Bhawanipur, Kolkata-700025

Phone: 8240692202

Email: himadribasu1970@gmail.com

Website: <http://www.hbdesignskolkata.com/>

WEEK'S EXPERIENCE

FIRST DAY'S EXPERIENCE

(20th October, 2021)

My internship commenced on 20th October. This was the second time I was visiting my office as intern. Previously I paid visit to drop my CV. I was really anxious as it was my very first experience as an intern that too in an event management company. Besides I was excited too for the reason that I really wanted to get experience in this field. After my proposal letter that was provided by my supervisor to the head, got accepted, my head asked me to join after Durga Puja.

Sir called me and asked to enter the office by 2:00 p.m. I reached there by 1:50 p.m. I was there before time so I was relaxed as it was my first day keeping in mind that first impression is the last impression.

Gradually I started with my work. It was kind of interview session going on but actually it was not. My Head, **Sir Himadri Basu** asked me several questions related to advertising, the famous advertisers, the advertisements made by them, the famous jingles of the advertisements, the casts in the advertisement, various product's companies. At some point I took help of Google to complete this work. He asked me to watch various old and famous advertisements on youtube and their first poster made.

I noted down my every work in my diary, every work in details that I was asked to do or search for. It was actually a great involvement I ever had before. I got to know many new things and that too on the very first day actually brought energetic vibes within me to continue with my further internship days.

I did my all work that I was asked to do on time. The head asked me to do research on few things and keep that work ready for the next day.

FIRST WEEK'S EXPERIENCE

(20th October – 27th October)

The first day of my internship ended on a good note. It was a great start to a new experience. It was really encouraging which actually created curiosity within me to work further.

21st OCTOBER

My first day was really satisfying. I completed my work on time and showed good involvement as an intern. I was asked to do few researches on products and their companies with which I was ready with. The head asked me to do more. He asked me to select any 20 products and make a list of their ad maker and who is the

manufacturer of that product. I found that really interesting and I collected down more than 20 products. The head was happy to see my enthusiastic participation in the work.

25th OCTOBER

My task for the day was to make list of basic parts of Events. After jotting down all the points, I was asked to draw a fashion event with labelling all the basic parts on paper for better understanding. This was really an interesting part.

I got to know many ideas about events, how it is conducted the reason behind conducting an event, the benefits behind events, what are the necessary parts for conducting an event. I was completely unaware about these things but this day made me realise many things about conducting events that I was lacking knowledge about.

26th OCTOBER

The day's task was to make 30 CC Advertisement. Sir showed me a draft and I was asked to make this advertisement on the topic Women's Horlicks. As soon as I completed my work he asked me to do copyright of the same product but in different way with different heading, different punch line and different product design on paper.

This was the creative part in my internship. I was glad that I got to explore my creative zones through this. It enhanced my creativity skills.

27th OCTOBER

On this day I was asked to make a clear sketch of Women's Horlicks. I was allowed to take the help of google. On this day various people visited office and I met **Satyanaryan uncle**, a very supportive man in my office. He introduced me to them and I had a good interaction with them. They were so frank and I was asked to have melon and then after tea with them. They didn't make me feel like I am just an intern.

A good interaction with them brought me one benefit too. One of them, **Miss Mahua Chakraborty** (Bengali movie director) gave me a tip on how to decrease my myopia with practicing exercises through eyes. I was really thankful to her. Finally, my work was over. Sir appreciated my work and did the required corrections. Here again my creativity skill was spotted.

List of things experienced in the first week:-

- *Firstly, I got to know the famous advertisers and their work.*
- *I gained a lot of information in the field of advertising and event management.*
- *Learnt about the product's company.*
- *Got to view products in a different way, in a total different direction.*
- *Learnt to make 30 CC Advertisement which enhanced my creativity skills.*
- *Lastly, I got chance to interact with many people without any nervousness.*

SECOND WEEK'S EXPERIENCE

(28th October – 3rd November)

In this week I learnt about advertising more elaborately. The work was bit similar to what I did in first week but had different components. It was all about collecting information and presenting it.

28th OCTOBER

The provided to me was to collect information on few topics – History of Boroline, History of Amul, Satyajit Ray as an ad maker. With the help of google I researched on these topics and noted down. Sir even asked me verbally after I collected down the information regarding these topics.

In this way I got to know about the depth reason for the emergence of these products.

29th OCTOBER

My task was to make a list of famous advertisement makers and collect information on their Careers and what advertisement they have made till date and I had to mention their famous work too. After collecting all the information, I was asked to present it verbally.

1st NOVEMBER

The work for this day was to note down all the punch lines that is used by the product Amul for its every different product and present verbally with providing the reason behind those taglines.

It was quite interesting to collect so many taglines and go to its inner meaning. Presenting my views was the best part.

2nd NOVEMBER

I was asked to collect information on Product Branding. I collected them and put them in points and then presented them orally. Then after I was asked to explain the difference between Indoor Advertising and Outdoor Advertising. Sir provided me with a book to look for it. The book was all about their company and the core of it explained everything about advertising and event management. This put a plus point to my knowledge.

3rd NOVEMBER

Made list of foreign products and Indian products, their companies name, their taglines and watched their first advertisement promotions, their casts, their ad makers.

List of things experienced in the second week:-

- *Learnt the value of a product, its origin, how to look them with a different view.*
- *Collected information about various famous and hard working people about whom I was completely unaware of.*
- *Gained knowledge in the field of advertising, the essentials, differences and their main aims and objectives.*
- *Got chance to represent my work in person verbally which actually increased confidence within myself.*

THIRD WEEK'S EXPERIENCE

(5th November – 16th November)

In this week I worked upon designing logo. Firstly, I was asked to study upon the formats and then I was asked to start with my work. Daily I was provided a product and I was asked to design its logo.

5th NOVEMBER

On this day I got the work was to design a logo of the product Everyuth and Sunsilk. After trying many times. Finally, I completed my work. I was asked to do it digitally and present it. This experience was unique and interesting.

8th NOVEMBER

My work this time was to design a logo of the product BATA. I did that on time with proper colourings. Designed that in laptop too. Submitted on time. My design was quite different and attractive and was appreciated by the head.

12th NOVEMBER

The next logo design I was asked to work upon was TATA. I used all my patience and poured my creativity skills in this and finally my head appreciated my work again. I was asked to make the graphics too.

15th NOVEMBER

Another logo design was of Nescafe and Maruti Suzuki. It was bit tough for me because in the original one was simple so I wanted to do that in different way. I wanted to give it a different look my own different form so it took time.

Gradually I completed my work on time. Then presented them all together.

16th NOVEMBER

This time I was asked to copy two logos that of Nescafe and Amul on paper. It didn't take much time but then I was asked to present them in my laptop which actually took time.

It was tough but where there is a will there is a way I completed it on time and displayed it which was later appreciated.

List of things experienced in the third week:-

- *Learnt new techniques of making logos.*
- *Enhanced my creativity skills.*
- *Enhanced my graphic skills.*
- *Got control on my patience level.*

FOURTH WEEK'S EXPERIENCE

(17th November – 24th November)

In this week I made 30 CC Advertisement. My graphic skills were put into. Hence, I put forward my work with my best efforts and skills, meeting the deadlines and with full enthusiasm.

17th NOVEMBER

I was asked to complete my first 30 CC advertisement digitally of the product Women's Horlicks. It took time so Sir asked me to complete it at home and send the final copy to him via whatsapp before 11p.m. I completed my work and send the file to him before the deadline.

18th NOVEMBER

The topic for today's work was to make 30 CC Advertisement of the product Cadbury Eclairs by watching its first promoted advertisement through youtube. My paper work was appreciated by my head. He acknowledged my creativity skills. I was glad to complete my work on time providing all necessary things.

22nd NOVEMBER

My work for the day was to represent the paper work graphically. What I represented on paper I was unable to represent the same digitally so I changed few things and kept the work simple and clean. The work was acceptable.

23rd NOVEMBER

The next topic was Maggie Soup. I was provided with a book and was asked to give a proper reading to it. The book was full of advertisements. It was kind of magazine. Sir asked me to select a topic from it and I chose Maggie Soup. I was given the task to picture the whole advertisement on paper but providing my own colour texture. I completed my work accurately before the deadline and submitted the work.

24th NOVEMBER

I was asked to represent the work graphically and also to add if anything I want to. I was allowed to do few changes. So, I did the work but was unable to finish on time so the head asked me to submit the work later. I completed the work and submitted him on that very day.

List of things experienced in the fourth week:-

- *Done 30 CC advertisements of different products.*
- *Tried meeting up my deadlines.*
- *Presented the advertisements graphically with new inputs.*

FIFTH WEEK'S EXPERIENCE

(25th November – 1st December)

In this week I started with a new work that was totally a different work that I didn't expect to get to do with something like this. I was asked to colour jute bottles. Actually, Sir didn't ask me but when I shared my idea I got opportunity to work upon it. I was so grateful to Himadri Sir.

25th NOVEMBER

As I entered the office I saw Satyanaryan Uncle and Himadri Sir working upon something. They were giving colour texture to a jute bottle. I shared my idea with them that the bottles would look more attractive if they decorate jute bottles with madhubani painting. Sir provided me with this opportunity and gave me a blank jute bottle and asked me to do one. I was not confident enough because it was totally new for me. I was good with paintings but this was my first time painting a jute bottle.

I represented Gautam Buddha's madhubani painting. The consequence was really shocking and beautiful and everyone praised my work. Sir asked me to come to his office before time even and asked me to do this work even if I was not there. He really liked my work.

26th NOVEMBER

I reached my office before time. Everyone liked my work, the bottle got sold just in one day. Sir asked me to do the same but on different colour texture where the background was already painted. It was difficult for me to drop the same work on different colour texture so Sir helped me with the difficulties. He provided me with few directions and I ended up doing the same work on different colour texture. It was a captivating work. Before I could start with another it was time for me to return home as it was already late.

29th NOVEMBER

I started with another bottle. I chose topic Ganesh. I took help of google and completed my work together I started painting another bottle. Sir told me doing this would save time and colour too. So, I started with another bottle. Sir asked me to do the Buddha again that I did earlier. This time he provided me with a small bottle. I gave base and proceeded with bit further and then left it for another day.

30th NOVEMBER

My task for this day was to complete my pending works. I completed the Ganesh one first and Satyanaryan Uncle helped me giving it finishing touch. Sir approved my work then I started with the another one. In meanwhile I completed that too. It looked cute when kept with the big bottle.

1st DECEMBER

When I reached the office, I saw Satyanaryan Uncle giving a shining liquid on all the bottles that I have painted. It made my work look more attractive. Then I started with another bottle. I wanted to draw Krishna this time but in a different way. I was provided with a bottle whose base was already provided so it was bit difficult to draw upon it. After I completed with my work Sir asked me to give light background and so finally I completed my work on time.

List of things experienced in the fifth week:-

- *Decorated Jute bottles with different colour patterns.*
- *Learnt to put up with new ideas.*
- *Enhanced creativity skills.*
- *Increased confidence within myself.*

SIXTH WEEK'S EXPERIENCE

(2nd December – 8th December)

First week taught me many new things. It was like adding new ingredients to my dish. It enumerated my skills too. With creativity my thinking power was also tested. To this last week I got so confident with my work.

2nd DECEMBER

Sir asked me to do three different lilies- Yellow, Pink and White. The provided bottles were already painted white. I started with white lily, providing leaves and a bit of mixed background shades. With this I also provided base to another bottle to do yellow lily. Sir asked me to do finishing lines with black marker pen. I left yellow lily for another day.

3rd DECEMBER

I started with next task that is to continue with yellow lily. Did it different from the white one and completed it as directed by the Sir. It looked bright and beautiful. Provided the base for pink lily so that I can start with it the next day and it won't take much time. Satyanaryan uncle coloured the rest bottles with the same shining liquid making it look more attractive.

6th DECEMBER

As I already started with the pink lily's base I continued with it. Made it ready with final touch. Used marker to highlight it. The bottles were ready. When all kept together, they looked beautiful. I took pictures of all the bottles and saved in my gallery. Sir acknowledged my work. I was glad that I could satisfy him with my works.

7th DECEMBER

My next task was to colour a bottle with Giraffe print. It was easy and I completed the work within my deadline. I got to know that after selling this bottle the money earned will be donated for the welfare of the stray dogs. This really touched my heart and I got more energetic in my work.

8th DECEMBER

On this day my task was to draw Buddha using only two colours in different patterns. It was challenging for me. But I took this challenge positively and continued with my work. I was provided with a small bottle. I started my work and gave every detail properly. Finally, my work was ready which looked attractive.

List of things experienced in the sixth week:-

- *Learnt new colour textures and different painting patterns.*
- Enhanced interaction skills.
- Enumerated ideas and skills.

LAST DAY'S EXPERIENCE

(8th NOVEMBER)

An internship is a structured experience that relates to a student's major and career goal. It enhances a student's academic, career, and personal development.

My last day of internship was here. I was asked to do my regular work. This time with new challenge. I just reminded Sir of this day being my last day for internship. He asked me to mail him so that he can remember me to provide me with the certificate of my one-month internship.

I continued with my work. Sir provided me with a pamphlet so that it would be easier for me to take up this challenge. Finally, with great efforts I completed my work on time. Providing all necessary details to my work, I presented it to Himadri Sir. He asked me to add something more. He showed me the direction. I followed up his instruction and gave the final touch. It was almost late. Sir left the office early. I worked with Satyanaryan Uncle for few minutes.

As it was already late, Uncle dropped me till my next metro station. I was really thankful for him. Finally, I ended up with my work on a good note. It was really an amazing experience that one can experience in their first internship.

EXPERIENCE GAINED

“Nothing ever becomes real till experienced. Even a proverb is no proverb until your life has illustrated it.”

- John Keats

Truly said nothing becomes real until it is experienced. An unexpected journey of one-month that started on 20th October, 2021 will be really my one of the best phases of life. From the day one I only nurtured myself. From thinking to creating, from interacting to expressing, from learning to growing. This internship really developed my skills, my personality as well as boosted me to stand in the crowd fearlessly.

I got several opportunities to prove myself. Collected information, designed logos, presented 30 CC Advertisement visually, had person to person interactions, attended event, even did something out of the box that is designed jute bottles.

I was really grateful that in this whole internship period I was introduced to so many new things, new opportunities. In this internship arena my work was also acknowledged many a times which truly generated confidence within myself. From bad to good, from worst to best, I inserted a lot of variants in my life.

This internship made my overall activity strong. Cherished myself, involved myself in new activities, cheered up my confidence level, taught me to be patient and wait for the consequences, my inner as well as outer personality also improved. A good communication always helped me in my internship. It groomed me from my depth.

My internship for one month really helped me a lot in all-round development. A good part to examine myself started from this platform from where I can see myself levelling up with all required potentials getting boosted within me.



CONSTRAINTS FACED AND SOLUTIONs FOUND

“Problems are not stop signs, they are guidelines.”

- Robert H. Schuller

Inheriting to a new world was difficult but also very helpful. I did not face much problems in my one-month internship period but there were times I did.

One can achieve nothing without struggle and efforts. I faced problems while searching for internships. I applied in various companies but did not received any good response. Here my patience was tested and finally I overcame it. I really received this amazing opportunity. Hence, everything really needs times.

Only one major issue was that I received this internship late and when I finally got this internship, I could hardly work on regular basis. Due to lot of work pressure I got many holidays so, I was afraid of completing my internship on time. Luckily, at last everything was managed and I completed my one-month internship. Although I did not wanted it to get over soon but it was necessary because I needed the certificate before my file submission.

ROLE OF COMMUNICATIVE ENGLISH

Communication is the act of giving, receiving, and sharing information. It is a skill which involves systematic and continuous process of speaking, listening and understanding. Speaking, listening and our ability to understand verbal and non-verbal cues are the skills by observations other people and modelling our behaviour on what we see and perceived.


The need of learning language arises from the point of view of its adaptability, productivity, teaching ability and utility. In every walk of life, the language we use for communication is very important. Advantages of learning English Language Communication is an endless list, creating possibilities each day to connect with people worldwide.

Language is a skill, like any other skill until and unless we practice the skill mastery is highly impossible. The aim of learning a language is directly linked with LSRW skills that are to be developed. Social development is a prominent feature of effective techniques of communications, which is also very important. Communicative English has played a vital role during my internship period at HB Designs; Advertising, Promotions and Event Management Company.

- a) **Listening**: My listening skills helped me during my internship in various situations. I had to collect the questions very attentively which were asked by my Head randomly.
- b) **Speaking**: Good speaking skills made me more capable at my work. This skill made me communicate more fluently and express my views without any hesitation and helped me in easy interaction.
- c) **Reading**: Reading skills helped me when I was asked to go through a book full of advertisement and grab ideas from it and make my own advertisement on any product.
- d) **Writing**: The writing skills in more creative manner were mainly tested during the answering period and also during making 30 CC advertisements.

Overall it helped me in having a common interaction, making creative posters, answering the provided questions and seeking ideas from the provided books. Through this it was easy for me to expose myself more clearly and fluently in my work arena.

TOOLS USED

SL NO.	TOOLS	USEAGE	PICTURE
1.	Diary	For penning down every detail.	
2.	Pen	For writing every detail note.	
3.	Laptop	For making 30 CC Advertisement, logo designing.	
4.	Mobile	Accessing internet, for collecting information	
5.	Google	For doing research, taking ideas for painting.	
6.	YouTube	For watching advertisements	
7.	Colour and Brush	For painting jute bottles and making 30 CC Ad.	

CONCLUSION

The conclusion of this report developed my knowledge intellectually, emotionally as well as physically. I grabbed knowledge in the field of Advertising and Event Management field. Besides I developed my personality too.

Through this internship I build up my patience skills which made me realise that I can work more strongly in future. This opportunity will help me to face different set of circumstances in my upcoming phase of life. This also made possible for me to meet amazing people.

I am thankful to the entire team and the institution for providing me with such golden opportunity which not only made me stronger individually but also to present myself in future in a better way.

ANNEXURE-1

30 CC ADVERTISEMENTS



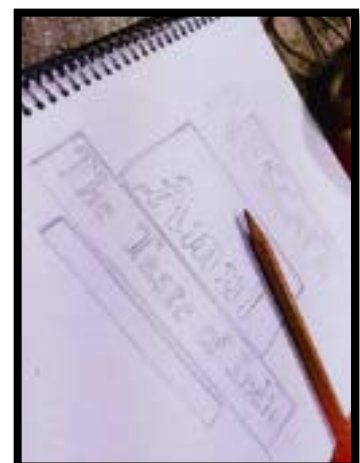
ANNEXURE-2

JUTE BOTTLES



ANNEXURE-3

LOGOS





PARTICIPANT'S PROFILE

NAME - MEGHALI GANGULY

SEMESTER- 5TH SEMESTER

SUBJECT - COMMUNICATIVE ENGLISH(MAJOR)

CU ROLL NO - 192013-13-0017

CU REGISTRATION NO - 013-1211-0256-19

YEAR - 2021 -~~22~~

ENDORSED BY :

Warrior

Principal
Gokhale Memorial Girls' College

SIGNATURE OF THE PRINCIPAL 24 JAN 2022

Raj Kumar Barman

SIGNATURE OF THE HEAD OF THE DEPARTMENT

Sijuti Chowdhuri

SIGNATURE OF THE PROJECT SUPERVISOR

Sijuti Chowdhuri (Examiner)

SIGNATURE OF EXTERNAL

EXAMINER

SIGNATURE OF INTERNAL

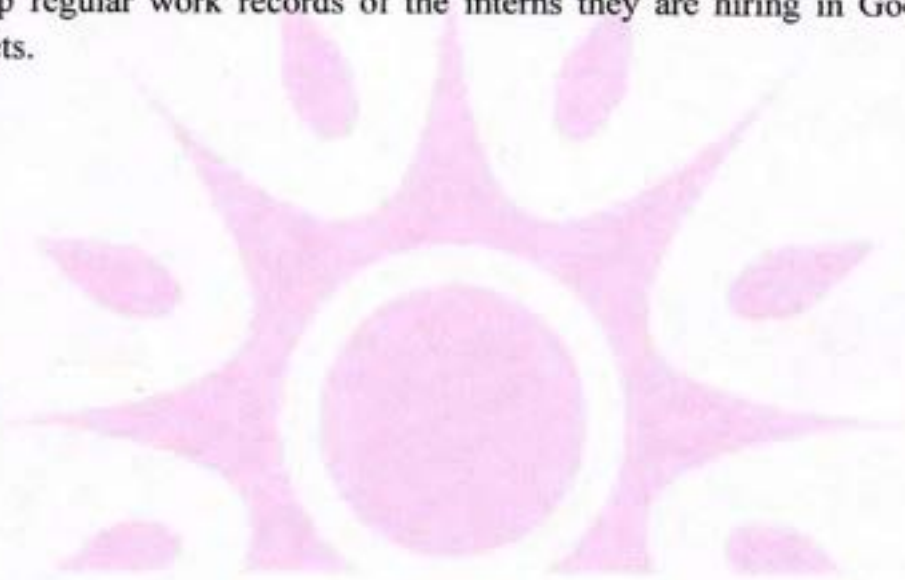
EXAMINER



JOB PROFILE

My Job was to:-

- Hire interns and campus ambassadors within the stipulated time.
- Take their interviews, and provide them their respective work.
- Lead and manage the group.
- I was also instructed to provide them with the orientation.
- Create Google Forms for the interns.
- Provide them with their Offer Letters, Certificates, and LOR's.
- Keep regular work records of the interns they are hiring in Google excel sheets.



Peerpower Ekta



POWERED BY TOPTROVE FOUNDATION

CERTIFICATE OF RECOGNITION

THIS CERTIFICATE IS AWARDED TO

Meghali Ganguly

For successfully completing internship as an HR Team Leader from 10/11/2021 to
10/12/2021.

Pratham Sethi

CEO

For verification write us at info@toptrove.org

CERTIFICATE OF COMPLETION

Peerpower Club



POWERED BY TOPTROVE FOUNDATION

To Meghali Ganguly,

With reference to your application and subsequent interview, we are pleased to inform you that you have been considered for an internship at TopTrove Foundation.

Please find the following confirmation of the specifics of your internship.

Position : HR Team Leader

Start Date : 10/11/21

Duration : 1 Month

Perks : Certificate of Internship, Letter of recommendation based on work performance

This offer is contingent upon the successful completion of the internship. This offer letter represents the full extent of the internship offer and supersedes any prior conversation about the position.

By accepting this offer, you acknowledge that you understand participation in this program is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from TopTrove Foundation. We look forward to having you begin your career at TopTrove Foundation.

Welcome to our team!

Regards

Pratham Seth

CEO

Tel. +91 7982438778
info@peerpower.club



UDYAM-DL-02-0012667



UQ - 2021082676



U85300DL2021NPL378475



DL/2021-0285035

OFFER LETTER



CERTIFICATE OF COMPLETION

Peerpower Club
10/11/2021



POWERED BY TOPTROVE FOUNDATION

To Whom it may concern

To,
Meghali Ganguly,

Sub: Letter of Recommendation

I am pleased to provide this recommendation to Meghali Ganguly who has worked with utmost dedication at **PeerPowerClub** as an HR Team Leader.

I discovered her to be a capable person with an instinctive aptitude for putting the knowledge she received into practice throughout her work. She was always eager and consistent in completing the allotted assignment on time and was extremely dedicated to accomplish all of the project objectives. During the internship she took creative initiatives and I consider her to be a tranquil person to interact with, whether as an individual or a colleague.

In conclusion, I would like to give her my recommendation, Meghali Ganguly, I believe, would be a good fit for the position you're considering her for.

With Regards,

Pratham Seth

CEO

for verification, write us at info@peerpower.club

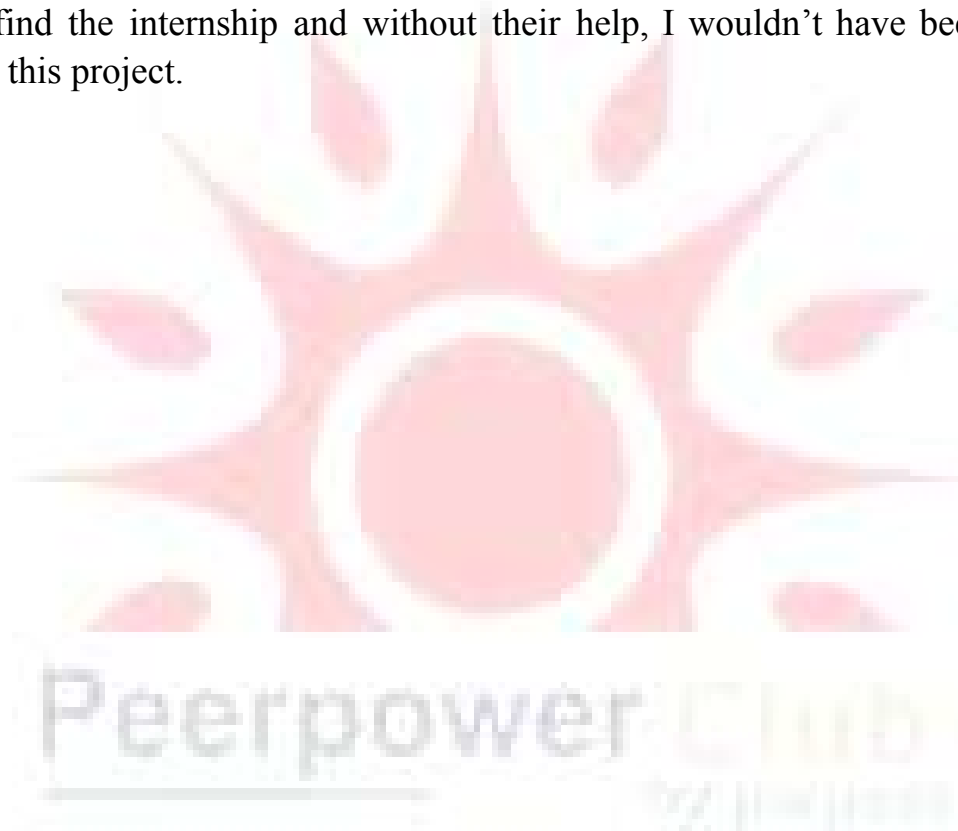
LETTER OF RECOMMENDATION (LOR)

CONTENTS

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ACKNOWLEDGEMENT

I would like to show my gratitude towards my college Principal, Dr. Atashi Karpha and Head of the Department, Raj Kumar Barman Sir our Project Coordinator, Sejuti Chowdhuri and Faculty of CMEV, Monami Ghosh , for giving the opportunity to grow and gain more experience throughout the one month OJT (On-the -Job Training) process. Thanks to PeerPower Club for giving me this opportunity and also to Shuchita and Sandeep have helped me a lot and taught me the tactics and methods to work smarter. My friends and my family have helped me a lot to find the internship and without their help, I wouldn't have been able to complete this project.



DECLARATION

This report is based on the One Month On-The-Job -Training as an intern in PeerPower Club and is submitted by Meghali Ganguly.

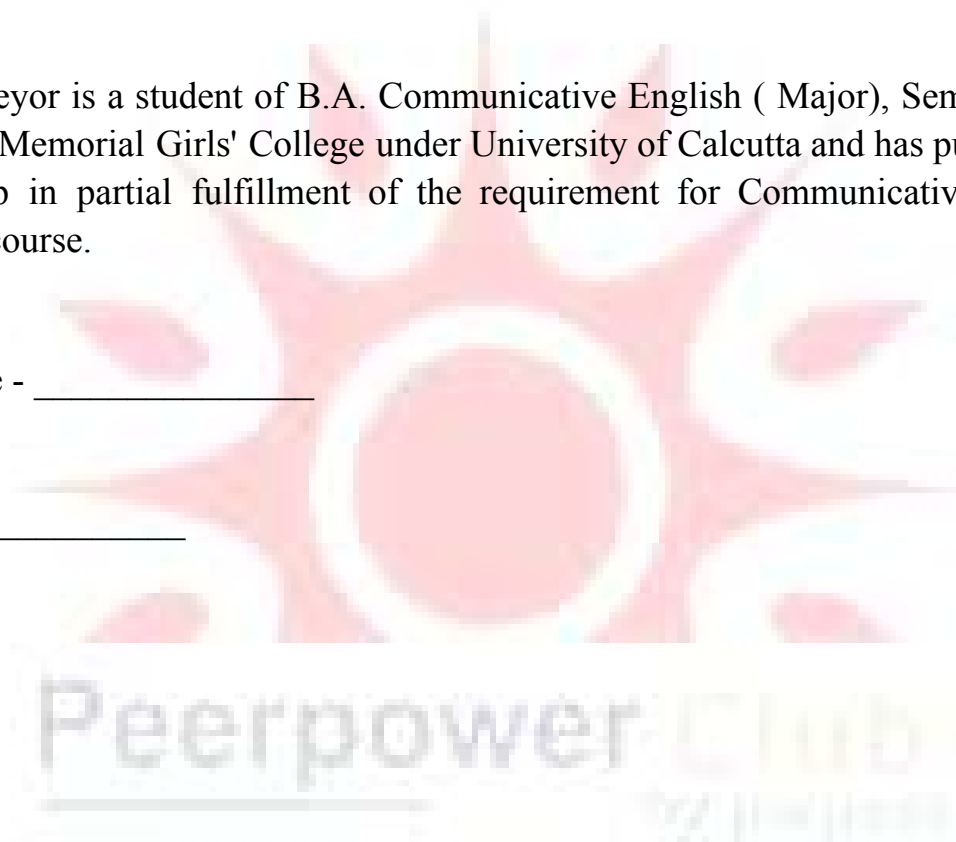
Roll No – 192013-13-0017

Registration No- 013- 1211-0256-19

The surveyor is a student of B.A. Communicative English (Major), Semester 5 of Gokhale Memorial Girls' College under University of Calcutta and has pursued the internship in partial fulfillment of the requirement for Communicative English (Major) course.

Signature - _____

Date - _____



PREFACE

On the Job training is a training period in which an employee works at an actual job or company for a certain period of time. In this Other -Job training period, one gains experience and knowledge about the work they do.

Communicative English is used to communicate with people all over the world. English is one of the most important languages in the world , which helps to communicate to the people all over the world. Communicative English helps to enhance the level of English speaking because it improves the fluency of English speaking , pronunciation of words in English along with proper intonations and proper usage of grammar while speaking. The English language speaking plays a very important role in international communication. Good communication skills are essential as it allows others and yourself to understand information more accurately and quickly. On the other hand, poor communication skills lead to misunderstanding and frustration. Enhanced communication skills also help a lot in the job sectors, and competitive examinations. From job interviews to the actual professional world, Communicative English is a boon for each and every person. Thereby, to enhance and make us more capable and experienced in the job sector world and also to improve our main four skills such as speaking, reading, listening and writing, we were provided with an opportunity to do an On -the-Job Training (Internship) for one month.

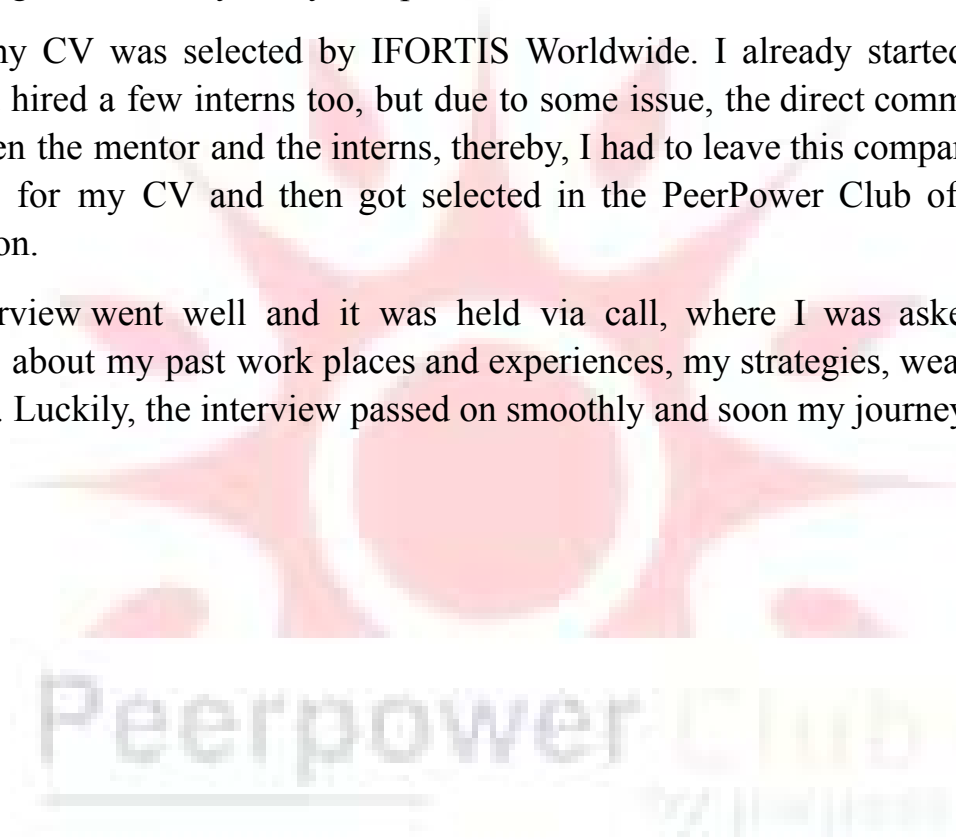
Peerpower Club

HOW I GOT THE JOB?

While getting this opportunity of doing internship, I had many things on my mind, such as, since one of my wishes was to work as an RJ in a Radio station, I thought of applying there, but unfortunately, no posts were available for interested interns in Kolkata . Thereby, I uploaded my CV in LinkedIn and Internshala for something different but in another quite well known field, in which I have been working for the last two years, which was the position of a Human Resources Intern (HR Intern) . I got selected by many companies.

Firstly, my CV was selected by IFORTIS Worldwide. I already started working there and hired a few interns too, but due to some issue, the direct communication in-between the mentor and the interns, thereby, I had to leave this company. Again, I applied for my CV and then got selected in the PeerPower Club of Toptrove Foundation.

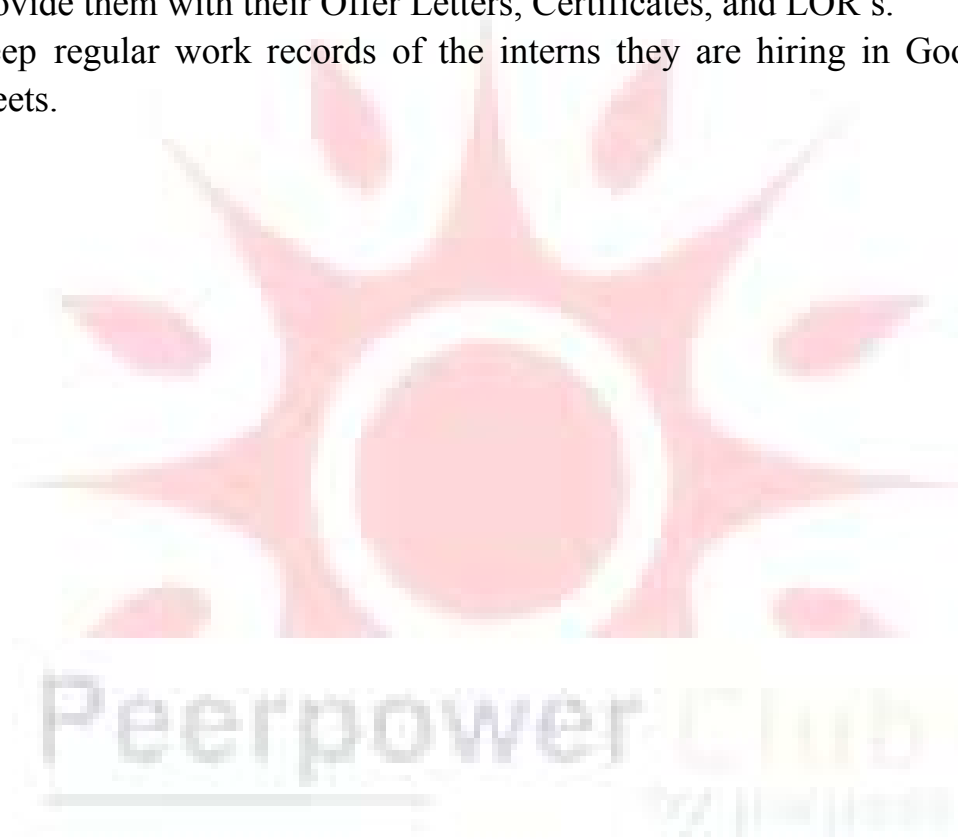
My interview went well and it was held via call, where I was asked several questions about my past work places and experiences, my strategies, weakness and strengths. Luckily, the interview passed on smoothly and soon my journey started.



JOB PROFILE

My Job was to:-

- Hire interns and campus ambassadors within the stipulated time.
- Take their interviews, and provide them their respective work.
- Lead and manage the group.
- I was also instructed to provide them with the orientation.
- Create Google Forms for the interns.
- Provide them with their Offer Letters, Certificates, and LOR's.
- Keep regular work records of the interns they are hiring in Google excel sheets.



COMPANY PROFILE

PeerPower Club promotes peer learning which is fundamentally based on the concept of the Power of association so that the students can learn essential skills in small peer groups under the guidance of a mentor who is an expert in that particular skill.

PeerPower Club is here to connect students around the globe to become a guide and teacher for each other, forming a great bond for a lifetime and helping in each other's struggle in learning something new every day. PeerPower Club is taking the initiative to bring all those students who are willing to learn and up skill themselves.

The online shift and Covid crises have brought a huge demand for affordable and easy ways of learning various skills. Thus TopTrove Foundation has started this non-profit initiative in order to skill millions of needy and deserving students.

PeerPower Club always welcomes passionate people who want to contribute to our society and student's lives. To become a part of the initiative, contact us via email at info@peerpower.club.

Website: - <https://peerpower.club>

Industry: - Education Management

Headquarters: - Delhi, India

Company Size: - 51-200 employees

Type: - Nonprofit

Founded: - 2021

JOB DESCRIPTION

FIRST DAY

On the first day, we were provided the official orientation about the company's details as well as the company's work schedule and since I was chosen to work as the HR intern, we were informed and explained about our work.

We were provided with a target because there will be selection, and the interns who successfully fulfill the target will be passed on to the second week.

The target was to hire all fifteen interns that's also according to the mentioned domains , such as, Sales and Marketing, Fundraising and Human Resource. We were also told and taught how to post jobs in LinkedIn, so that we can interested interns can easily apply for the internship. Not only we need to select their CV but on the other hand, we were also told that, their interviews will be conducted by the interns only.

Since this target was a kind of challenge for me, I started my work with a positive attitude. I posted the job post on LinkedIn, Facebook Internship pages ,WhatsApp and waited for the response. Within the evening, luckily, I got a lot of responses from the interested candidates. I went through their CV and chose the eligible ones and just as instructed I fixed the date and time with them, for the interview call. Overall it was a good start.

Peerpower Club
02/11/2020

FIRST WEEK'S EXPERIENCE

The first week was full of new discoveries and experiences. As instructed, I started posting jobs and posters for hiring at various social media platforms. Thereby, many interested candidates applied their CV and I filtered them, and soon started conducting the interviews.

I carried out the interview calls with my applicants who applied from various parts of the world. Such as India, Philippines, South Africa, Bangladesh and many more.

Yes, I did find it a bit difficult while saving their numbers, because of different countries and states and different country codes, but thereby, I learnt new codes which I found very interesting! Such as when they spoke about their hobbies, some said that they were working at a restaurant at their place, or some had their own cafeteria and catering business, and some wanted to start their own business in Boutique or something else. It was a telephonic interview but the conversations were worth the effort. I questioned them from the questionnaire provided by Gaurav Sir and beside that I also added some logical questions made by me .

After the interview process, they praised the whole interview process and commented that, since for some it was their first interview, they felt that the questions were interesting and quite thinkable. Thereby, they were also able to ace through it.

Conducting interviews with candidates from three different fields, also helped me to gain more knowledge and the different approaches to take interviews also helped me to gain more experience. After selecting them, I reported about them to Gaurav Sir, for the former work.

Successfully, step by step, I reached the target and successfully aced to the second week of internship.

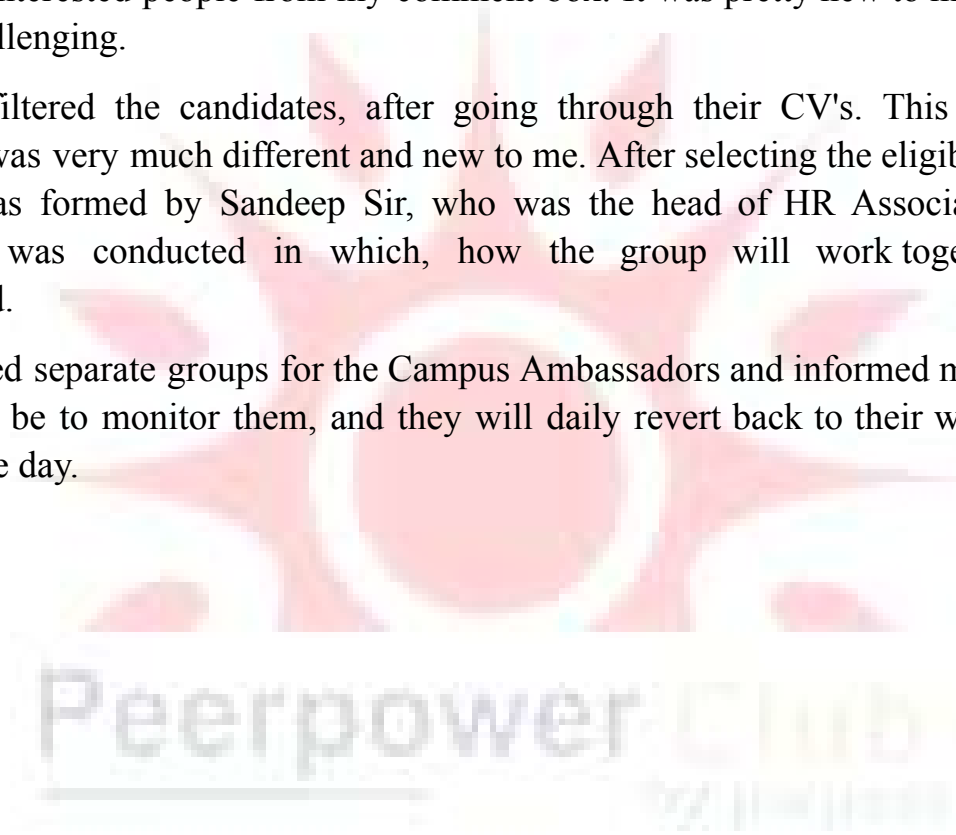
SECOND WEEK'S EXPERIENCE

The second week started with the second meeting where we were instructed to hire Campus Ambassadors so that they can motivate and hire sales interns for joining the internship. The target was to hire five campus ambassadors.

I posted a new job on LinkedIn and in various social media platforms within the next day I got some applications too. But here, I also faced some competition over the posts I created. Many other people were commenting there, so that they can hire the interested people from my comment box. It was pretty new to me and was quite challenging.

Soon I filtered the candidates, after going through their CV's. This interview process was very much different and new to me. After selecting the eligible ones, a group was formed by Sandeep Sir, who was the head of HR Associate, and a meeting was conducted in which, how the group will work together was explained.

Sir formed separate groups for the Campus Ambassadors and informed me that my duty will be to monitor them, and they will daily revert back to their work at the end of the day.



THIRD WEEK'S EXPERIENCE

My third week started with a meeting provided by Shuchita Maam (Co- Leader) , where she explained to me about the new role provided to me. I was made the leader of a HR group and I was excited because this week, I was about to learn many new things.

She told me that I will have to create Google forms, Offer Letters and mostly lead and help them, throughout their term of internship.

She told me to follow her in the Orientation, because I will be the one who will be providing the Orientation to the next batch. I was excited as well as a bit nervous. I noted down them and attended the first Orientation. This was the first time when I was creating a Google Form. I tried creating it by downloading apps, but after that plan failed, I surfed the internet, and found a video , with the help of which I was able to create it perfectly. I made some mistakes and soon rectified them. My mentor helped me a lot. Then, she provided me with a template in Canva, through which I made the Offer Letters and mailed them to the members. I was instructed to provide them with the required details, such as the Job Descriptions, Interview Questionnaire at the correct time, and I supported my team, by helping them with the information I already had with myself. A minor conflict also occurred in the group, but I handled it in a very calm manner.

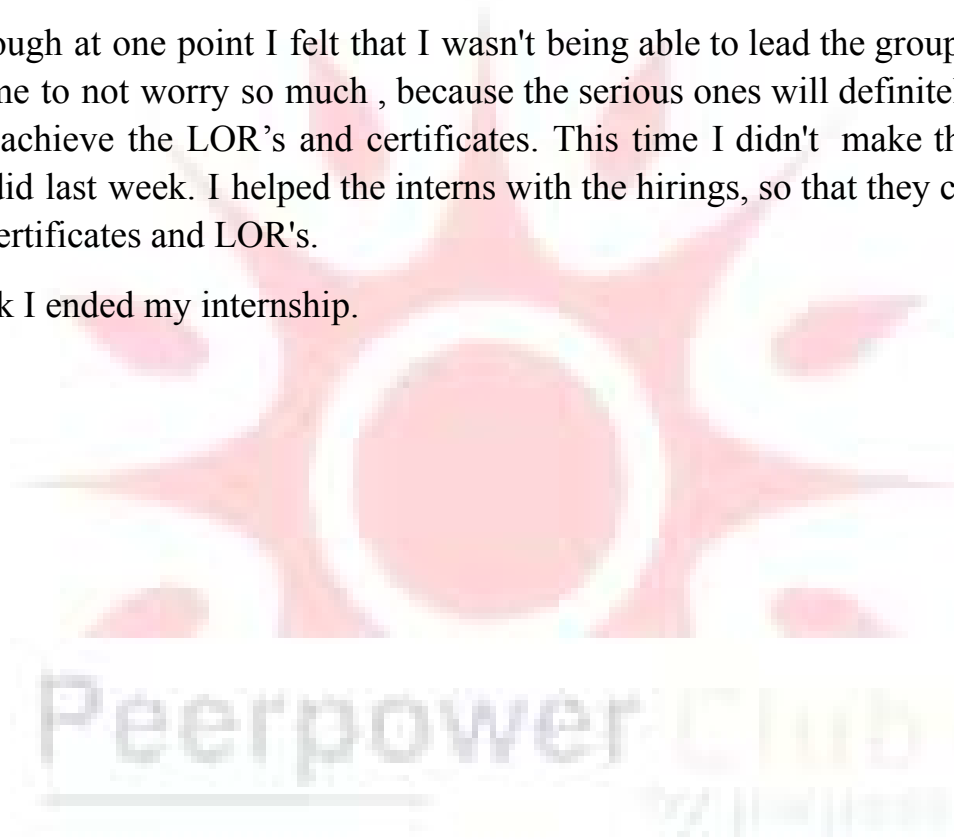
Gradually, I could see that my teammates were performing quite well. Some people did lag behind a bit, but I kept on motivating them, so that they aim for the LOR's (Letter of Recommendation). But I made a very terrible mistake of not cross checking the main sheet with the other two, and thereby , due to miss communication, many deserving candidates did not receive their certificates. but soon I corrected my mistake and provided the deserved candidates with their certificates and LOR's.

FOURTH WEEK'S EXPERIENCE

This was my fourth and the last week in this internship. So this week, I was provided the same task as the last one. I was instructed to lead the team, provide the Orientation and then send them their Offer Letters to provide them with their tasks. But this week, somehow I felt that the job was a bit tough for me, because the new group's interns were not quite responsive, so I had to work, the double I did last time. I had to reach them out personally, and even had to pass down the interested interns, beside their own hiring.

Even though at one point I felt that I wasn't being able to lead the group, Sandeep Sir told me to not worry so much , because the serious ones will definitely do their best and achieve the LOR's and certificates. This time I didn't make the mistake which I did last week. I helped the interns with the hirings, so that they can at least get the Certificates and LOR's.

This week I ended my internship.



LAST DAY

On the last day of my internship in PeerPower Club, I was congratulated and bid goodbye with regards by the leaders - Sandeep Sir and Shuchita Ma'am because of my active participation in the team and work , throughout my one month internship. They even praised my enthusiasm and dedication towards my work, and sent me the Completion Certificate and surprisingly, I was also sent the LOR for working effectively and efficiently.



EXPERIENCE GAINED

All throughout this internship I have gained a lot of experiences, such as previously I have worked as a HR in a company, but in this internship along with a HR , I also played the role of a Team Leader.

Before getting this internship, I was into a constant dilemma about whether I will be able to fulfill the work perfectly, according to the norms of the company, since PeerPower Club is just a startup company. But just as I started working I felt confident, by reaching the tough targets.

When I hired people from all over the world, I came to know about their work, and their mindset towards their life. Some have Boutique and some work in cafes. I came to know about names of some places of which I haven't heard at all. And I also faced competition and distraction while hiring the interns from the social media site. After taking their interview, I asked them their point of view, so that if there was any mistake made by me, I can surely correct it and learn from it, because we make mistakes and we learn from it to become a better person.

My mentors provided me with the proper guidance and methods to ace the targets and deadlines. I also learned how to provide Orientation, provide Offer Letters , Certificates and how to deal with the teams .

While providing Orientation I was a bit nervous, since it was my first time, but my strategy worked quite well. Since I wanted to keep it informative and short, I noted down the important details in a paper, so I can read out from there. But also, I read it out in such a way that no one could understand that I was actually reading it out! I also asked the interns about the Orientation, whether they liked it or not, the reviews were quite positive, which gave a boost in my confidence.

I have dealt with teams before which already had separate leaders leading the group but here, since it was the first time I was working as a Team Leader I expected that the group will be small ones but, they were not normal small teams but a sum of fifty plus interns. Even though the first group was quite responsive, the second group wasn't. I also made some terrible mistakes, but with guidance I corrected them. Somehow I felt that in this internship, I gained much more experience, because I faced constant competition and challenges while helping my interns. I handled miscommunication, conflicts and confusion during the work.

Many of the interns weren't able to follow the instructions carefully but I patiently explained to them the instructions. Some had occasions, functions, they asked for help, I did help them. Then some were losing confidence for not being able to find and hire interns, I did my best to motivate them and keep them going.

On the other hand, I applied new strategies to make my team more responsive and active. Like creating one to one person direct contact. I asked about what problems they were facing, constantly reminded them not to make the mistakes which can make them suffer. My mentors were quite optimistic about me, and my performance didn't let them plant a single complaint about my work. I recovered from the mistakes and showed interest towards the different fields and wanted to help them with the Campus Ambassador group too. They appreciated my interest in different works and sectors.

I even got mentioned as one of the active, hardworking team leaders along with Snehal (Leader) and Shuchita Ma'am.

Previously, I never experienced how does a Team Leader work, but throughout this internship, I realized how hard it is to be a Team Leader , who can make the members work, and I felt very happy when at the end of their one week's internship, they were successfully getting the Certificates and LOR's, I was happy because all of our hard work did pay off quite well.

Peerpower Club

CONSTRAINTS FACED AND SOLUTIONS FOUND

Throughout this one month internship, I faced many constraints and faced hurdles but also found their respective solutions.

a) At first, I was facing issues while posting a job on LinkedIn but with the help and proper guidance I learnt to post a job.

b) Secondly, I wasn't unable to create Google forms . Though at first, I tried to make it by downloading the forms app but it didn't work . So I took the help of the Internet and found the correct way to make it and , at last I was able to create the form.

c) Thirdly , several confusion and conflicts occurred in the group but when I was about to lose my temper somehow the mentors helped me and thereby I managed to calm down the situation.

d) Lastly, I made a mistake and didn't crosscheck with the Main Sheet and the HR and Sales sheet and due to which many deserving interns didn't get their certificates and LOR's, but during the second time I was aware of the fact and didn't make the same mistake again.



ROLE OF COMMUNICATIVE ENGLISH IN ON-THE-JOB TRAINING

Communicative English plays a huge role in every sector of the world such as learning, teaching, job sectors, etc, because it helps improve and sharpen the four main sound skills of a person.

These skills are Listening, Speaking, Reading, and Writing. Regular practice and sharpening of these skills help a candidate to perform well in their future career.

Since Communicative English provides texture, quality, and clarity towards one's thoughts and ideas, on the other hand, it also helps to groom one's character and body language, thereby one can be made presentable in any place.

Regular nourishment of these skills also helps to grow and improve a person's level of confidence.

Listening helps to make a person stay patient and concentrate on every minute detail of any speech or information they listen to.

On the other hand, speaking helps in improving a person's way of speaking such as improvement in pronunciation of words and also fluency in speaking.

Whereas sharpening the reading skill helps to improve concentration towards minute details while reading by keeping the various types of reading in the mind. Such as skimming, scanning, intensive and extensive reading, these types help a reader to justify and understand the depth of a text provided to read. And last but not the least, sharpening of writing skills leads to up-gradation of one's vocabulary and knowledge about letters, emails, etc while writing them for any official or personal purpose.

So just like the learning sector has a huge benefit in improvisation of the LSRW skills(Learning, Speaking, Reading and Writing skills), it also has an important role to play in the job sector, such as one can portray themselves confidently. Since their four basic skills are more enhanced than others, they are active listeners, active speakers, concentrated readers, and skillful writers.

If one person didn't gather the knowledge about Communicative English, they would have to face problems, such as their mind would getting distracted easily

while listening to some information, they won't be able to note the minute details in their mind while speaking they would stammer or fumble, while reading, they would miss out the important needed points, and while writing they won't be able to incorporate the correct vocabulary in the needed places.

Since I was aware and well known and skilled by the basic skills, I have improved my four basic skills, and due to which, I also aced the tasks in the internship and now I am more confident about getting a job after graduation.



TOOLS USED

1. Pen - for writing any information.
2. Computer - for typing .
3. Diary - for jotting down my regular work, instructions and experience.
4. Google - for searching information and details about the company.
5. Mobile Phone - for conducting Google Meeting, and handling groups in Whatsapp.

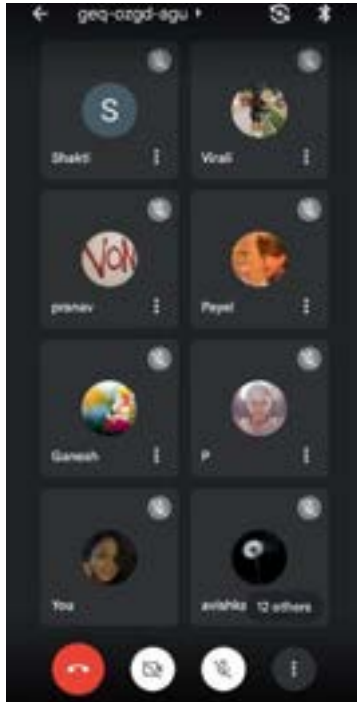


CONCLUSION

This project has helped me to gain experience and knowledge about the Human Resource field and sector. It has helped to upgrow and polish my skills and also grew my confidence level. I am very thankful to PeerPower Club for helping me and guiding me throughout my internship, so that I can improve and become better every day.



ANNEXURE



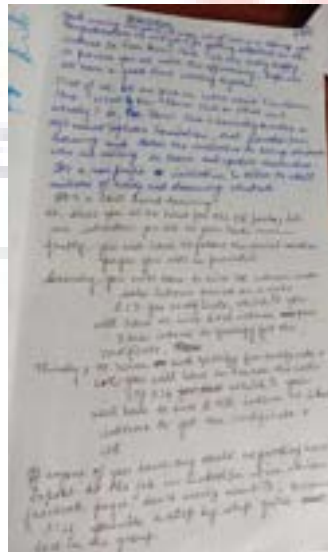
FIRST ORIENTATION PROVIDED BY ME

REVIEW OF MY TEAM INTERNS AFTER

I CREATED OFFER LETTER FOR

THE ORIENTATION

MY INTERN

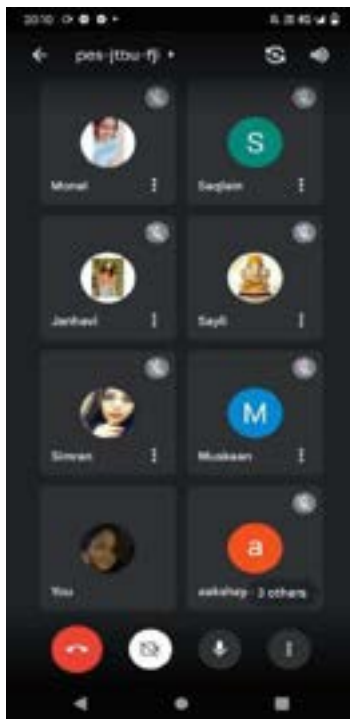


MY WORK (1)



MY WORK (2)

ANNEXURE



SECOND ORIENTATION PROVIDED
BY ME



REVIEW OF MY TEAM INTERNS AFTER
THE ORIENTATION



SPECIAL MENTION IN THE
TEAM LEADERS GROUP

GOT MENTIONED IN AN INTERN'S CERTIFICATE
LINKEDIN POST



EXPERIENCE FROM AN INTERN ON THE LAST DAY
OF HER INTERNSHIP



WEBLIOGRAPHY

1. www.google.com
2. <https://medium.com/@peerpowerclub>





PARTICIPANT'S PROFILE

Name: Adrija Sil

Semester: 5th Semester

Subject: Communicative English

Roll Number: 192013-13-0025

Registration Number: 013-1211-0269-19

College: Gokhale Memorial Girls' College

Year: 2021

Endorsed by:

Principal
Gokhale Memorial Girls' College

Signature of the Principal

24 JAN 2022

Signature of the Course Coordinator



Signature of the Project Supervisor

Signature of the external examiner

Signature of the internal examiner



JOB PROFILE

During the course month-long internship in Aggrigate, I worked as a content writing intern in its brand titled Bright. Some of my responsibilities during this period included the following:

- I was tasked to research, analyze and select news articles from across the web on the topics that I chose, namely Travel, Health, and Psychology.
- The Feed section of the Bright app houses a daily dose of positive, progressive, and joyful news. So, I was supposed to come up with 10 articles regularly for this particular section, with each article consisting of 60 words.
- For the Inspire section, a minimum of one feel-good and inspiring 60-word story was compulsory.
- For the initial few days, I had to get my content to be added to Bright, approved on the content channel in Slack, a well-organized secure platform for communicating with my team.
- I was to make sure that all my posts are grammatical and spelling error-free. In case of uncertainty, checking the articles on an application called Grammarly was permitted.
- With each article, I was told to upload a high-resolution image in the ratio of 4:3.
- The title section of the article was to be filled with a short and catchy heading of the respective article, as titles play a key role in drawing the attention of the reader.
- In the source section of each post, I was instructed to add my full name after choosing the category.
- Copying and pasting stuff from the internet browser was strictly prohibited, which included plagiarism in any form.
- Furthermore, I was informed to increase the reach of Bright by sharing it among friends and family as sharing positivity is extremely rewarding. With every one individual using my code for joining or news reading on the application, I would gain TBT.



ANNEXURE

INTERNSHIP CERTIFICATE:



Chindale Aggrigate Tec Private Limited
CIN No. U74999RJ2020PTC060471
Registered Office: F-9, Sejas Tower I,
Naraina Road, Sector 35/2002, Regashtan
Email id: help@aggrigate.in

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Adrija Sil** has undergone a three-month internship with Aggrigate from 29th September 2021 to 30th December 2021.

She worked in field of Content Writing for our brand Bright and was able to successfully complete the same in due time.

We wish her all the best for her future endeavors.

Rounak S Chindale
Director
Aggrigate



ACKNOWLEDGEMENT

I am grateful to Almighty God for giving me the strength, knowledge, and understanding to complete this project. His love has been more than sufficient to keep and sustain me.

It gives me immense pleasure to thank our honorable principal, **Dr. Atashi Kapha**, and **Mr. Raj Kumar Barman (Head of the Department)** for their constant guidance and enlightenment. My profound gratitude goes to our beloved professor, **Miss Monami Ghosh (Faculty, Communicative English Department)** on account of her invaluable support, patience, time, and guidance in seeing me to the completion of this project work. I would also like to show my appreciation to **Mrs. Sejuti Chowdhuri (Project Supervisor)** who patiently saw me to the completion of this work.

Furthermore, I am grateful for the ceaseless erudition and tips to perfection delivered by my colleagues, seniors, and di, rector, **Sir Rounak Chindalia** from **Aggrigate**, the company I worked under.

I would also like to thank all the faculty members of the Department of Communicative English.

I also wish to acknowledge the incessant support of my parents, siblings who have been a source of constant inspiration towards my academic pursuit. God bless you all.

Eventually, I express heartfelt gratitude to the **University of Calcutta** for bestowing on me this glorious opportunity of accomplishing a month-long internship.



PREFACE

An internship is an excellent opportunity offered by an employer to potential/passionate employees, called interns, to work at a firm for a fixed period, to help them get a first-hand experience of the particular field that they are interested to endeavor. Interns are usually undergraduates or students, and most internships last between a month and three. They are usually part-time if offered during a university semester and full-time if offered during the vacation periods. Internships can either be paid or voluntary.

Communicative English, a course that has more of a practical take, involves real-life interaction – communication. And, there is no better way of implementing the unique skills learned throughout the course in a fast-paced job market than an internship. Besides immense accentuation on training an intern, internships provide a fresher with intense practical skills, unique workplace experience, and greater knowledge of the particular industry, in exchange for the employer benefiting from the labor put in by the intern. This helps us better understand the theories and strategies we have been reading about, cementing the learning process and giving us greater focus in our academic as well as professional life. Not only do we receive expert grooming but also does it enable us to make valuable work contacts, an essential stepping stone to securing a job and climbing the first rung on the career ladder.

On-the-job training is a specific initiative that intertwines day-to-day activities with learning new skills, attitudes, and competencies. It's an important form of training because it's easier and immediately applicable, cost-effective, flexible, and lends itself to social learning. It also saves time, thus increasing overall productivity. On-the-job training is a hands-on method for teaching the skills and knowledge needed for a specific role. It's one of the best ways to attract, retain, and up-skill employees and usually takes place in the course of an employee's day-to-day environment, often while they perform actual tasks.

An inherent quality of on-the-job training is that the trainer needs to have a unique knowledge of the job role in question. This is what makes managers key figures in on-the-job training. There are almost no disadvantages to having a manager train employees. Not only does this increase the effectiveness of internal training, but coaching and mentoring then becomes a natural part of a manager's role.

Communicative English is a major course introduced by **UGC** under **Calcutta University** with On-Job-Training (or OJT) being a part of the syllabus. The course requires all the pupils to work in a media or corporate sector, with content writing or digital marketing for as long as an entire month, thus preparing them appropriately for future endeavors. The OJT gives us an altogether professional experience which is to be submitted in the form of a project in the 5th Semester (or 3rd Year). There is a lot to learn from an internship. From my personal experience, I discerned what I want to do, or who I want to be. Being someone who hails enthusiastic approval in any form of creativity, especially major fascination for creative writing, it was an easy job for me. However, if not for the internship, my tremendous inclination for content writing would not have manifested in the first place. So, I would forever be grateful for the inclusion of internships in our academic syllabus.



HOW I GOT THE JOB

On hearing that it was mandatory to intern with a company in the third year of college, I was enamored of the concept from the very first day. However, I will not deny being somewhat nervous. Despite learning from my respected seniors that it is not much of a hard nut to crack, I was bewildered. I approached a news channel and a radio station office with my resume. But, to my dismay, both the companies dismissed my application with an apology, owing to the pandemic situation. I was distressed and didn't know what to do. Although a news channel did want to hire me as an intern, they clearly stated that they had no work for me and that I might merely learn something practical, but I was not convinced. It was not just for the sake of a certificate that I wanted to complete my internship, but also on the move to grasp and learn something fruitful.

So after discussing it with a fellow college friend, I decided to apply online. I downloaded an application, called Internshala from Google Play Store, submitted my resume, and applied to a good number of companies and organizations as a content writing intern. The very next day, I was bombarded with ample tasks and assignments to be completed within a stipulated period. I was delighted. Although I did not get it outright, the mere fact that I had been shortlisted by so many companies was enough to satisfy me. Within 3-4 days, I was extended an offer of temporary employment – Internship in Content Writing by Aggrigate for their brand called Bright. I wasn't called for an official interview as the team was highly impressed by the quality of my work in a test article via Internshala chats itself. After a message of welcome, I received an offer letter by the very next morning, inclusive of all the terms and conditions of my employment besides basic details.

Bright is a positive media platform to share affirmative news and stories from across the world. In these testing times, consuming happy and mindful media is of utmost importance. As an intern, I was responsible for researching and adding positive news, writing blogs, and increasing the reach of the Bright app. After an extensive insight into the type of work that was expected of me, a colleague got in touch with me to help me out in comprehending the formalities better.

Thus, after indicating my acceptance of the offer by signing the letter and sending it to the company mail ID, I commenced my three-month-long "at-will" internship with the company on 29th September 2021. It was indeed, a happy moment for me as I was chosen on account of doing something that I enjoyed.

MAIN PROJECT



JOB PROFILE

During the course month-longing internship in Aggrigate, I worked as a content writing intern in its brand titled Bright. Some of my responsibilities during this period included the following:

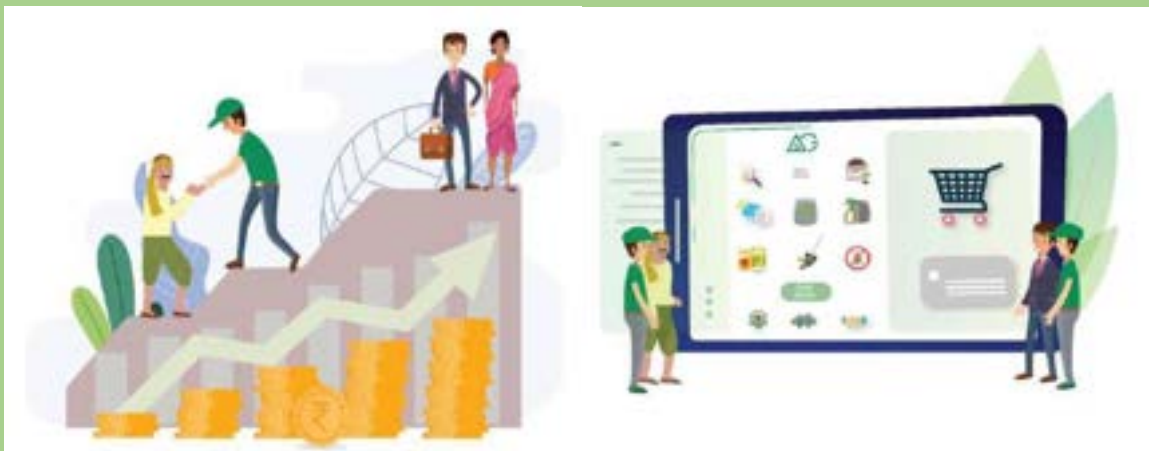
- I was tasked to research, analyze and select news articles from across the web on the topics that I chose, namely Travel, Health, and Psychology.
- The Feed section of the Bright app houses a daily dose of positive, progressive, and joyful news. So, I was supposed to come up with 10 articles regularly for this particular section, with each article consisting of 60 words.
- For the Inspire section, a minimum of one feel-good and inspiring 60-word story was compulsory.
- For the initial few days, I had to get my content to be added to Bright, approved on the content channel in Slack, a well-organized secure platform for communicating with my team.
- I was to make sure that all my posts are grammatical and spelling error-free. In case of uncertainty, checking the articles on an application called Grammarly was permitted.
- With each article, I was told to upload a high-resolution image in the ratio of 4:3.
- The title section of the article was to be filled with a short and catchy heading of the respective article, as titles play a key role in drawing the attention of the reader.
- In the source section of each post, I was instructed to add my full name after choosing the category.
- Copying and pasting stuff from the internet browser was strictly prohibited, which included plagiarism in any form.
- Furthermore, I was informed to increase the reach of Bright by sharing it among friends and family as sharing positivity is extremely rewarding. With every one individual using my code for joining or news reading on the application, I would gain TBT.



COMPANY PROFILE

Aggrigate is a Social Enterprise bridging the gap between farmers and buyers through an innovative online platform. It aims to empower local communities, improve the lives of farmers, deliver better quality farm-to-shelf products and ensure long-term food security.

Agriculture, with its allied sectors, is unquestionable the largest livelihood provider in India, more so in the vast rural areas. Sustainable agriculture, in terms of rural employment, and environmentally sustainable technologies, such as soil conservation, natural resource management, and biodiversity protection, are essential for holistic rural development.



What do they do?

Utilizing the technologies like AI and Blockchain, Aggrigate mobile app offers freedom to farmers. Freedom to decide their selling price, freedom from long queues and prolonged waiting periods at traditional Mandis. With a simple thought “Apni Fasal, Apna Daam”, Aggrigate aims to help farmers realize and discover the actual price for their commodities.

With Aggrigate industrial buyers, wholesalers, and businesses get complete information about crop quality, packaging, and transportation. With commodities being offered by farmers across India, businesses get a wide array of choices. Such choices never existed in the Indian agricultural scenario. Working directly with farmers enables the team to provide the users with prices like never before.

The team is keen on working with all the stakeholders including the government, companies, and individuals from the food sector, and most importantly, with farmers to make their efforts of providing the most essential members of the food cycle a platform that they can trust.





STAFF PATTERN

Founders and Team

Co-founder and CEO – Rounak S. Chindalia

Rounak S. Chindalia is the current CEO and key person behind Aggrigate. He has done a degree in M.S. (Computer Science) from IIT Madras. He is the main developer and handles all the development tasks of Aggrigate and Bright. He also handles the finance and marketing tasks related to the same.

Co-Founder Mitasha Sharma

Mitasha Sharma, together with Rounak S. Chindalia, has co-founded Aggrigate. She is the main person behind content creation and development. She has done MBA in Finance and Marketing from IIT Roorkee.

Other Employees:

Aggrigate is a team of 35 employees. They have hired more than 90+ interns so far.



Sir Rounak S. Chindalia, CEO of Aggrigate



JOB DESCRIPTION



JOB EXPERIENCE

(1st Day – 29th September)

After learning that I had to come up with ten news articles, I had made up my mind to research the content and write three news articles each on Travel, Health, and Psychology, and one inspiring story from anywhere around the world. So, after receiving the message from the director of the company, Sir Rounak Chindalia a day before the commencement of my internship that is on the night of 28th September, I had started my research work. Collecting news online is not much of a daunting task, especially when it concerns the travel industry. Owing to the COVID-19 pandemic, avid travelers and non-travelers have perpetually been on the lookout for travel-related news and posts – all the latest travel ban lifts, recent discoveries of unique tourists spots and stays, resumption of flight and railway services, etc. It was indeed, a fair job for me conveniently done as I got enough material on the internet to write on. The first article that I wrote was on the resumption of direct flight connectivity between India and Canada after almost five consecutive months. I mentioned the Air India Delhi-Vancouver and Delhi-Toronto nonstops with brand new WHO-approved protocols within 60 words and an intriguing headline and a vibrant image of an aircraft hovering amidst an orange firmament. I found it intriguing and was quite impressed by my skills. Once I got approval, I posted it at around 9:00 AM on 29.09.2021, along with two other travel-related content.

The next topic that I chose to write on was psychology, a very critical affair in present times. But the good thing is that all the news was bound to have a positive connotation. So, I wrote on Camila Cabello breaking the stereotypes by addressing body shaming and beauty formula on the Late Night Show with James Corden. However, this particular news required some correction on my part as I was told to refrain from using words like “toxic”, “despair”, basically any word that had a negative connotation to them. However, I was praised for the choice of my story for it concerned body positivity as Mitasha told me that it would be great if I could use a different set of words. I was pleased. I also posted about IRS officer and NITI Aayog Director, Shubhrata Prakash focusing on the mental health of UPSC and NEET aspirants, shedding light on her failures in past circumstances and tweeting that life is beyond these examinations. I must say that it was lovely to even write on such content that makes you feel happy and comfortable.

My third topic is Health, I decided to up with something different and intriguing as health is quite hashed out. In no time, I came across this awesome news that McDonald’s has partnered with Beyond Meat to co-develop plant-based chicken, pork, and egg. It was such an astounding concept that struck a chord in me for many reasons. While red meat (such as beef, lamb, and pork) can form a healthy part of our diet, consuming excessive amounts of red and processed meat probably increases our risk of bowel (colorectal) cancer since the processing involves the meat being preserved by smoking, curing, salting or adding preservatives. Secondly, meat consumption is responsible for releasing greenhouse gases such as methane, CO₂, and nitrous oxide, which contribute heavily to climate change, such as global warming. Furthermore, introducing vegan meat seemed like a great idea to me for some non-vegetarians and fruitarians who would love to have a little taste of meat yet not break their custom. So, I wrote about this recent partnership wherein the news did appeal to me.

Collecting images on these news articles was easy as they were available in significant amounts on the web. All I had to do was to make sure that they were in the ratio 4:3 and good quality ones. My first day was so fulfilling that I loved it!



1st WEEK EXPERIENCE

30th September:

The very first news that I came up with on this day was the sneaker and apparel giant, NIKE prioritizing wellness and mental health for its employees by giving them a break, closing all its corporate offices for an entire week. This unfortunate global pandemic had impacted all our lives in different ways, big or little. Whilst everyone was required to stay close to their loved ones in these trying times, it was such an enlightening idea for the brand to allow its employees to spend time with their loved ones and take care of their physical and mental health. It was named 'Do Not Work Week'. After a little modification, my work got approved.

1st October:

Everything went much smoothly more except my news article on World Alzheimer's Day. I had to work on the format since it sounded more like an introduction to the readers. Mitasha guided me toward it, asking me to re-structure the article and make it appear like a news awareness program. I was also recommended to add the privacy policy. I updated it accordingly after which my articles got approved right away.

2nd October:



On this day, I posted the news on Machu Picchu being the first international carbon neutral destination by the Green initiative for installing the only organic waste treatment plant that exists in Peru. To promote the Bright app on social media platforms, I was asked to come up with a two-liner for the Instagram caption. I was delighted as only a selected few articles were uploaded on the company's profile, and mine was selected for the first time. The caption was required to be written to grasp the reader's attention. After 2-3 attempts, my news was posted and got approved as well.

3rd October:

As days elapsed, I was more and more intrigued by the work that I was required to do. My mentor, Mitasha ma'am asked me to modify her news articles – an inspiring story of a 10-year-old Reyansh Das from Kolkata who has earned plaudits from all across the country by startling the world with his book on astronomy. I was requested to check her two-liner for Instagram for grammatical perfection in a way that appealed to the readers.

4th October:

This is the day when I was informed about the daily Instagram posts of the Bright application. With instant tact, I came up with very interesting news on mental health care. It was about a brand new launch of a self-care tournament by the collaboration between Angry Birds Friends and the World Health Organization (WHO). This was done in order to raise sufficient and much necessary awareness about the same.



5th October:

Since all the news articles seemed to look similar in the first week, I decided to come up with something different. And instantly got something too relevant. Starbucks' pumpkin spice latte was known to trigger familiar, cozy memories. According to perception researchers at Johns Hopkins University, it is a powerful scent. It was really immediately approved under the feel-good media of the app's Instagram account.



6th October:

On this day, I posted the news on the opening of the Tribal Freedom Fighters' Museum in the states of Chhattisgarh, Telangana, Mizoram, Jharkhand, Andhra Pradesh, Gujarat, Kerala, Madhya Pradesh, Manipur, and Goa, by the central government of India. This was done in order to honor the courageous souls that succumbed to the wrath of battles.



This was the end of the first week of my Content Writing Internship and it was really enriching. I felt immense satisfaction upon doing extensive research work to complete my articles on time.



2ND WEEK EXPERIENCE

7th October:

I dedicated this week to soulful travel. Thus the very first news of the day was the 15-years partnership reached by Disney Cruise Line with Port Everglades. The agreement was between Disney and Broward County Commission. The deal was an immensely lucrative one.



8th October:

I wrote the most prominent news of the day on the world's highest motorable road which is Ladakh's Chisumle-Demchock Road when it crosses the Umling Pass. Its highest point lies at an altitude of over 19,000 feet. Writing such news was also a matter of pleasure for me. I love to travel and anything related to the same. Other than the daily updates, it was also somehow therapeutic for me. So it was indeed a great start.





9th October:

Wondering that I might be significantly missing out on the entertainment factor in my content, I started to look for something that combined it with travel news. Soon, I found something. A London house that starred in the movie 'Love Actually', released in the year 2003, just hit the market for \$4.3 million. It was astounding news for both the movie buffs and travel enthusiasts, thereby increasing the reach and diversifying Bright users. The epic scene where Andrew Lincoln's character declares his love for Juliet (Keira Knightley) with poster boards is simply awesome and the best part is that one can actually buy the pretty pink house.



10th October:

This day marked the return of the historic Orient Express train to Italy after a long duration of 46 years. Famous detective novelist Agatha Christie wrote the Murder on the Orient Express back in 1934, on which a movie was also made recently. The luxury train which became the legend and pop culture in no time was all set to take over the tracks in 2023. This was one of my favorite articles as it had my best author and the return of the famous Orient. It was as if the novel was about to come to life once again for me.





11th October:

I did some research on treehouses and what an absolute surprise! Reports had it that the Uttarakhand forest department is all set to open up a treehouse for tourists in the Fato range of the Terai west forest division near Ramnagar in Nainital from early next year. It was indeed a piece of exciting news and I loved finding out information on such topics and gathering relevant images with the same. Here's one attached itself.



12th October:

While the primary focus for the rest was on mainstream news, I considered involving the thrill quotient in my content, so that people would not only stop at the headlines but also be intrigued enough to read the entire piece that was surely going to intrigue anyone on the lookout for travel news. I posted about the legendary John Legend shows coming to Las Vegas, with the 12 times Grammy winner who was all set to perform his greatest hits backed by his full band.





13th October:

We had a pre-planned Rajasthan tour which included the less frequented sites other than the prominent tourist spots of the beautiful state. It included Ranakpur and Mount Abu. So the news I came up with on this day was truly beneficial for us. There was to be a festival called 'Ranakpur Rawai Bandh Utsav' from December 22 in the Pali district, reflecting upon the rich cultural heritage of Rajasthan. Along with this, the Tourism Department also announced the commencement of the Utsav of Mount Abu to be held on December 30-31.\





3RD WEEK EXPERIENCE

14th October:

With everything at a halt, the travel business in particular, the reopening of a few of the most loved places and activities was indeed a thing to be excited about. In a bid to boost tourism in the state, I posted about the resumption of the houseboat services by the Kerala Government after a long gap. The state was also witnessing a boom as the houseboats are the heart of God's own country. Alongside this, the houseboat owners were equally exhilarated at the new announcement too.



15th October:

For all the trek-lovers and pilgrims of the country, this news was definitely going to be a source of hype. Three ancient routes to Chardham were rediscovered by a team of 25 experts. The three discovered treks were the Rishikesh-Devprayag hiking trail, Gangotri to Kedarnath trek via Bhatwari-Belak pass-Budha Kedar-Panwali Kantha, and Trijugi Narayan, and Dharasu to Yamunotri via Falacha Top. While writing, I was excited.





16th October:

I came up with a lifetime experience for the fans of Jack and Rose and the ill-fated ship that immortalized a fictional love story. The big news was that one could now explore the Titanic shipwreck with OceanGate Expeditions, labeled as the Titanic Survey Expedition 2021, which will cost INR 90,57,950 for a complete 3 hours of exploration of the infamous bow section, area around the renowned staircase, the bridge on the ship and so much more. In other words, one could relive and experience the movie all by themselves and their loved ones.



17th October:

COVID-19 has been successful in causing disarray and spreading dismay in the lives of so many – big or small. Now was the time to spread some happiness to everyone, especially the music lovers of the country. So, I decided to uplift the primary focus of the Bright app by introducing the Bacardi NH7 Weekender, also dubbed as India's 'Happiest Music Festival', which was all set to begin in the month of February across the country.





18th October:

With almost everything closed amidst the pandemic situation – schools, colleges, offices, gymnasiums, playgrounds, swimming pools, etc – life has never been lazier, needless to say, the wide range of medical and health problems that comes with the slothfulness of it. So, I attempted to motivate the readers by writing a well-researched article on how a 10-minute run of moderate-intensity can boost brain processing. University of Tsukuba researchers discovered that both mood and cognitive functions improved, and the activation of bilateral prefrontal subregions associated with cognitive function and mood also increased.

19th October:



Now, for all the food lovers in the country, it was a time to rejoice. Food and Travel? Sounds immensely appealing! A 3-day food festival at Mall Road in Mussoorie organized by the Uttarakhand Tourism Development Council (UTDB) won hearts. All those visiting this famous spot were able to relish Pahari cuisine, be a part of the cultural programs, live bands, and Uttarakhand folk dance. As per the reports, the festival also hosted various types of competitions, whereas the winners were honored with prizes.

20th October:

To add some extra dose of travel therapy, I wrote on the reopening of the 400km long sacred historic Trans Bhutan hiking trail after 60 whole years. There will be two new active trekking itineraries, camping, highlights, and so much more. I attempted to focus on abroad headlines as well since I was told by Rounak Sir that Bright audience doesn't only comprise Indians.





4TH WEEK EXPERIENCE

As I was excited upon wondering what to write and how to make my content appear all the more interesting and resourceful, I was filled with sadness as realization dawned upon me that my content writing internship was coming to an end and it was already the last week of it. Making up my mind to give my utmost best during this time, I started to gather relevant information on the subjects that I was going to attempt to write this week.

21st October:

Ship naming ceremonies are splendid ones. The Enchanted Princess, the fifth ship in Princess Cruises' Royal Class, was officially named in a ceremony that was broadcast on the cruise line's YouTube channel and Facebook page. The ceremony honored 3 members who are godmothers of the ship and have been recognized for their achievements in expeditions, oceanography, and mapping the oceans.



22nd October:

To invest in the environment category with equal fondness, I wrote a really inspiring news article on the investment of United and Alaska Airlines in 50 of ZeroAvia's zero-emission hydrogen-electric engines with an option for 50 more. The engines could be retrofitted to existing United Express aircraft as early as 2028. Environmental good health should be everyone's top priority. And such examples should inspire the rest.





23rd October:

Now the only thing left was something for the kids. Carnival reopens the Camp Ocean kids program to vaccinated children aged between 5-11. If the pandemic has affected a certain group the most, it is the small children and adolescents who have been confined in their homes without slim chances of going out and playing. So this news was definitely going to be a hit, for both the children and their parents. The line's facilities for older kids, Circle C and Club 02 have already opened to vaccinated kids aged between 12-17.



24th October:

For all those traveling abroad for work, or any incomplete business amidst the pandemic situation, it was indeed a good news for all the travellers out there as Scoot, Singapore's low-cost airline has now announced new flights to India which will be operational under the ongoing air bubble travel arrangement, and a total of 6 Indian cities will be a part of this, starting from December 28.





25th October:

Scenic was offering fly-cruise itineraries under its Antarctica expedition program for 2023 and 2024. Two of those will allow guests to partially or fully avoid the 2-day Drake Passage journey. This was indeed a lovely announcement which I would be absolutely unaware of was it not for this internship. I was elated because working and learning simultaneously was something I craved for from the very beginning.



26th October:

How is aviation and travel industries making an entry into the Metaverse? The future looks a lot different, and the travel business could change for everybody in the foreseeable future. Keeping this in mind, I wrote that Major airline company, Boeing is planning to take a dive into the Metaverse. The company's factor is working with immersive 3-D engineering designs with robots and more. Boeing is working on ambitious new projects wherein the company is trying to bring together design, production, and airline services under a single digital ecosystem.





The Last Day – 27th October:

Time really does fly fast, and finally, it was the last day for me to work as a creative content writing intern in Aggrigate (Bright). My feelings were mixed, I was partly relieved that I would not have to write 10 new articles every single day, but partly and mostly I was sad because I knew I was going to miss working in this ambience.

I proceeded to write the final article which was Kolkata's Durga Puja getting UNESCO heritage tag on Wednesday on the "Representative List of the Intangible Cultural Heritage of Humanity". The festival was the only Indian one to make it to its list of 20 events and traditional activities. Prime Minister Narendra Modi hailed the decision as a "matter of great pride and joy for every Indian".



Eventually, I submitted my last article.

I received my stipend from Aggrigate on 28th October and my Internship Certificate on 30th October.

All of the articles submitted by me were published on the official website of the Bright application in Aggrigate, with my name and date.



Attachments of some of my work samples:



Kerala government resumes houseboat services after a long gap

007422 | April 24

In a bid to boost tourism in the state, the Kerala government has resumed houseboat services after a long gap. Given the number of unpredictable lockdowns and travel bans across the country, the houseboats went out of service in Kerala. But now they have resumed, and the state is witnessing a boom as the houseboats are the heart of the state. Alongside this, the houseboat owners are quite happy with the decision as well.



India is now home to world's highest motorable road: Chisumle-Demchok Road

007422 | April 24

Ladakh's Chisumle-Demchok Road, when it crosses the Umiling Pass, is now the world's highest motorable road. Its highest point lies at an altitude of over 19,000 feet, making it an extraordinary feat. The road has built by the Border Roads Organisation (BRO), which already has several such feats to its name and prides itself on connecting some of the toughest border regions and terrains in the country.



Three ancient routes to Chardham rediscovered by the expert team

007422 | April 24

A team of experts who went looking for the lost trek routes to Chardham has returned after rediscovering at least three ancient routes. The 25-member team, led by the leader Rakesh Pant, returned to Rishikesh recently after covering some 1156 km on foot! The 3 rediscovered treks are Rishikesh-Devprayag hiking trail, Gangotri to Kedarnath trek via Bhatwari-Balak pass-Budha Kedar-Panwali Kantha and Trijugi Narayan and Dharasu to Yamunotri.



The sacred historic Trans Bhutan hiking trail is all set to reopen after 60 years!

007422 | April 24

The Kingdom of Bhutan is all set to reopen its famous and sacred Trans Bhutan Trail to travellers after 60 years! The 400 km long historic trail will reopen after two years of extensive restoration in March 2022. There will be two new active trekking itineraries, an 11-day Camp the Trans Bhutan Trail trip and a 12-day Highlights of the Trans Bhutan Trail.



EXPERIENCE GAINED

“Every New Experience Brings Its Own Maturity and A Greater Clarity of Vision.” – Indira Gandhi

The best thing I gained from this Internship was Experience. I want to become a content writer for a newspaper and this internship helped me to get experience in the field. It also helped me to actually experience my dreams in a professional setting. During my internship, I had to perform extensive research on every topic. This helped me to improve my patience and I looked into every website and link that offered information on the topic. I also learned a lot of things after researching in depth. I did all the work myself, from finding and getting hired for the internship to submitting the last article. This made me self-dependent and responsible. This also helped me boost up self-confidence. To put it precisely, the internship played a significant role in my life because it was my first time working in a professional setting and as an intern. I also earned my first ever stipend in my life, after completing my internship. Apart from being a part of my curriculum, this internship helped me to understand and analyze my skills and experience in working in an environment other than my college or among my peers. I had also attended several interviews during this period, and that helped me to increase my confidence and speaking skills. I also got a first-hand experience of what real-life interviews would be like. This internship has been very fulfilling and rewarding.



CONSTRAINTS FACED AND SOLUTIONS FOUND

My internship had been pretty great throughout the month and my employers have also been very friendly and cooperative, but here are some of the constraints that I faced:

- Most of the topics given that I chose were very uncommon and I had a very difficult time to find the content and meet the given word limit. But eventually I understood how to find relevant points in an uncommon topic and complete it.
- The word minimum word limit for the article was a bit too much and it was really difficult for me to find relevant content to meet the limit. It also consumed a lot of time during the entire day. But eventually I got habituated to the routine, and it was easy for me.
- My employers did not communicate when they were on a vacation, and that caused me a lot of anxiety as I was left clueless during the entire situation. But when I reached out to them, they clarified everything. Hurdles and mistakes only make us strong and experienced. All of these factors helped me to understand and tackle the situations better.



ROLE OF COMMUNICATIVE ENGLISH ON ON-THE-JOB TRAINING

Communicative English plays a very important role in On-The Job-Training. The subject helps us to improve our skills of reading, writing, listening and speaking. All of these factors help us to build a strong personality before we appear for interviews or any other important professional work. Good communicative skills and English proficiency is very important for interviews, because it is the first impression that matters. This can help us to get great career options and increases our chances of getting a wonderful job. Lack of proper communication skills might just do the opposite. English is the most commonly used language, and it is used globally. In fact, all the content writing jobs that I had applied for required interns with good English skills. It is also used as the main language for interviews or in every other professional setting. It helps a person to express their feelings and concerns freely and everybody else could understand them very easily. Apart from making us proficient in English Language, Communicative English gives us practical knowledge about how we should present ourselves in a professional setting and how to give the best of ourselves to make a good impression. One of the main aspects of communicative English is Creativity. It was due to this reason mostly, that I could complete all my articles and make them unique and interesting.

Some of the skills that I used are:

Writing- this was a very important factor as it helped me to complete all my articles and submit them on time.

Reading- Reading the instructions given to me and writing accordingly and also reading and understanding the information from the internet to complete my assignments.

Speaking- I used the skill while informing my employers about my doubts and also this is how I was chosen as an intern after the intern.

Listening- This skill helped me to analyse the instructions and have an interactive conversation with my employers which helped me to complete my tasks better.

To sum up, Communicative English has helped me in getting internship as a content writer, which helped me to improve my skills and gain experience.

This increases my chances of getting a good career in future.



TOOLS USED

- Computer- For typing out the articles.
- Google- To perform research on the topics.
- Diary- To write down my daily experiences.
- Slack- To send the articles and receive instructions.



CONCLUSION

As my internship as a creative Content Writer ended, I felt really accomplished as I had submitted all the articles within the deadlines and had given my best. I used to be very afraid of public speaking, but all the interviews and speaking with the employer made that fear go away and helped me get a better personality.



ANNEXURE

INTERSHIP CERTIFICATE:



Chindolia Aggrigate Tec Private Limited
CIN No. U74999RJ2020PTC069871
Registered Office: F-6, Sujas Tower 1,
Nehru Razar, Jaipur 302003, Rajasthan
Email id: help@aggrigate.in

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Adrija Sil** has undergone a three-month intership with Aggrigate from 29th September 2021 to 30th December 2021.

She worked in field of Content Writing for our brand Bright and was able to successfully complete the same in due time.

We wish her all the best for her future endeavors.


Ronak S Chindolia
Director
Aggrigate



PARTICIPANT'S PROFILE



Name- Ishika Majumdar

Semester- 5th Semester

Subject- Communicative English (Major)

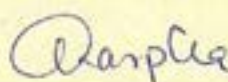
Roll Number- 192013-13-0009

Registration Number- 013-1211-0246-19

College- Gokhale Memorial Girls' College

Year- 2021

Endorsed by:

 Principal
Gokhale Memorial Girls' College

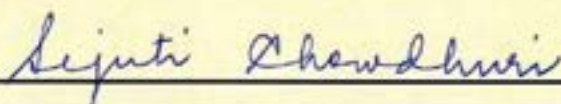
Signature of the Principal

24 JAN 2022

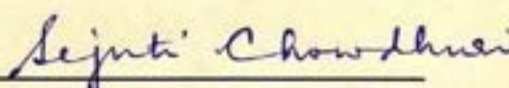


Signature of the Course Coordinator





Signature of the Project Supervisor

 (Examiner)

Signature of
the external examiner

Signature of
the internal examiner

JOB PROFILE



During my one-month internship, I worked as a creative content intern, I worked in an organisation called QuotesLyfe. Some of my responsibilities and tasks during this period included:

- I had to complete and share the article which was assigned to me within the given deadline.
- My article should be thoroughly checked for grammatical mistakes and plagiarism.
- Copying and pasting from any source was strictly prohibited.
- I had to deliver a 100% original content everyday.
- I was required to think from the SEO (Search Engine Operator) perspective while writing the articles.
- Procrastinating was also discouraged. I was asked not to complete the articles just for the sake of completing it. The readers of my article should be appreciated by any reader visiting the website.
- I was also asked to do proper research before writing the article and provide correct information.
- Creativity was also necessary.
- I was also given some instructions regarding the format of the articles like not writing it in a single paragraph, and instead writing short lines with multiple paragraphs.

Internship certificate:



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ACKNOWLEDGEMENT



I would like to express my thankfulness and gratitude towards everyone who showed their support during the entire duration of my internship. Their friendly advice, constructive criticism and aspiring guidance, helped me lot in completing my tasks and increasing my knowledge. I want to express my heartfelt gratitude to all the people who enlightened me with advices and suggestions to improve my work. I would like to express my gratitude to the Principal of my college, **Rd. Atashi Kapha**, and **Mr. Raj Kumar Barman**(*Head of the Department*).

I would also like to thank **Miss Monami Ghosh**(*Faculty, Communicative English Department*),who has guided and motivated me throughout the entire duration of the internship.

I would like to thank **Mrs. Sejuti Chowdhuri**, (*Project Supervisor*), whose guidance and constant support has helped me to complete my internship.

I would like to thank **QuotesLyfe**, the organization I worked under, to provide me the golden opportunity to work under them. I am also grateful for their suggestions and advices on completing and improving my articles.

And lastly, I would like to thank **Calcutta University** for providing me the opportunity of doing this one-month internship.

DECLARATION



This report is based on the **One-Month-On-The-Job-Training** as an intern in **QuotesLyfe**, submitted by **Ishika Majumdar**.

Roll Number-192013-13-0009

Registration Number- 013-1211-0246-19

The surveyor is a student of **Communicative English (Major)**, of **Semester V**, of **Gokhale Memorial Girls' College**, under **University of Calcutta**. The surveyor has pursued the internship and has fulfilled it completely, as per as the requirement of the **Communicative English (Major)** course.

Signature- _____

Date- _____

PREFACE



An internship is professional learning experience, which offers meaningful, practical work related to a student's field of study or career interest. An internship gives the opportunity for career exploration and development, and to learn new skills.

It is very important to do internships during college, especially in the field which we are studying. It helps us in getting success in our career after graduation. In classrooms, we usually involve in debates, discussions, interaction with our peers and shared learning experiences. But it is also important to execute our communicative skills in a professional setting. Internships help us to learn and develop our skills and help us to execute them in the practical world. College is about learning, growing and most importantly preparing a life and a career.

On-the-job-training is a practical approach in acquiring new competencies and skills in a real or a close to real working environment. It is often used to learn certain tools or equipment in a live-work practice, simulated or training environment. Rather than seeing presentations or solving worksheets, employees or interns learn about the job by doing it themselves. This training takes place at the workplace, with guidance from supervisor, manager or another experienced employee. New interns who undergo on-the-job-training get a first-hand look at all the work procedures and the challenges that they might expect to encounter. They learn workplace experience, equipment operation, and any other skill they need, in order to complete their job successfully. On-the-job-training takes place anywhere from days to weeks or longer, depending on the tasks required in the job.

Communicative English is a major course introduced by the **UGC** under **Calcutta University**. The On-the-job-training is a part of the syllabus in Communicative English in the 5th Semester (3rd Year). During On-the-job-training, every student is asked to do an internship of one month under any

company or work of their interest or choice, for example, internships in corporate sectors, media houses, or content writers or digital marketing etc. this training helps us to train for our future careers, and also to gain some experience which will make it easier for us to get jobs in the long run. This experience of the internship that every student has done, is submitted in the form of a project report. These internships help us to understand our capabilities and limitations to a great extent, and helps us to make decisions about our future. It also helps to understand our field of interest and prepare for it for getting a job the that certain field in future. For example, I aspire to become a content writer for a newspaper in the future, and my internship as a creative content writer gave me an understanding of what my career would be like, if I proceed in this path. This was my first ever internship or exposure to a professional setting, and I learnt a lot from this internship, like the importance of punctuality, sincerity and being responsible.

HOW I GOT THE JOB



I knew about this internship since the very first day when I joined college. I was really excited about it because it was unlike anything that I had done before. I had already made up my mind about doing a content writing internship and therefore I started applying for the same from around the middle of the month of September.

I downloaded an application called Intern Shala and thought of applying in some of the content writing internships available there. I had heard about this application from my friends and it was indeed great and met my expectations. The application had a lot of options in content writing internships, and I applied to quite a few of them. I was really excited and nervous about the entire thing because I didn't have any experience in doing internships before. But all I could do is submit my resume, and wait for a response.

I did not receive any response for the first two days, but then a certain organization responded to my application. I was asked to write an article on the advantages of cryptocurrency. I prepared my article and submitted the article within the deadline. While waiting for further notices from that organization, I received a number of responses from different companies. I did a lot of assignments for the first week and sometimes even had to stay up the entire night to finish all of my tasks within the deadline. But in spite of submitting all these assignments and giving numerous interviews online, I was not getting hired in any of the companies. This was a really tough time for me and I was really worried thinking what if I never got an internship at all.

Then finally on 24th September, I got a call from one of the companies. The owner of the company said that they had liked the article that I had submitted and offered me the post of creative content writing intern for their company. I was absolutely overjoyed and was glad that my prayers were finally answered. I immediately accepted the offer and my employer informed me that I will be given the offer letter the next day and I will have

to start working from 27th September. I will be given thirty topics to write on, and I have to submit all of these articles within one month.

I was really excited to work in this company because creative content writing is exactly what I wanted to do and I was absolutely thrilled to get the opportunity to do it. I love writing and researching about new topics, so this job was really fun for me to do. I received the offer letter on the next day and I had to submit a scanned signature of the offer letter, my board exam results, semester results, Aadhar Card, and my resume via e-mail. On 26th September, I received the topics that I had to write for the first week. Therefore, my internship officially began on 27th September

MAIN PROJECT

JOB PROFILE



During my one-month internship, I worked as a creative content intern, I worked in an organisation called QuotesLyfe. Some of my responsibilities and tasks during this period included:

- I had to complete and share the article which was assigned to me within the given deadline.
- My article should be thoroughly checked for grammatical mistakes and plagiarism.
- Copying and pasting from any source was strictly prohibited.
- I had to deliver a 100% original content everyday.
- I was required to think from the SEO (Search Engine Operator) perspective while writing the articles.
- Procrastinating was also discouraged. I was asked not to complete the articles just for the sake of completing it. The readers of my article should be appreciated my any reader visiting the website.
- I was also asked to do proper research before writing the article and provide correct information.
- Creativity was also necessary.
- I was also given some instructions regarding the format of the articles like not writing it in a single paragraph, and instead writing short lines with multiple paragraphs.

COMPANY PROFILE



QuotesLyfe is one of the largest quotes directories. It consists of more than 3,00,000 quotes from diversified authors and categories. It's consistently working towards entertaining a wide range of audiences. It is founded by IIT Madras alumnus Anup Chaudhari and IIT Roorkee alumnus Sheena Chaudhari.

Passion for quotes:

The founders of the organization had a big appetite for quotes which led to the formation of QuotesLyfe. It is their passion that they read the quotes over and over again, use them and inspire people to read them. When we start to interpret them, we will understand the feelings, idea, experience, and belief that lies behind every quote. This way, we may also start reading between the lines and understand people better. The world might just turn more beautiful for Us!

Some of the QuotesLyfe achievements are as follows:

- QuotesLyfe was founded in April 2020, and within less than two years, they were able to achieve the Domain Authority of 31.
- (According to Ahref.com) QuotesLyfe website gets more than 1 lakh visitors every month.
- QuotesLyfe social accounts together have more than 1 Million views every month.
- QuotesLyfe traffic is increasing consistently, and we are gaining popularity.

Recently, QuotesLyfe has broadened their horizon of content creation also have also included Article or Blog Writing. I got to work in this category of the organisation as a creative content writing intern for one month.

STAFF PATTERN



Founders and Team:

Co-founder and CEO - Anup Chaudhari

Anup Chaudhari is the current CEO and key person behind QuotesLyfe. He has done a degree in M.S. (Computer Science) from IIT Madras. He is the main developer and handles all the development tasks of QuotesLyfe. He also handles the finance and marketing tasks related to QuotesLyfe.

Co-Founder Sheena Chaudhari

Sheena Chaudhari, together with Anup Chaudhari, has Co-founded QuotesLyfe. She is the main person behind content creation. She has done MBA in Finance and Marketing from IIT Roorkee.

Other Employees:

QuotesLyfe has a team of 8 people as of now. They have hired more than 30+ interns so far.



JOB DESCRIPTION

JOB EXPERIENCE



(1st Day- 27th September)

I had **already** received a mail from **QuotesLyfe** on the previous night, that is on the night of 26th September and **this mail contained all the seven topics that I was supposed to write for that week.** I had made sure that I would **write one topic every day and submit it** so that it does not get stressful or I face any kind of pressure of submitting my work within the deadline.

On 27th September, I was really excited to start working on the topic that had been assigned to me that day. The topic was **Mahashivratri** and I immediately started researching on it. I was already given **the subtopics** that I was needed to cover, like:

- Introduction to the topic.
- History of the day.
- Significance (Why is it celebrated).
- Ways of Celebration (How is it celebrated).
- When is it Celebrated?
- Interesting Facts (To be written in Points)
- Theme of the Festival/Day in the year of 2022.
- Any Other Important Points.



I started my research according to the subtopics and there was enough information on the internet about the topic, so I did not face any problem in researching on it. There was so much new and interesting information about Mahashivratri that I did not know about before. I included all the relevant information and submitted my assignment for that day. I felt contented and waited eagerly for working on my assignment on the next day. My first day of internship as a content writer was really fulfilling.

1ST WEEK EXPERIENCE



28TH September:

The topic that was given to me on 28th September, was **Holi**. Earlier that day I received a call from my employer and **I was asked to make some changes in the way I write my content** and make it more SEO (Search Engine Operator) friendly. **It was then that I realized that other people can read my article on the internet to refer to their essays.** I was absolutely thrilled and proceeded to write my article on Holi.



Since it is a widely celebrated festival in India, it was really **easy for me to gather information on the topic.** After extensively researching the topic, I wrote my article according to the subtopics and completed my article.

29th September:

The topic given to me on 29th September was **Nuakhai**. **I haven't heard about this festival before,** but then I found that it was **a prominent festival in Odisha, which celebrates harvest and agriculture.**



The word “*Nua*” stands for *New* and “*Khaki*” stands for *Food*. This was a very interesting information for me and **I got an insight of another state’s culture and traditions.**

30TH September:

The topic for 30TH September was **Guru Purnima**. I had always heard about this festival, and people celebrating it with great dedication, but that day I got to **know everything about this festival, how it originated and how is it celebrated in the recent years.**



This day is a great occasion for paying tribute to all our teachers, who work hard to make us the person we are today.

1st October:

The topic for 1st October was **National Sports Day**. This was a **very difficult topic for me, because I did not have any idea about this day, and Sports does not interest me at all.** I was really worried about how I would be able to complete 1,200 words.



As expected, I was falling short of content so I resorted to quoting lines from some of the famous athletes. Anyhow, I completed my assignment and submitted it.

2nd October:

I was really excited for the topic on 2nd October, because the topic was **Durga Puja** and it is my favourite festival. But before I could start writing my article, I received an email from QuotesLyfe, which stated that the part where I had written the quotes from athletes cannot be considered and is considered as plagiarised. I immediately rectified my mistake and submitted the corrected article.



Then I started working on my article on **Durga Puja**, and I had a lot of knowledge about the festival myself, so it was really fun and interesting to write, and I completed my article quickly.

3rd October:

The topic that I received for 3rd October, was **Paryushan**. This was another festival that I haven't heard about before, but then came to know that it was festival celebrated by the Jains, to get rid of their sins and purify themselves. I had a great time learning about another religion's culture and tradition but I

was falling short of content on the topic. But I completed the article after facing some difficulty in finding relevant content.



I also asked my employer if I could make the article less than 1200 words, but then I was asked to inform them early if I was falling short on content, then they will change the topic entirely.

That was the end of the first week of my Content Writing Internship and it was really enriching and I felt satisfied after writing all those articles and researching extensively on the given topics.

2nd Week Experience



After completing all the articles assigned to me on the first week, I received the 2nd Week's seven articles via email, on the night of 3rd October.

One of the topics assigned to me was **Hug Day**. I researched on the topic but could not find enough content. So, I immediately asked them to change my topic, and they assigned me an article on **Hiroshima Day**.

4th October:

The topic that I chose to write on 4th October was **Halloween**. I have a keen interest in Halloween and things related to ghosts, so I was pretty excited to write on this topic. I got to learn so many things about Halloween and I used to think it was an American Festival, but it was actually originated in Ireland.



The interesting points section of the article was really fun to write as the facts about Halloween were really interesting and after including all the other relevant information about the topic, I submitted it.

Later that day, I received an email from QuotesLyfe, and that email consisted of an appreciation letter and motivation for me to keep working hard.

5th October:

The topic for 5th October was **Indian Navy Day**. I was really proud to know how the **Indian Navy** works continuously to keep us safe.



I was facing some difficulty in meeting the word limit, but I managed to complete it and submitted my article.

6th October:

The topic for 6th October was **Farmers Day**. This was a pretty easy topic to complete, because India is basically an agricultural country and farmers play a significant role in increase the country's economy.



I found enough content on the internet and completed my article for that day.

7TH October:

The topic for 7th October was **International Day of Charity**. I was not aware about the topic before but after researching about it, I found some information on it and included all the relevant points in the article.



I was gradually understanding how to make the article relevant and to the point inspite of falling short of contentand this helped me to complete my articles without any difficulty.

8th October:

The topic for 8th October was **Columbus Day**. I had never heard about this day before and I was worried that maybe being an uncommon topic, there wouldn't be enough topic available on the internet.



After researching, I found out that **Columbus Day** is celebrated in the **United States of America** to glorify Christopher Columbus who contributed to the discovery of America. I also learnt about variouscontroversies among the American, as some of them believe thata person named **Leif Erikson** was the first person to find the **Americas**. Some of the states in America don't even celebrate Columbus Day because they do not agree to give the credits to Columbus. Apart from this I included several other interesting points and then submitted by article.

9th October:

The only topic left for the week was **Hiroshima Day**. I assumed that this topic was related to the bombing of the Japanese city of Hiroshima, and indeed this day is held in memory of the tragic incident and promotes peace around the world.



There was **enough information on the internet** and the facts that I learnt about the war and its consequences **were really disturbing**. I completed my article and submitted it.

With this, I had **completed all the articles assigned to me in the second week** and I was waiting for the third week. By now, **my enthusiasm was a bit low** because it took the whole day to write the articles, and I couldn't do anything else. But **despite that, the topics were fun to write** and I was waiting for rest of the topics on the following week.

3rd Week Experience



The topics for the 3rd Week was **already** assigned to me on the previous day and so I started working on them.

11TH October:

The topic for 11th October was **International Nurses Day** and it was a very nice and interesting topic. I learnt about **Florence Nightingale** and how she inspired so many young girls to follow her path.



I got a lot of content on the internet and I submitted my article on time.

12TH October:

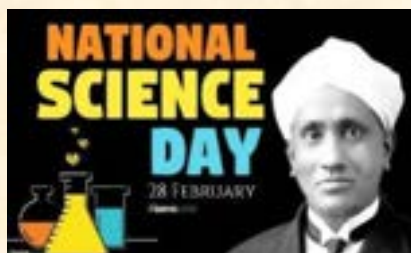
The second topic for the week was **World Poetry Day**. I was falling short of content but I managed to complete my article and fill it with relevant and interesting facts.



It was an enriching experience to learn about all the eminent poets and authors in the world and the day dedicated to them.

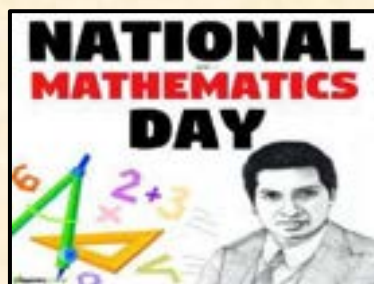
13th October:

The third topic for the week was **National Science Day**. I found a lot of information about the topic on the internet and submitted my article on time.



14th October:

The topic for 14th October was **National Mathematics Day**. There was sufficient content on the topic on the internet so I could complete my article with ease.



It was awestruck to learn about **Shri Srinivasa Ramanujan** and how much he had contributed to the field of mathematics.

15th November:

The topic for this day was **National Technology day**. It was almost similar to **National Science Day**, but I made sure that it was unique and did not repeat any of the points.



There was **enough** content on the internet and I submitted my article on time.

16th November:

The topic for 16th November was **World Theatre Day** and I was **falling short of content** but still somehow **completed my assignment**. I included every relevant point I could find, and **made it interesting**.



17th November:

The final topic for the week was **World Kidney Day**. This was a topic that I knew I wouldn't get enough topic so I asked my employer to change it, but I hadn't heard from them yet. This was very unlikely of them but I thought maybe they are busy celebrating Navratri or Durga Puja.



Since I had no other option, I had to write my article on World Kidney Day, and then I submitted it.

With this I had completed all the articles assigned to me that week. I was really glad I managed to complete all my articles on time and did not lose focus due to all the festivities and celebrations.

4TH WEEK EXPERIENCE



I was **really excited** because this was my **last week as a content writer** and I just had nine more articles to complete. But things **did not go as well as I thought it would**.

18TH October-21st October:

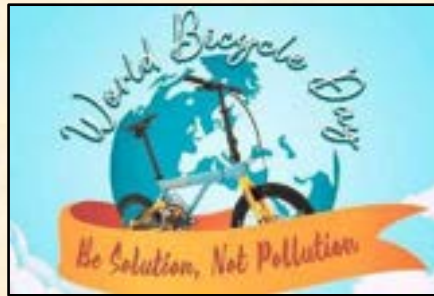
After submitting my last article on 17th October, I was hoping to receive an email from my employer but I did not get any. I thought maybe I will receive the email the next day, but I still didn't. So, I called my employer and informed them that I haven't received my articles yet. They informed that I will receive my topics the next day, as my employer was on a vacation. I was kind of relieved but I still was a little bit anxious, but all I could do is wait.

When I did not receive the topics even on the next day, I sent an email reminding them that I still haven't received my topics. I couldn't sit patiently or concentrate on anything else, but did not want to disturb my employers so frequently, as it might annoy them. Later that day when I couldn't tolerate the anxiety anymore, I decided to call up my employers again. This time they said I would receive it in an hour, and I really did.

Therefore, after 3 days of waiting, I got my topics for the week. Since I had 9 topics left, my internship would end on 30th October. I started working on the topics from the next day.

22nd October:

The topic for 22nd October was **World Bicycle Day** and I wrote about the importance of bicycling and important it is, both for our health and environment.



I had a lot of content on the internet, so it was really easy for me to complete the article.

23rd October:

The second topic of the week was **International Justice Day**. I wrote about how important justice is and how everyone in this world deserves it.



This article was really interesting to write as it included criminal justice and things related to it. These matters interest me a lot, so I had a wonderful time writing about it.

24th October:

The third topic for the week was **World Autism Day**. In this article I stated how important is it to be aware of autism and ways by which we can identify it and treat it.



There was sufficient content on the internet and I completed my article and submitted it.

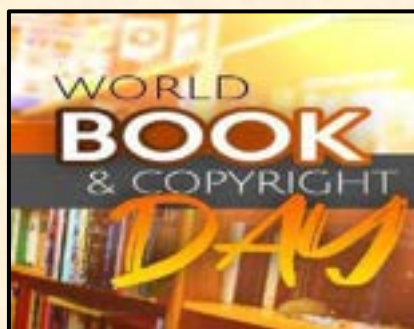
25th October:

The topic for this day was **World Water Day**. All of us know how important water is, so it was really easy for me to complete my article. There was enough information on the internet.



26th October:

The topic for 26th October was **World Book and Copyright Day**. I faced some problems in finding enough content but then I managed to complete it.



27th October:

I took a break on 27th October, because I was not feeling well.

28th November:

The topic for this day was **Coconut Day**. I didn't think I would find any content on the topic, but surprisingly I found more than enough content on it and could easily complete my article.



29th October:

The topic for 29th October was **National Consumers Day**. I wrote about how important consumers are important and why they should be aware of their rights and duties.



I included all the other important points and submitted my article.

The Last Day-30th October:

Time really does fly fast, and finally it was the last day of me working as a creative content writer in QuotesLyfe. My feelings were mixed, I was partly relieved that I wouldn't have to write 1200-words article every day, but partly I was sad because I knew I am going to miss working here.

I proceeded to write the final article of my internship, and the topic was **Human Rights Day**. I wrote about the significance of Human Rights and how

every person in the world should make sure that they have every basic right and are treated fairly.

With this I had submitted all the 30 articles assigned to me. This internship meant a lot to me and made me feel productive and satisfied. I was eager to start working as a content writer again in other organizations.

I had started working in another organization called Yung Unitee, and I worked there as a content writer from 27th October to 27th November.

I received my stipend from QuotesLyfe on 1st November and Internship Certificate on 4th November.

All of the articles submitted by me were published in the official website of Quoteslyfe.

EXPERIENCE GAINED



“Every New Experience Brings Its Own Maturity and A Greater Clarity of Vision.” – Indira Gandhi

The best thing I gained from this one-month Internship was Experience. I want to become a content writer for a newspaper and this internship helped me to get experience in the field. It also helped me to actually experience my dreams in a professional setting.

During my internship I had to perform extensive research on every topic. This helped me to improve my patience and I looked into every website and link that offered information on the topic. I also learnt a lot of things after researching in depth.

I did all the work myself, from finding and getting hired for the internship to submitting the last article. This made me self-dependent and responsible. This also helped me boost up self-confidence.

To put it precisely, the internship played a significant role in my life because it was the first time working in a professional setting and as an intern. I also earned my first ever stipend in my life, after completing my internship. Apart from being a part of my curriculum, this internship helped me to understand and analyse my skills and an experience in working in an environment other than my college or among my peers.

I had also attended several interviews during this period, and that helped me to increase my confidence and speaking skills. I also got a first-hand experience of what real-life interviews would be like.

This one-month internship has been very fulfilling and rewarding.

CONSTRAINTS FACED AND SOLUTIONS FOUND



My internship had been pretty great throughout the month and my employers have also been very friendly and cooperative, but here are some of the constraints that I faced:

- Most of the topics given to me were very uncommon and I had a very difficult time find the content and meet the given word limit. But eventually I understood how to find relevant points in an uncommon topic and complete it.
- The word minimum word limit for the article was a bit too much and it was really difficult for me to find relevant content to meet the limit. It also consumed a lot of time during the entire day. But eventually I got habituated to the routine, and it was easy for me.
- My employers did not communicate when they were on a vacation, and that caused me a lot of anxiety as I was left clueless during the entire situation. But when I reached out to them, they clarified everything.

Hurdles and mistakes only make us strong and experienced. All of these factors helped me to understand and tackle the situations better.

ROLE OF COMMUNICATIVE ENGLISH IN ON-THE-JOB- TRAINING



Communicative English plays a very important role in On-The Job-Training. The subject helps us to improve our skills of reading, writing, listening and speaking. All of these factors help us to build a strong personality before we appear for interviews or any other important professional work.

Good communicative skills and English proficiency is very important for interviews, because it is the first impression that matters. This can help us to get great career options and increases our chances of getting a wonderful job. Lack of proper communication skills might just do the opposite.

English is the most commonly used language, and it is used globally. Infact, all the content writing jobs that I had applied for required interns with good English skills. It is also used as the main language for interviews or in every other professional setting. It helps a person to express their feelings and concerns freely and everybody else could understand them very easily.

Apart from making us proficient in English Language, Communicative English gives us practical knowledge about how we should present ourselves in a professional setting and how to give the best of ourselves to make a good impression.

One of the main aspects of communicative English is Creativity. It was due to this reason mostly, that I could complete all my articles and make them unique and interesting.

Some of the skills that I used are:

Writing- this was a very important factor as it helped me to complete all my articles and submit them on time.

Reading- Reading the instructions given to me and writing accordingly and also reading and understanding the information from the internet to complete my assignments.

Speaking- I used the skill while informing my employers about my doubts and also this is how I was chosen as an intern after the intern.

Listening- This skill helped me to analyse the instructions and have an interactive conversation with my employers which helped me to complete my tasks better.

To sum up, Communicative English has helped me in getting internship as a content writer, which helped me to improve my skills and gain experience. This increases my chances of getting a good career in future.

TOOLS USED



- **Computer-** For typing out the articles.
- **Google-** To perform research on the topics.
- **Diary-** To write down my daily experiences.
- **Email-** To send the articles and receive instructions.

CONCLUSION



As my internship as a creative Content Writer ended, I felt really accomplished as I had submitted all the articles within the deadlines and had given my best. I used to be very afraid of public speaking, but all the interviews and speaking with the employer made that fear go away and helped me get a better personality.

ANNEXTURE



Internship certificate:



PARTICIPANT'S PROFILE

NAME- SWASTIKA MITRA

CLASS- SEMESTER V

SUBJECT- COMMUNICATIVE ENGLISH [MAJOR]

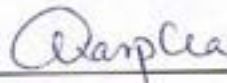
ROLL NUMBER- 19/BAV/0054

REGISTRATION NUMBER- 013-1211-0262-19

COLLEGE- GOKHALE MEMORIAL GIRLS' COLLEGE

YEAR- 2021

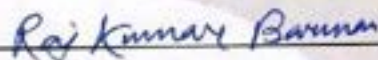
Endorsed by:



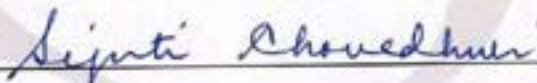
Signature of the Principal

Principal
Gokhale Memorial Girls' College

24 JAN 2022

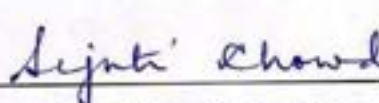
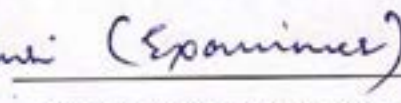


Signature of the Head of the Department



Signature of the Project Supervisor



Signature of the External Examiner

Signature of the Internal Examiner



JOB PROFILE

This internship in Shoppers Stop Limited as an HR Intern was my first internship ever. Here I was allotted several kinds of work during the one-month period.

- My very first work on a daily basis was to check if all the employees on floor are properly groomed or not as they are the ones who directly interact with the customers in order to make sales. Hence, they need to be there on floor in a presentable manner.
- Another very important task that I was allotted to do was to regularly follow up with the security head that whether the employees are on time or not. Also, I was asked to check with the department managers regarding their employees' punctuality.
- Taking and conducting interviews almost regularly, both face-to-face and telephonic was an important task.
- My manager assigned me to do the documentations for the audit and to check if all are documents were properly arranged. After the completion of documentations, scanning and uploading them for the online audit was one of the most important tasks.
- I also made few arrangements for the annual event of Shoppers Stop that fortunately took place in between my internship period.
- As some of our store employees took part in the annual cultural event, I had to look after their rehearsal arrangements and whether they are properly practising or not. As some of our store employees took part in the annual cultural event, I had to look after their rehearsal arrangements and check whether they are properly practising or not.
- I was also asked to call up the selected Department Managers and conduct the online test for them.

The above-mentioned works are just a glimpse of what the works I did as an HR intern in the one-month long internship for Shoppers Stop Limited.

INTERNSHIP CERTIFICATE

SHOPPERS STOP

10th December 2021

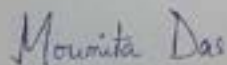
TO WHOM IT MAY CONCERN

This is to certify that Miss Swastika Mitra a student of Gokhale Memorial Girls College, Kolkata has successfully completed her internship project from 10th November 2021 to 10th December 2021 on "Entire HR process and policies of Acropolis-Shoppers Stop & driving multiple In-Stores Activities and Events." at Human Resource Department of Shoppers Stop Limited.

During the period of her internship she was found punctual, hardworking, dedicated towards her work and very cooperative with seniors.

We wish every success in her life.

For Shoppers Stop Limited



Moumita Das
Customer Care Associate &
Unit Human Resource Head



ACKNOWLEDGEMENT

I am thankful to everyone who supported and guided me throughout the entire internship period. I would like to express my gratitude to them for their sincere guidance and productive advices that helped me to do my internship without any obstacles. I express my heartfelt gratitude to **Dr. Atashi Karcha**, our **principal** for giving me the permission for the on-the-job training. I sincerely thank **Mr. Rajkumar Barman**, our **Head of the Department** for providing us with all the infrastructures and required facilities to complete the OJT Project successfully.

I would like to extend my heartfelt gratitude and acknowledgement towards **Mrs. Sejuti Chowdhuri**, our **Project Supervisor** for her endless encouragement and support throughout my internship programme. I could never complete this internship so smoothly without her constant support in anything and everything.

I would also like to thank my office colleagues and seniors of **Shoppers Stop, Acropolis** for their subtle care and support throughout my training programme. I would also like to thank our faculty member of Department of Communicative English, **Miss. Monami Ghosh** for her sincere encouragement. Thanks to my parents for their care and support.

Lastly, I would like to thank **the University of Calcutta** for including this “**One-month On-The-Job Training**” in our syllabus.



DECLARATION

This report is based on the One-Month On-The-Job-Training as an HR intern in Shoppers Stop is submitted by **Swastika Mitra**.

Roll Number: **19/BAV/0054**

Registration Number: **013-1211-0262-19**

The surveyor is a student of **B.A. Semester-5 Communicative English (Major)** of **Gokhale Memorial Girls' College** under **University of Calcutta** and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

Signature - _____

Date - _____



PREFACE

An internship is a period of short-term work experience offered by organisations or companies, which is usually undertaken by college students or recent graduates to gain professional learning experience. It gives a student the opportunity for career exploration and development, and to learn new skills. An internship can be of part time or full time, paid or unpaid, and can last from a month or more, depending on the requirement of the company or the student. In this competitive job market, having a good degree or theoretical knowledge is not enough to stand out. Real life work experience and practical exposures through an internship is a brownie point of any individual applying for a job.

Focusing firmly on training, Internship provides with a supervised, structured learning experience in a professional setting that enables to gain valuable work experience in a student's chosen field of study. It also helps a student to learn new skills and gain more confidence in one's abilities. In simple words, internship helps in career and skill development. It also enables us to create professional networks and work contacts and also acts as an important stepping-stone to securing a job and climbing the first rung on the career ladder. Another very important pros that an internship possess, is to enhance resume by making it heavier with more practical exposures.

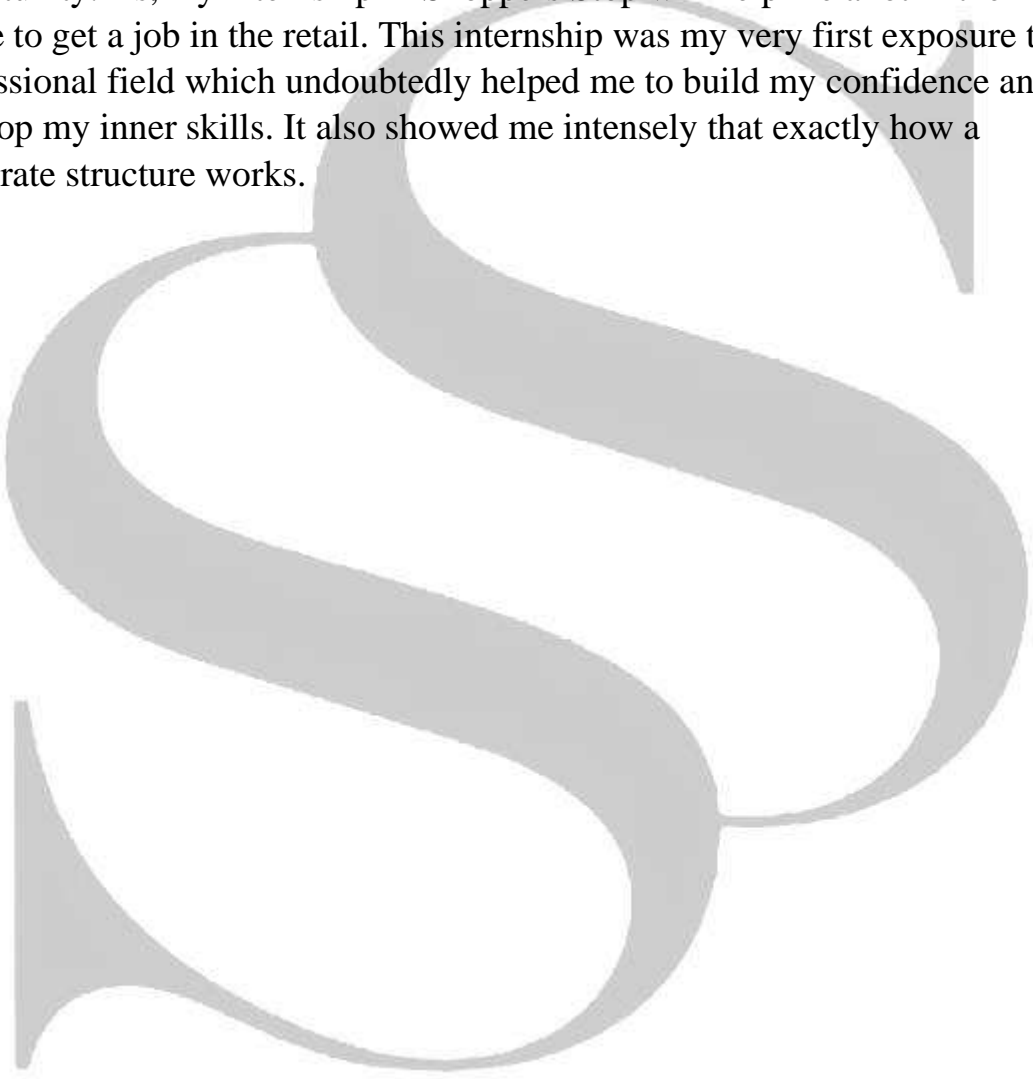
On-the-Job training is a form of training provided at the workplace to nurture the skills and abilities of an individual. It provides with written or verbal instructions and demonstrations to the students. OJT typically involves hands-on practice and orientation while also including mentoring from an experienced employee or supervisor, who can pass on company-specific knowledge and skills. While learning, part of on-the-job training is to face the challenges that occur during the performance of the job. On-the-job training is easy to arrange and manage and it simplifies the process of adapting to the new workplace.

Communicative English is a major course introduced by UGC under Calcutta University. The On-The-Job Training is a part of the syllabus in the Semester-V. This course makes every student work in a media or corporate for a month which makes us future ready. The OJT helps us to gain a professional experience with more real-life exposures. The experience is submitted in the

form of project as a part of Paper CC-12. The knowledge we acquire from the entire training period highly benefits us in our future workplace.

Every company nowadays looks for experienced candidates over their academic degrees. Hence, this course helps to fulfil the criteria bringing out the eligibility of the students.

For Example, if I ever wish to work in any Retail (Corporate) sector as an HR then I feel, as a fresher I would be much more ahead and capable to get an opportunity. As, my internship in Shoppers Stop will help me a lot in the near future to get a job in the retail. This internship was my very first exposure to a professional field which undoubtedly helped me to build my confidence and to develop my inner skills. It also showed me intensely that exactly how a corporate structure works.





HOW I GOT THE JOB

After I had chosen this course for my graduation, I googled and went through the syllabus beforehand. I got to know that I have to do an internship as a part of the curriculum in my final year, I was very much aware of it since then. As a student of Communicative English, I knew internship was one essential and fun part of our course and our professors and seniors had made it very clear from the first day of college.

From the very beginning of our final year, we were being asked to search for jobs rather internships so that it doesn't get getgets delayed. We were open to apply for any jobs, be it in media or corporate that we wish to. I basically wished to do an HR internship but didn't really expect to get one. Hence, I started making list of some media houses. Our professors also provided us with some internship opportunities as their suggestions. I started calling up the media houses and visited them to drop my CVs. As a backup plan, I started applying in several job search apps for an HR internship keeping zero expectations that I'll get one.

Unfortunately, I was hardly getting any calls or responses from the media houses as most of them were not accepting interns due to the latest covid situations. Though, I was getting some HR internships through the online apps but most of them were either for work from home internships or not meeting my criteria. I didn't want to do my first internship online where I was allowed to do it offline. Therefore, I ignored those openings and waited for a better option. At times, the pressure of getting one was bothering me as half of the class got some internships or the other. Still, I didn't rush and was keeping hope.

Then one fine day, my cousin brother suggested me to visit any shoppers stop store and drop my CV there as he was a visual merchandiser intern in shoppers stop, as well. He informed me that they hire interns. I did the same as suggested, and was called for an interview in Acropolis store on 6th November around 11AM in the morning. I went for the interview without any expectations and surprisingly I got selected and was asked to join from 10th November as an HR Intern. It was a dream come true moment for me.

10th November I walked in the office with a mixed feeling of both nervousness and excitement. It was my dream to work as an HR intern as I wish to professionally become an HR someday. This how I started my OJT journey.



MAIN PROJECT



JOB PROFILE

This internship in Shoppers Stop Limited as an HR Intern was my first internship ever. Here I was allotted several kinds of work during the one-month period.

- My very first work on a daily basis was to check if all the employees on floor are properly groomed or not as they are the ones who directly interact with the customers in order to make sales. Hence, they need to be there on floor in a presentable manner.
- Another very important task that I was allotted to do was to regularly follow up with the security head that whether the employees are on time or not. Also, I was asked to check with the department managers regarding their employees' punctuality.
- Taking and conducting interviews almost regularly, both face-to-face and telephonic was an important task.
- My manager assigned me to do the documentations for the audit and to check if all are documents were properly arranged. After the completion of documentations, scanning and uploading them for the online audit was one of the most important tasks.
- I also made few arrangements for the annual event of Shoppers Stop that fortunately took place in between my internship period.
- As some of our store employees took part in the annual cultural event, I had to look after their rehearsal arrangements and whether they are properly practising or not. As some of our store employees took part in the annual cultural event, I had to look after their rehearsal arrangements and check whether they are properly practising or not.
- I was also asked to call up the selected Department Managers and conduct the online test for them.

The above-mentioned works are just a glimpse of what the works I did as an HR intern in the one-month long internship for Shoppers Stop Limited.



COMPANY PROFILE

Shoppers Stop is an Indian departmental store owned by the parent company, K Raheja Corp. It is headquartered in Mumbai. It is an online and offline Indian retail departmental store which keeps apparel, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and décor products catering to the needs of the entire family. In India there are 86 stores across 48 cities. Shoppers Stop is home to a multitude of leading international and national brands. They aspire customers a memorable international shopping experience. They claim itself as one of the largest chains of departmental stores across India. (Wikipedia, 2020) The brands under Shoppers Stop are Aeropostale, Celio, Spykar, Vanheusen, Arrow, Color Plus, Levis, Vero Moda, AND, Allen Solly, Global Desi, W, Biba etc. Even it has its own private brands such as Fratini, Stop, Life, Altlife, Insense, Bandeya, Haute Curry, Kashish, IVY etc. It expands its operation to Bangalore, Mumbai, Hyderabad, Jaipur, Delhi, Chennai, Pune etc and is today recognized as India's premiere shopping destination.

Shoppers Stop Ltd. was opened its first store in Andheri, Mumbai on 27th October, 1991. Shoppers Stop was incorporated as a private ltd. company on June 16, 1997 and later was converted into a public limited company on October 6, 2003 under Companies Act. Prior to its incorporation two of the existing stores in Mumbai and Bangalore were run by a division of Ivory Properties and Hotels Limited (IPHL) under the brand name Shoppers Stop. Soon after its incorporation, IPHL executed a conducting agreement which give it a right to participate in running the departmental stores.

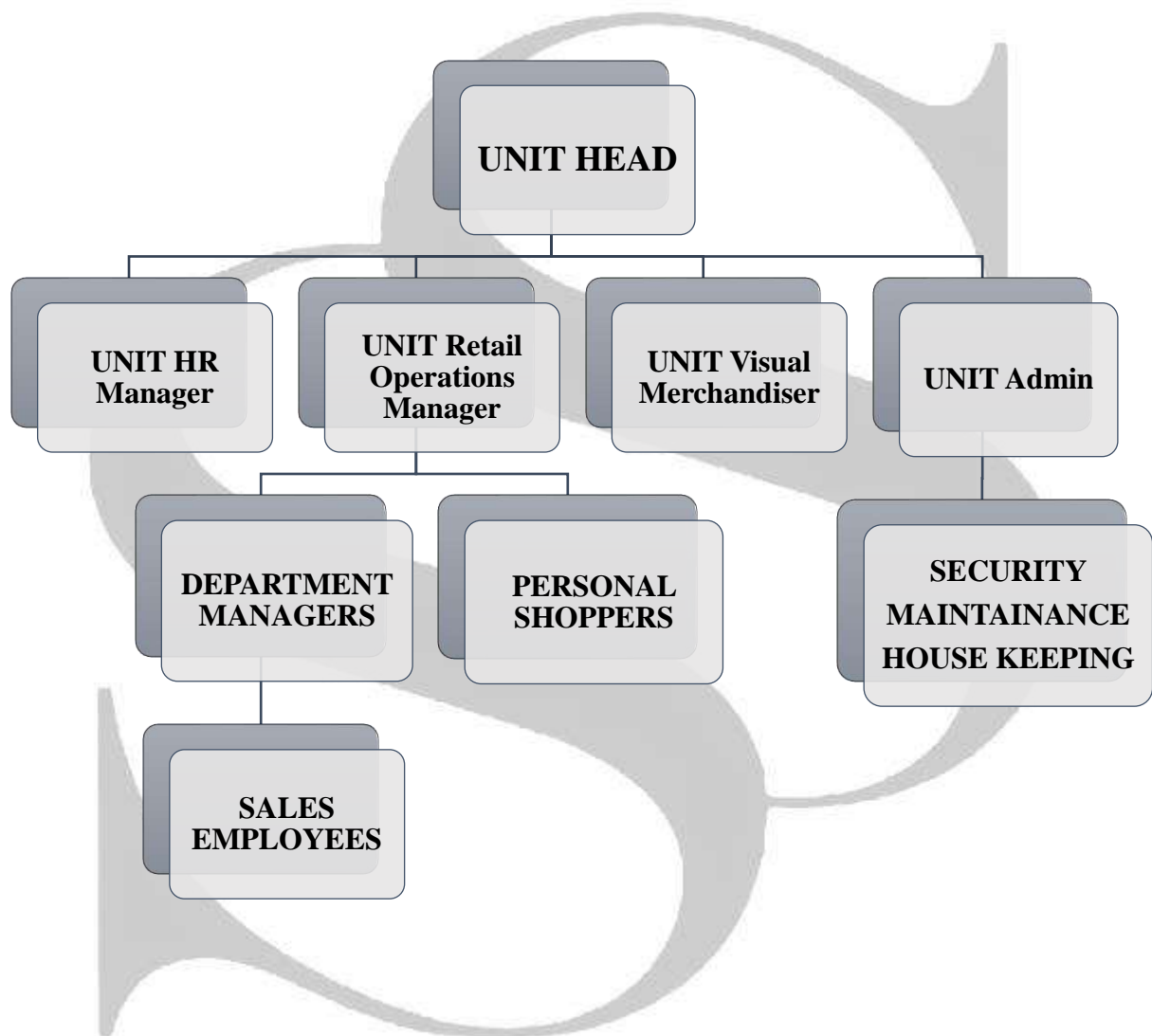
Vision of the company is "To be an inspirational and trusted brand, transforming customers lives through fashion and delightful shopping experience every time." Mission of the company is "Nothing but the best."



Shoppers Stop Logo

PARENT COMPANY	K Raheja Corp.
TYPE	Public
INDUSTRY	Retail
TAGLINE/SLOGAN	Start Something New
BRAND USP	New Styles and Presence in all Major Metros
WEBSITE	https://www.shoppersstop.com/

ORGANISATIONAL STRUCTURE





JOB DESCRIPTION



WEEK'S EXPERIENCE

1st DAY'S EXPERIENCE

(10th November 2021)

10th November, 2021 was the day I officially walked into Shoppers Stop, Acropolis as an HR Intern for the first time. Previously I had visited the office twice, once to drop my CV and second when I was called for the interview but on this very first day the feeling was something different. I was a little nervous and excited both as this was my very first Internship and also because I had a dream to work as an HR intern. I was too eager to know that how this corporate actually works.

I was asked to report in office at proper office hours, that is by 10.30 A.M. There I had to entry my name and in-time at the staff entry. Then, I was instructed to positively attend the morning meeting that sort of reminded me of my school days. As, the morning meeting was a regular thing there like a school assembly where there is a shoppers stop anthem played and sung by the authorities and employees, then the unit head or the managers conduct the meeting with the employees regarding the previous day sales, conversion and on day target to achieve. After the meeting, my manager i.e., Moumita Ma'am told me to get acquainted with all the brands' names and employees so that it is easier for me later to interact and deal with them for any professional reasons.

Then, Moumita ma'am told me to sit with her and observe the interviews she's taking so that I can also take them proficiently after a week maybe. As, it was my first day she didn't assign much tasks, I was asked to sit and observe what and how she's doing.

After all the managers in the back office reported, she introduced me with everyone there. It was great to interact with them, the ones I worked I'll work with for the long one month. During the lunch break, we had our lunch together and I was so happy to see that how they were sportingly involving me into everything.

Then before leaving, Moumita ma'am and everyone asked me whether I was comfortable with them or not and she said she was quite impressed with my work and activeness. Everything went well on the first day and I was looking forward to more interesting interactions and works.



1ST WEEK'S EXPERIENCE

(10th November-17th November)

The first day was unexpectedly a great one. I really couldn't expect the people whom I'll be working with would be this friendly and affectionate towards me since the day one. In this week, I basically had to do desk works and taking interviews. Also, the task of following up with the floor employees and the department managers regarding their punctuality and presentation was my everyday duty.

11th November

After checking with the employees, Moumita ma'am informed me that in this entire week and in the next week also I've to proceed with the audit documentations as the audit was on 24th of November. So, we had to rush with it. This day she gave me the departments' list and the names of the respective department managers whom I had to follow up with during my audit period.

She then asked me to start with the documentation of Women's Ethnic and Kids department. There my work was to separate the documents of each employee in a proper sequence of that particular department. There were almost thirty-five employees from that department which took me the entire day to complete the work.

12th November

This day after the morning meeting and checking with the employees, I sat with the documentation of Men's ethnic department where my work was the same as to sequence the documents of the employees of that department. There were some missing documents of some employees for which I had to inform the department manager to get the documents ready as soon as possible.

Also, I observed two interviews that day, one telephonic and the other was face to face. Moumita ma'am and the operations manager, Arindam Sir used to take the interviews. I observed both of them while they were taking, the questions and the responses.

13th November

On this day, I was given a new task to call up the security in the staff entry to take the updates of the new CVs that were dropped and asked them to send it to the HR.

Then again, I sat with the documentation process of Men's Western department.

After I completed the work, I was asked to discuss with the unit head ma'am and give some innovative ideas of conducting a morning activity for that week. In shoppers stop, they usually conduct activities weekly or monthly for the employees to boost them up before opening the store for the customers. Then we came to a solution and decided to do a Dandiya Dance activity on 15th November.

15th November

This day I had to go to office a little early because I was assigned to conduct the activity and make the arrangements of the sound box and dandiyas. The employees were also asked to report early by 9.30 for the morning activity. The activity was for an hour. We played music for them and they were actively participating in the dandiya dance. We the back-office team also joined them. It was really a great engagement.

After the activity, the store opened at 11 am as usual and everybody got back to their work. This day I completed the documentation of the Women's Western and Home department.

16th November

This day was a little special to me as I took a face-to-face interview of a job applicant for the very first time. Taking interviews is my favourite part of the HR job as I like to interact with new people and analyse them accordingly. I was happier because it was really pleasing for me to see how Moumita ma'am relied on me and gave me the responsibility to take the interview. It really built my inner confidence.

Also, I did the documentation of the last department which was the Non apps department. There were almost sixty employees in that department so it took me another two days to complete the documentation.



2nd WEEK'S EXPERIENCE

(18th November-25th November)

The works I did this week was something different from the previous week. It was basically scanning of the sorted documents for the audit. Also, learnt few more interesting new works.

18th November

After completing the documentation process, Moumita ma'am showed me how to scan the documents. Scanning and uploading the documents online was something new I learnt.

This day I started with the scanning of ethnic and kids' department and completed them lately almost in the evening which was a quite tiring job.

19th November

This day I completed scanning the next department's documents which is the men's ethnic and western department.

In between scanning, I took three interviews and learnt a new work.

Moumita ma'am taught me how to screen CVs and line up the interviews. Also, she gave me a bunch of new CVs to screen and select the applicants. This was an interesting job.

20th November

On this day, I learnt another new thing that is how to regularise attendance of the employees. That was indeed something really productive as this knowledge requires in every company be it a retail or a pure corporate.

Then again, I processed with the scanning and completed the scanning procedure within the next two days.

22nd November

After the completion of scanning, Moumita ma'am showed me how to upload the documents for the online audit.

I uploaded all the documents on that day itself and Moumita ma'am and the rest out there were really impressed with my work.

24th November

On this day we had our final audit. Right after the morning meeting, Moumita ma'am and me rushed to the back office as we had to check and revise the final uploads. The audit started at 12 PM and Shoppers Stop, Acropolis's audit was a success without any hassle.

After the completion of audit, as few interviews were pending, I took some of them.

Also, we had our annual event on 8th December, Moumita ma'am involved me in the event planning and discussion with the other HRs and Area HR head.



3rd WEEK'S EXPERIENCE

(25th November- 2nd December)

This week was of a little fun. After the audit and all the desk works, this week included some physical works and activities. Got to learn new things too.

25th November

This was a whole new week with some fun works and activities. After the morning meeting and checking up with the employees, Moumita ma'am explained me nicely what the annual event "Paarichay" is all about. Paarichay is held every year and this year it was held in Kala Mandir where all the stores participated. That event is basically an annual competition between the stores. So, Moumita ma'am explained me with my responsibilities for this week and the next week as the event was on 7th of December.

After explaining the whole thing, she taught me a new thing that is how to conduct and take interviews for the position of Department Managers.

Then in the 2nd half, I had to make arrangements for the event rehearsals and explain the employees those who were participating that how to balance with the work schedule and the practice time. This schedule was to be followed till the event is done.

26th November

After the morning meeting, Moumita ma'am informed me that the area HR head and all the HRs from others stores will be coming to our store for the event meeting.

After that, I screened some CVs and called them up for an interview. Also, Ma'am gave me a list to arrange some things for the event rehearsals by assisting the house keeping team.

After all the HRs arrived for the meeting, Moumita ma'am asked me to be in the meeting as it was an HR team meeting where I had to present some ideas for the event. The best part was, after the meeting was over the area HR head, Sumit Sir was impressed by my communication skills and he instructed Moumita ma'am to give my name in the committee member's list for the event. I was

happy to know that I was an important part of the event where I'll be working as a committee member on the event day.

28th November

On this day, after checking up with the employees and the department managers, I had to rush for the arrangements of event rehearsals because the choreographers would arrive by 12. So, I had to gather all the employees who were participating in practice room and assisted the house keeping head, Bablu Da to arrange the water bottles, carpet and sound system for them to practice.

Then in the second half, I did an interesting task, that is I regularised attendance of some employees as Moumita ma'am was busy with the event works. It was an interesting work as I did it for the first time.

29th November

This day after the morning meeting, I took back-to-back three face-to-face interviews as ma'am was busy somewhere. Taking interviews were always my favourite part of the internship and I was glad to take up the responsibility.

Then I regularised some employee's attendance and made few arrangements for the event.

2nd November

This day, After the morning meeting and after conducting the practice, I went with Moumita ma'am to Shoppers Stop, South City as there was the next HR meeting held for the event. It was a good experience to go to another store for a professional reason and meeting some more new people.

Then after coming back to office, again I had a discussion with the unit head, Chirashree Ma'am regarding the next weekly activity for the employees which was decided to be held on 4th of December. She asked me to conduct a candle lighting activity whole all by myself and get it done properly.



4th WEEK'S EXPERIENCE

(3rd December- 10th December)

This was my last week at work. This thought made me a little sad. But, the work load of this week didn't really give me a scope and time to feel the sadness. Though, the last week was also fun and equally engaging.

3rd December

As the annual event was approaching soon, this day went a little hectic. After the morning duties, I along with Moumita ma'am and Chirashree ma'am went on floor to decide the dresses and jewellerys that our model hunt participants would be wearing in the event.

Then I had to arrange some candles and matches for the weekly employee activity which was on the next day itself. I assisted the house keepers to get it ready by the evening.

After that I sat with Moumita ma'am to make a list of the items that was needed for the employees who were participating. I gave the list to Bablu Da, the house keeping head to buy the things and get them ready before the event.

4th December

On this day I had to arrive office early to conduct the activity. I called for the house keeping to get a table and the candles on which the candle lighting activity would take place. Then after the employees arrived, some of them participated and the winner got chocolates. As I conducted the activity successfully, Chirashree ma'am appreciated my efforts and confidence which already made my day.

Then in the second half, I took some interviews and was also asked to regularise few attendances.

6th December

This day, again an HR team meeting was held in our store. This was the last meeting as we had our event the next day. In this meeting, Sumit Sir elaborated all the HRs and the committee members about our duties and responsibilities.

Then after the meeting, we all had our lunch together and the unofficial meeting still continued.

In the second half, I was asked to check one final time if all the arrangements for the event was alright. I did as per the instructions. Checked all the costumes were perfect or not.

This day all went by the arrangements and excitement of the annual event.

7th December

This was a very crucial day of my internship. I was extremely happy and nervous both for being one of the committee members for the annual event of Shoppers Stop Limited. Also, there was an inner pressure to execute my responsibilities perfectly and prove myself all over again.

I reported Kala Mandir at 7.30 in the morning, as I was instructed to. After reaching there Moumita ma'am again explained me what I have to do. My work was to look after the prizes, whether all the participants and members got the food packets or not and most importantly to look after the dresses and jewelleryes of the participants. And to take proper care of the dresses because we had to return it to our store in a proper manner. Also, I had to look after the participants' makeover.

The event started at 10 AM and ended at near about 5 PM. The best part of the day was, our store Shoppers Stop, Acropolis won the first prize in the talent hunt for the best dance drama performance and one employee of our store won the best male model prize. We all were extremely happy for that. After the event got over, we went to our office to celebrate the success of our store!

8th December

On this day, after the morning meeting I was given a very new and tough job to do. Ma'am asked me to take few telephonic interviews of department managers which was way different from that of the floor staff's interviews. I was legit nervous. Ma'am previously gave me the points to be asked while taking such interviews. Anyway, I took them confidently and ma'am was happy with my performance.

Then ma'am taught me how to conduct online tests for the department managers who gets selected after cracking the interview rounds.

After that ma'am gave me to regularise some more attendances of the employees.

9th December

This day was something different. We had a Corporate Social Responsibility (CSR) Activity on this day where all the HRs of Shoppers Stop Limited come together to lend their hands for the needy ones. There I went along with Moumita ma'am. We went to a club house near Ballygunge where we distributed some grocery items to the needy people of the nearby slum. It was one of the best experiences of my whole internship journey.

After coming back to the office in the second half, a new department manager was waiting for us as he came give his online test. He was selected and therefore he came to give his test. Ma'am expectedly told me to conduct his test as she just taught me the previous day. I conducted the online test for him and explained everything he had to do during the tests.



LAST DAY'S EXPERIENCE

(10th December 2021)

This was the last day of my internship. I entered my name in the staff entry and walked into the office with a heavy heart for the last time as an intern. I couldn't believe this was officially the last day at work. This thought already made me enough sorrowful. In this one month getting up early in the morning to reach office in time had become like a habit. My daily routine for a month completely changed. It was really a strange feeling that this is finally going to end from the next day. In this one month I had experienced both sweet and bitter with my boss and co-workers. This one-month internship gave me a broader outlook of how a retail or rather any corporate sector works. As already I've plans to work in a corporate as an HR manager, hence this experience was very much needed.

After the morning meeting, Moumita ma'am told me that as today was my last day she won't give me much work. She just taught me a very new and helpful thing that how to post job vacancies in online job portals and applications. This was heck of an extremely worthy thing to learn as every companies nowadays are having their job portals and it is one of the most important tasks of any HR. After teaching me, she made me practice and I officially posted one job vacancies for Shoppers Stop in a reputed online job search application.

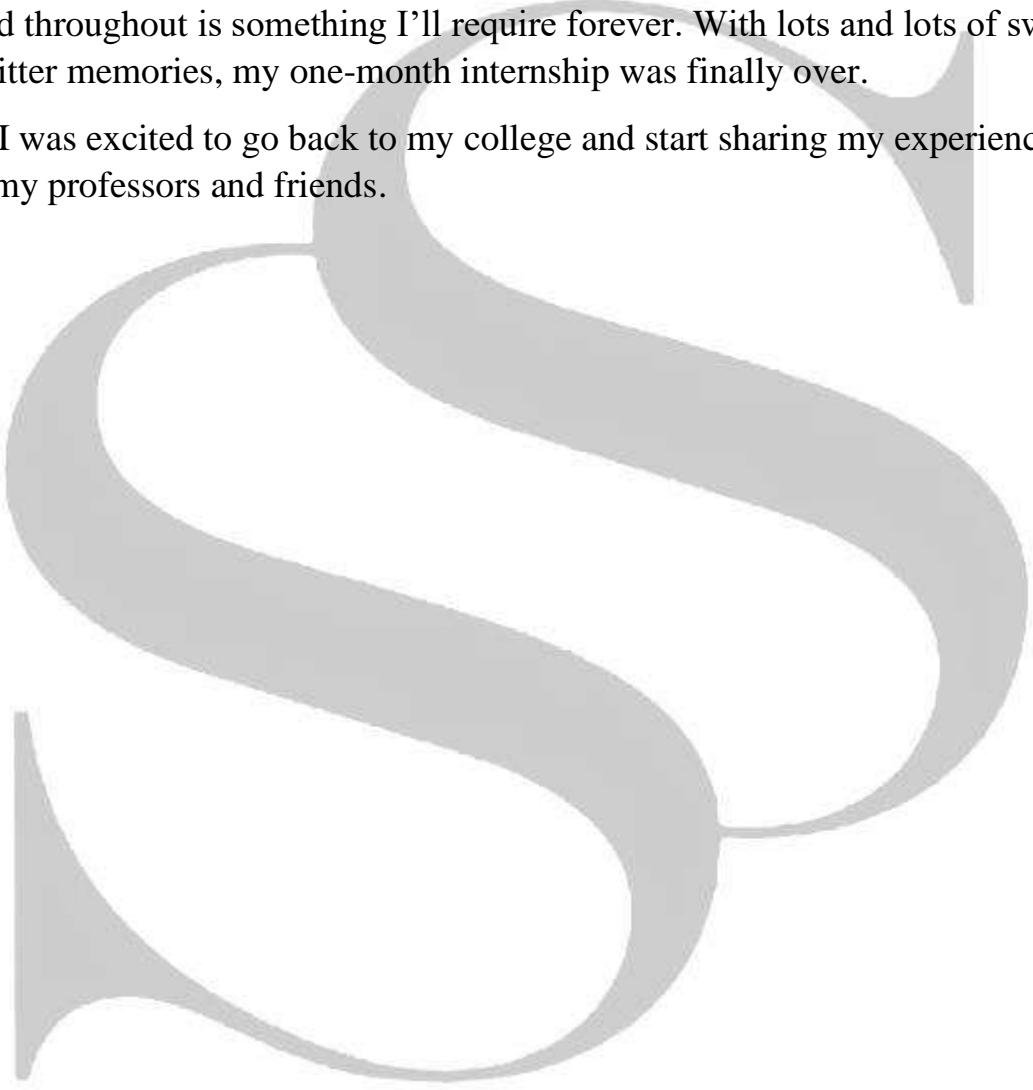
Interestingly as a last gift of my internship satisfaction Moumita ma'am provided me with some new CVs and asked me to take their interviews. As she already knew that taking interviews was my most favourite part of the on-the-job training. This was my last work as an intern there.

I remember this was the last day I had lunch with everyone and it did hit me hard that how much I would miss spending time with these people at work. Chirashree Ma'am and Arindam Sir had become like a friend in this one month and I would miss them the most. I have spent hours with them talking about life and so many things which of course I'll cherish forever. Moumita Ma'am is like a sister to me now. She had scolded me and loved me at the same time. Memories have been made. I might end up working in a better workplace than this in future but this will always be a special one as this was the first job experience of my life.

Now comes the best and the most emotional part of my first internship journey which I'll never forget in my entire life. Something very unexpected happened, that is the entire back-office team gave me a farewell. They arranged a cake and a gift for me which made me in tears. Then they gave speeches for me and I also shared my entire internship journey how it was. I went little emotional but yes, life goes on.

Lastly, all of them wished me luck for the future and praised me for all the works I did. I feel the certificate is just a piece of paper but the experience I gained throughout is something I'll require forever. With lots and lots of sweet and bitter memories, my one-month internship was finally over.

Now I was excited to go back to my college and start sharing my experience with my professors and friends.



EXPERIENCE GAINED

By the end of the four weeks, the most valuable thing I gained from my work place is the experience. The opportunity to work in a Retail (Corporate sector) for a month made me experience things that was very new to me. The experience I gained was strictly professional which built my inner confidence. The knowledge gained and skills acquired through this internship are things that complemented and enhanced the education I obtained in the classroom. To work under such an efficient HR manager and the other authorities of a well-known departmental store like Shoppers Stop was a wholesome experience all together.

In this one month I have met different kinds of people coming from different backgrounds in office and have learned to maintain cordial relationship with each one of them. Sometimes it was difficult to adjust with few people there but then I was asked by my mentor not to take things personally and maintain professional terms with them.

Also, my communication skills have improved to a better extent. I have learned to communicate freely with people whom I met for the first time without feeling awkward. This skill was needed when I was asked to take interviews and interact with the super seniors in the office.

Another important thing of this one-month internship is it has made me way responsible and helped me to be a better person inside out. It has taught me to take up responsibilities and I have also learned to complete all my works within the given deadline. This internship showed me a better version of myself.

“Information is not knowledge. The only source of knowledge is experience. You need experience to gain wisdom.”



CONSTRAINTS FACED

AND SOLUTIONS FOUND

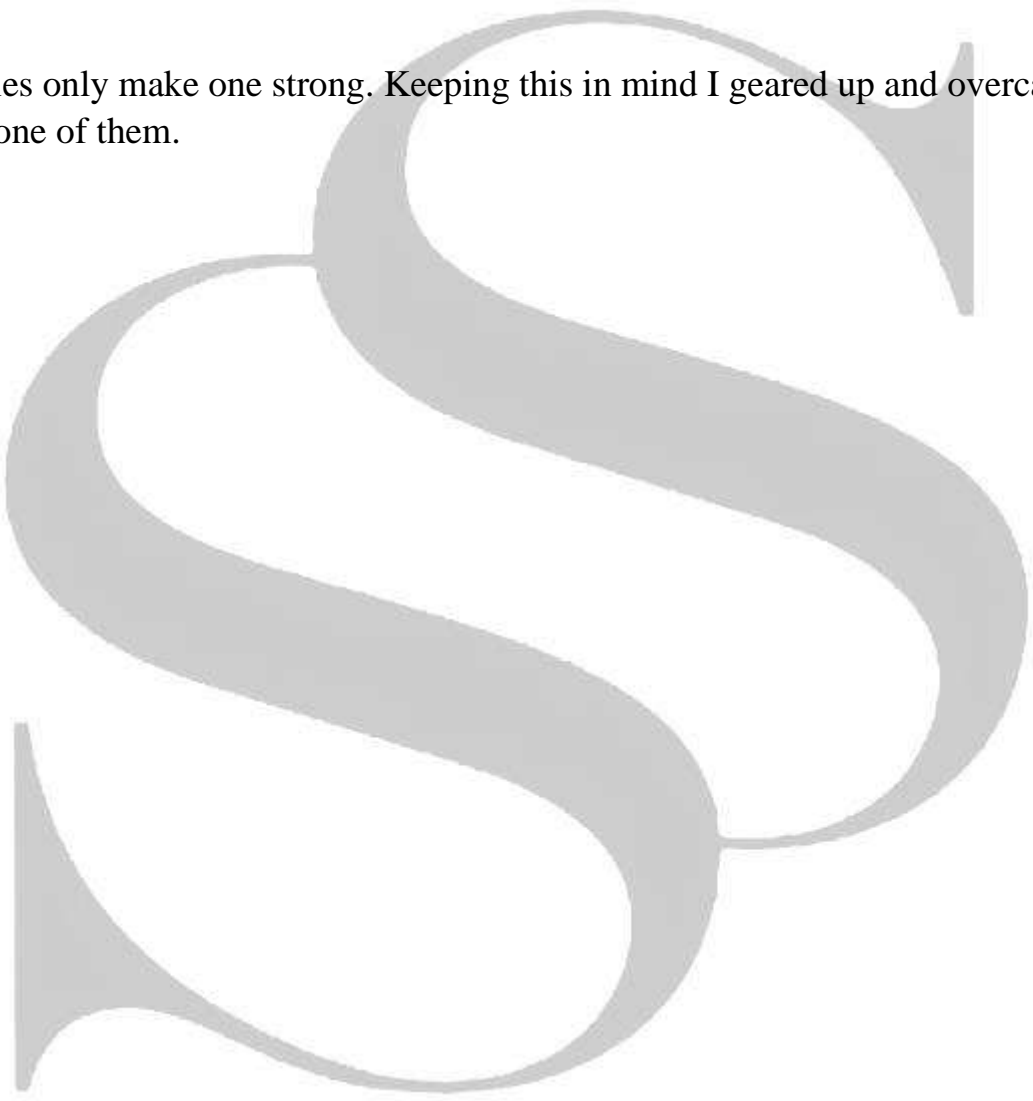
I did come across certain problems during my one month on the job training process. The major reason I faced some problems were because of my inadequate work experience in the corporate. I had faced certain difficulties coping up with the professionals and employees around me.

- Initially, one of the major problems I faced was to communicate and deal with the few professionals out there who were double of my age. It went a little difficult to interact with them due to the age gap. Then after a week, the problem settled down as they started to talk to me.
- Another problem I faced was while checking up with the floor staffs as most of them didn't know me well. I was new to them and hence it took a little time for me to communicate with them.
- During the audit period, it turned out to be a little problematic and hectic for me to handle the bunch of documents of three hundred employees out there.
- Also, at times I had to handle with two to three different tasks within the same time. While the documentation process, I was also asked to take interviews and screen CVs in between work. Eventually I overcame this and learnt to complete my work within the given time. Multitasking is the essence of corporate world.
- Another very funny difficulty that I used to face almost everyday and specially during the audit scanning period was because of the printer of our office. There was only one printer and I always used to have a clash with the Visual Merchandiser as the printer was mostly used by him for printing the signages.
- I was not getting any stipend for the internship so I had to spend my pocket money to travel to work every day. Days when I couldn't carry

my lunch from home, I had to go to the mall food court to have it. Also, there were days when Moumita ma'am and Chirashree ma'am used to give me lunch treats for my good performances.

- Another common constraint was my working hours. It was from 10.30 AM to 7 PM. Therefore, going back home due to the quite long distance used to take me almost one and a half hour to reach. Though this hustle made me face and experience the corporate life.

Hurdles only make one strong. Keeping this in mind I geared up and overcame each one of them.



ROLE OF COMMUNICATIVE ENGLISH IN ON-THE-JOB TRAINING

Enriched communication skills in English can result in not only an improved social life, but also better job opportunities in the future. From job interviews to the actual professional world, communication skills are very important, and being proficient in English means being able to communicate fluently and effectively. In job interviews, most interviewers conduct interviews in English. Interviewers quickly make judgments and give great importance to first impressions. Poor skills in the language can mean smaller chances of getting a job in a good company. On the other hand, being proficient in the language can help one leave a good first impression which means higher chances of getting the position one is applying for. English is the most commonly used language in the corporate world. Most job interviews are done in English. Most business contracts are written in English. Handling international business deals require effective skills in English. English is the preferred business language because it is an exact language. It allows a person to say what he or she wants to say without having to argue about the meaning. However, using incorrect tenses, prepositions, and making basic grammatical errors will make one's statement less accurate. So, in order to have an increased competence in the professional world, one should have a very good grasp of the English Language. Thus, learning Communicative English as a subject is one of the prime goals nowadays. Speaking of myself I was always termed as an outspoken woman from my school days. And taking Communicative English as a subject has enhanced my skills further and has groomed me as a student both interpersonally and intrapersonally. The theory and practical lessons given by my professors in the Communicative English classes proved to be very handy and useful during each day of my internship. They benefited me in the following ways:

Reading: The reading skills I possessed helped me go through the CVs and mails quite efficiently.

Writing: My writing skills were applied when I was asked to write a short report of the CSR activity and mail it to Sumit Sir. As well as my writing skills were applied when I had to write offer letters to the new selected employees.

Speaking: My speaking skills were applied since the very first day of my interview. During the internship, my speaking and interactive skills were useful while communicating with ma'am and other professionals. My speaking skills took a vital role while I was asked to take interviews and interact with the employees. Speaking skills helped me while having face to face conversations with the senior authorities of Shoppers Stop during the annual event. It was also applied while making phone calls.

Listening: Listening skills were applied when I had to listen to the instructions given by ma'am before assigning any tasks. It also played a very vital role while attending HR Team meetings before the annual event. Also, during taking interviews listening skills helped me a lot to properly listen to what the applicant is saying. That is when my listening skills were needed the most.

To conclude, Communicative English played a major role during my one-month on job training. All the skills I needed to work as an HR intern in the Corporate was more or less taught to me in our Communicative English theory and practical classes. Possessing almost all the skills required to work in Shoppers Stop Limited, I was praised by Moumita ma'am and all other seniors out there.



TOOLS USED

PEN- for writing detailed notes from the HR meetings, also while making list of the selected employees.

PRINTER- used for printing and scanning during the audit period.

OFFICE LAND PHONE- to connect with the securities for employees' update.

CVs- while screening them and conducting interviews.

MOBILE- for taking telephonic interviews and connect with the employees for professional needs.

OFFICE DESKTOP- used for operating mails and several other works.

PERSONAL DIARY- for penning down my daily works.

ANNEXURE

GLIMPSES OF MY IN-OFFICE WORK PICTURES



SOME MOMENTS FROM THE ANNUAL EVENT “PARICHAY”



EMPLOYEES' ACTIVITY CONDUCTED BY ME- CANDLE LIGHTING



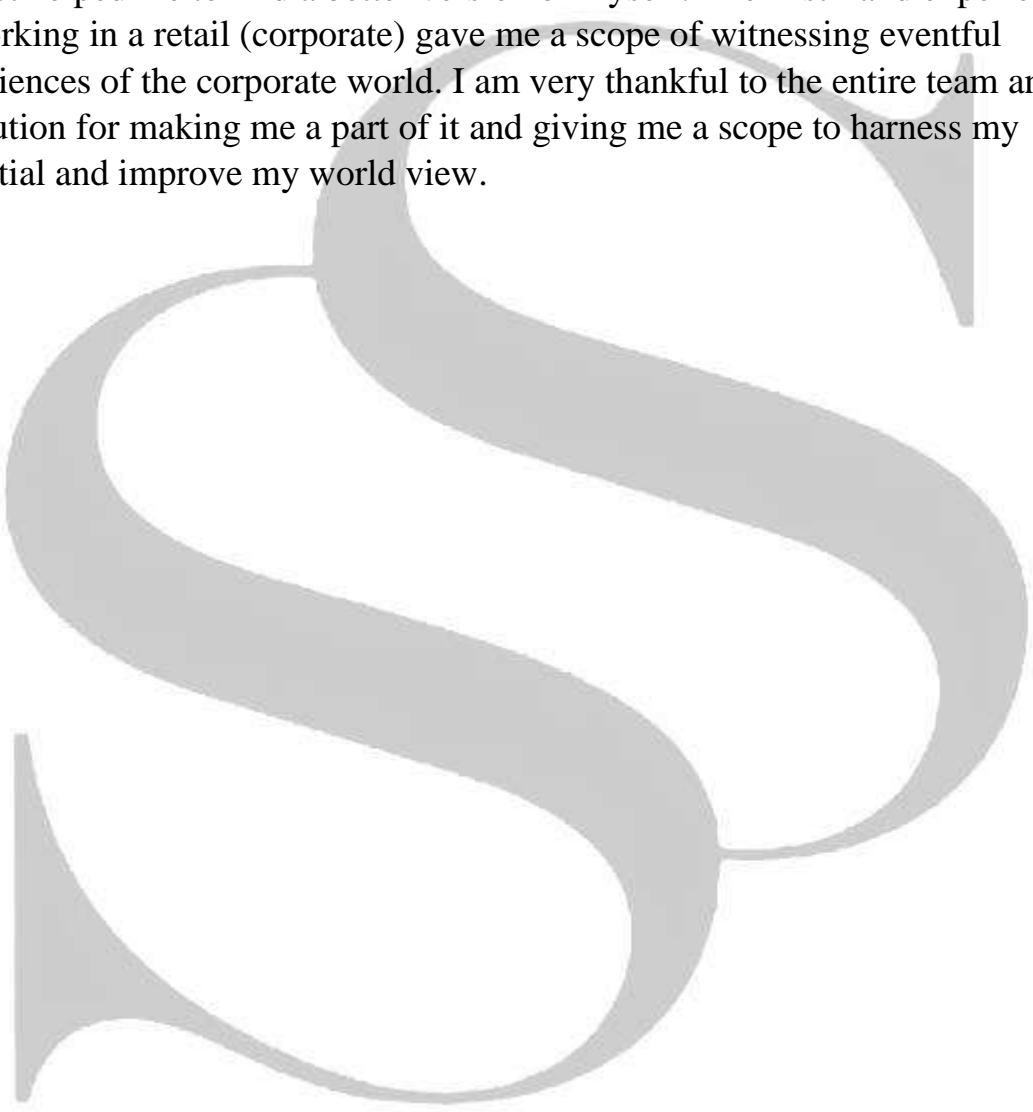
FAREWELL PICTURES AND WITH THE COLLEAUGES





CONCLUSION

The overview of this project brought not only immense knowledge and practical exposures but also resulted in an upliftment of my entire personality. This project helped me to find a better version of myself. The first-hand experience of working in a retail (corporate) gave me a scope of witnessing eventful experiences of the corporate world. I am very thankful to the entire team and the institution for making me a part of it and giving me a scope to harness my potential and improve my world view.





WEBLIOGRAPHY

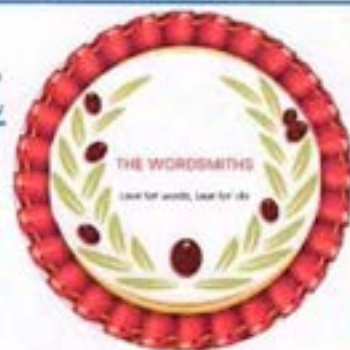
While working on this project I have consulted the following websites:

www.shoppersstop.com

Shoppers Stop App.

Wikipedia, brochure and files of the computer accessed job information and inputs. The dairy that I had maintained during my internship helped me immensely for my project.

PARTICIPANT'S PROFILE



Name – Sakshi Adarsh

Class – 5th Semester

Subject – Communicative English

Roll no. – 19/BAV/0062

Registration no. – 013-1211-0253-19

College – Gokhale Memorial Girls' College

Year – 2021

Endorsed by

Signature of Principal

Principal
Gokhale Memorial Girls' College

24 JAN 2022

Signature of Head of Department

Signature of Project Supervisor



Signature of External Examiner

Signature of Internal Examiner

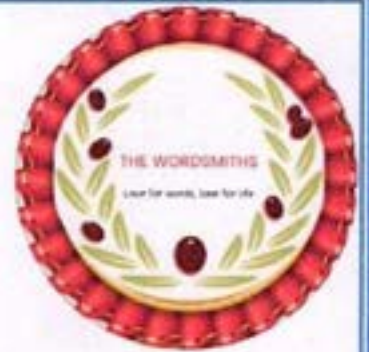
Job Profile



I was assigned a variety of topics throughout the one-month duration of my internship. They helped me enrich my knowledge and awareness about a lot of different fields. With every topic, research, interaction and feedback, the work became more interesting as well as resourceful.

- I was given different kinds of topics ranging from creative to abstract to practical ones such as poetry, prose, four liner quotes, short stories, abstract letters, creative essays and articles on social issues.
- I also had to do picture composition on the provided image and write something creative like a story or a poem expressing the picture's message.
- I was given open letters and diary entries to write on special days/festivals/holidays while also adding some relatable elements for the readers.
- I had to research thoroughly about certain topics to provide accurate data or facts. This included current affairs, abstract ideas, political views and/or news related to celebrities, movies and books.
- I also promoted the page's content at times by sharing it over my social media handles.

ANNEXURE



CERTIFICATE OF COMPLETION OF INTERNSHIP


This certificate is awarded to

Sakshi Adarsh

During her internship of one month from 1st November to 1st December we found her sincere, hardworking, dedicated and result oriented. She worked well as part of the team during her tenure of English Content Writing Internship. We take this opportunity to thank her and wish her all the best for her future.

Date: 02 December, 2021

Manish Mandal
The Wordsmiths
Admin & Editor-in-Chief


The Wordsmiths
Love for words, love for life

Acknowledgment



I would like to express my gratitude to everyone who supported me throughout the internship period. I am thankful for their aspiring guidance, constructive criticism and friendly advice during the project work. Their truthful support and enlightening views helped me in tackling a lot of issues.

I express my gratitude to Dr Atashi Karpha (Principal) for providing me with the chance to go on this OJT, Mr Raj Kumar Barman (Head of the Department) for sharing his vast experience and knowledge, Mrs Sejuti Chowdhuri (Project Supervisor) whose encouragement and continuous support has given me the strength and confidence to complete this project without any difficulty and Miss Monami Ghosh (faculty - CMEV) for her constant support, guidance and enlightening views.

A sincere and heartfelt thanks to my colleagues and seniors of Wordsmith, especially Miss Moumita for her never-ending and amazing guidance and my parents for their unceasing encouragement and support.

A special mention to my dear friend Sneha Mukherjee for her lively behaviour and support which helped me a lot in completing my project.

Lastly, I would like to thank the University of Calcutta for including “One Month On-Job-Training” in our syllabus. Everyone who supported me throughout the internship period has my sincere gratefulness for their aspiring guidance, constructive criticism and friendly advice throughout the internship period. I am lucky for having their truthful and illuminating views on many issues related to the project.

Preface



"Interns are like not-cut diamonds; They have flaws, some of them are totally worthless, but once you cut them well, they can become something great one day." ~ Barney Baszuro

Having degrees in a said field is no longer enough in today's world. Pertinent work experiences have evolved from being an add-on to a necessity when building a strong career. The future of work rotates around the ones who show their expertise practically instead of theoretically, preferring skills to degrees.

In a world where degrees and experience go hand in hand, joining the professional world at an early age is mandatory for the creation of a strong base for one's successful career. As students, this opportunity is given in the form of internships, part-time jobs, volunteering and community service activities. Speaking on internships, it is a very good way to put theoretical knowledge into practical work while learning and gaining valuable skills.

By experiencing an internship, not only does one gain real-life exposure along with growing their knowledge in the said field but also help one determine whether they are in the right field or not. The knowledge gained from an internship helps an individual apply it in future and reap the benefits. Apart from these, an internship provides one with critical networking opportunities while equipping one with more than just technical skills – it improves one's soft skills, allows one to gain a competitive edge and helps one introspect their career choices.

The University of Calcutta, under UGC, has given this opportunity to the students pursuing Communicative English Major by adding On the Job training in its syllabus. This makes every student work in a media/corporate house of their choice for a duration of one month, thus

providing the students with professional experience. This experience is submitted in the form of a project file as part of CC12 PAPER.

I aspired to work as a content/creative writing intern for my OJT. This objective was fulfilled through the internship I did under, The Wordsmiths, which is a very reputed social media page that typically posts a variety of content and creative write-ups. Throughout the duration of my internship, I honed my skills while learning and experiencing the professional world. My mentor, Ms Moumita Mondal's timely guidance added more value to my work here as an intern.

The hands-on experience I was provided with along with the unceasing support, appreciative comments and constructive criticism have made me grow into a more confident individual with a better understanding of the work field I choose to be in along with developing my soft skills.

How I got the Job



As a student of communicative English, I knew from the first day about this internship and how crucial it was. I was quite excited too, about this opportunity. It enthralled me that we'll get a chance to work in the real market and have hands-on experience.

Finally, in the 5th semester, I got the college recommendation letter and started applying at different places. I wanted to do a content or creative writer's internship. As I want to be a writer in future, my first choice was publishing houses. I dropped my CV at some of the most renowned publishing houses in Delhi. But unfortunately, due to the pandemic, none of them were taking interns at the moment. I was disappointed but started looking for alternatives. I went for online mode and applied over different platforms like Internshala, Indeed, LinkedIn etc. I submitted some articles for different firms but didn't get any positive response. After half a month, I became tense about my internship and consulted my project supervisor. She suggested I try at a facebook writing page named 'The Wordsmiths' as some of my seniors last year worked over there and the experience was quite good. I talked with some of them and got positive feedback. So, I went on and applied over there. The leader, Miss Moumita was very polite and friendly. We talked over call and she explained everything very nicely to me. What I liked the most about this internship was the wide spectrum of writing styles. It was all I wanted to learn as a writer.

She told me that the new batch of interns will start from the 1st of November and I can start from then. Thus, my internship started on 1st November and it had been a great experience in the field of creative writing. This is how my journey as a creative writing intern started.



MAIN

PROJECT

Job Profile



I was assigned a variety of topics throughout the one-month duration of my internship. They helped me enrich my knowledge and awareness about a lot of different fields. With every topic, research, interaction and feedback, the work became more interesting as well as resourceful.

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- I also had to do picture composition on the provided image and write something creative like a story or a poem expressing the picture's message.
- I was given open letters and diary entries to write on special days/festivals/holidays while also adding some relatable elements for the readers.
- I had to research thoroughly about certain topics to provide accurate data or facts. This included current affairs, abstract ideas, political views and/or news related to celebrities, movies and books.
- I also promoted the page's content at times by sharing it over my social media handles.

Company's Profile



The Wordsmiths is a social media page for write-ups and blogs. The page started in 2016 and is operated over various social media platforms like Facebook and Instagram. It currently has 24k followers over different social media platforms. Its current chief admin is Ms Moumita Mondal. It is a multilingual page providing write-ups in English, Hindi and Bengali.

It provides internships to freshers to hone their writing skills and acquire proper experience on varied kinds of subjects and provide them with a valid certificate at the end of their internship period.

It has its yearly magazine and keeps on doing annual and some monthly events like open-mic sessions and quiz competitions.



The Wordsmiths

Love for words, love for life

Staff Pattern



Founder & Admin

- Ms Moumita Mondal

Writers

- Pratiti Ganguly
- Tabassum H
- Priyam Mondal
- Ranvi Sanjali Ganguly
- Sumit Singh
- Probhakar
- Ranvir Kumar Yadav

Interns:

- Disha Chatterjee
- Chandreyee Dasgupta
- Shilpa Gupta
- Sneha Mukherjee
- Sakshi Adarsh
- Sumana Bhukta



JOB DESCRIPTION

Weekly Experience



First Day Experience

(1st November, 2021)

On my first day, I was added to the company's official Whatsapp group with several other interns who would be working along with me. We were asked to introduce ourselves one by one to know each other. After that, we were asked to submit a demo writing by the next day. It was freestyle writing and we were free to choose a topic of our choice as they wanted to majorly check our writing style. The writing was to be original and not plagiarized. I didn't know any other interns in the group except for Sneha, my friend and batchmate, and we discussed it over call and then started working. I had recently written a demo article on the topic "Impact of plastics on the environment" for a company while applying for an internship, so I sent that article only. However, I was told to wait till everyone else submitted their article so we can have a group discussion. Later, I received positive feedback. I was nervous about it but it went pretty well.

1st Week's Experience

(1st November – 6th November, 2021)



1st November

As mentioned above, this day was all about the introduction and welcoming each other, demo writing and a group discussion and feedback. Seeing it was my first day, it went quite smoothly.

3rd November

The work for today was picture composition where every intern was given a different picture and we were free to write any creative writing justifying the theme of the picture. Since festivities were starting from next day, we got holidays for Diwali and Bhai Dooj and were asked to submit the article after the holidays.

6th November

After enjoying the last two days of the Diwali celebration, I finally decided to write my article. The picture (attached in the Annexure) provided to me was of a tree trunk extending into palms and cradling a woman's face. I was totally blank. I was understanding the picture but was just not getting the right idea to write something meaningful. It was simple yet the true meaning of the picture seemed vague. I showed my friends that picture and asked for a suggestion. They provided me with some valuable suggestions but I was still unsure. After pondering enough, I just thought to give it a shot. I wrote a poem titled "Nature is Life" where I explained how a single tree fulfils all our necessities and provides us safety in times of need yet we don't think twice before destroying nature blinded our greed. It was not great nevertheless I sent it. Unsurprisingly, it needed some editing as certain parts were lacking the original essence of my poem. So, my mentor explained them to me and told me to rewrite them. I changed those areas and sent it again which got selected, finally. I took a breath of relief. This task seemed so easy but when I started I understood the depth of such small things and how we underestimate things at times.

2nd Week's Experience

(8th November – 13th November, 2021)



8th November

On the first day of the second week, I was given a very interesting topic – A letter to my younger self. I thought about it and gathered that there are endless things, feelings, advice I'd like to convey to my younger self. I thought a lot and picked up one point and started writing. It took me hardly fifteen to twenty minutes to finish the write-up. I edited it to make it crisp and give it a personal touch. I sent the letter to the group and it got selected at once. I was elated. Reading everyone's letter and knowing the different points of view was a refreshing experience too. Then, we were given tasks for the next day.

12th November

After enjoying Chathh Puja for the last two days, I started my work again. We were given a poem to write about 'Love' and had to submit it by tomorrow. Specific instructions like genre and number of lines were given. It took me a while to put my thoughts properly into words because I was getting a myriad of thoughts and it was difficult to filter out the right points.

13th November

Although I started the poem yesterday, it took me time to come to a satisfactory poem. Finally, I wrote what I wanted. I submitted it after rechecking twice and it got selected.

3rd Week's Experience

(15th November – 20th November, 2021)



15th November

We were given an essay to write on any social issue – any rule our society follows which should be discouraged and eradicated and how it will benefit our society. Several topics came to my mind and I chose to write on 'marriage as an inevitable, stressful goal of life'. I tried including all the thoughts coming to my mind and wrote an article. It seemed easy when I heard the topic but it was so tough to actually write on it. I sent the article and as I had already expected, it got rejected. Later that day, my mentor called me and explained the areas needing a change over the call. She told me to rewrite it.

16th November

I was to travel today, from Patna to Kolkata because my offline college was starting from tomorrow. I was to reach Kolkata tomorrow morning and head straight for college after dropping my baggage at my flat. After completing my packing, I got some time before leaving for the station. So, I rewrote the article and sent it again where it got selected.

17th November

I reached Kolkata early in the morning with my father and after cleaning my flat a bit and having breakfast, I bid adieu to my father as he left for the railway station to travel back home and went to college. It was so refreshing to be back on campus after almost two years of online classes. I met all my friends and we relished the day. Later today, we got another topic – The unposted letter. Quite an interesting topic but I was having difficulty remembering any such incident where I couldn't confess my feelings towards something or someone. I was quite tired after the long day at college so postponed the work till tomorrow.

18th November

After pondering a lot over it, I finally wrote the letter and submitted it which got selected. The rest of the day just went by chilling.



19th November

Today's topic was – The last stage. They explained it could be anything, the last stage of a friendship, relationship, life or any event in life. There were several things to write on but they were way too personal to share on any platform. So I thought a lot and decided to write about the last of my school days in Bansthali as it is a very important part of my life. I submitted my assignment by night.

4th Week's Experience

(22nd November – 30th November, 2021)



22nd November

The topic provided today was a short story – on a practical, real topic. There are a lot of daily life experiences but I didn't want my writing to be basic so I thought a lot. Finally, I thought about writing about the stand of women in a relationship and what she has to face if she wants to break free of it. I shared the story with my mentor who corrected some mistakes and after improvising, it got selected.

24th November

A four liner quote was the task for the day. It was quite an easy task as I'm used to writing four liner *shayaries* but in Hindi. I have rarely written something four-liner in English. Still, I was delighted as my quote instantly got selected.

25th November

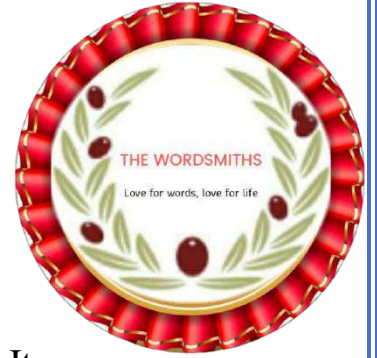
A picture was given again and we were told to write something creative in association with it. Having done this before, I did not face any difficulty and submitted the work quickly and more confidently than the last time.

27th November

The topic for today was "Why is Christmas important to you?" as it was the ending days of our internship and Christmas was knocking on the door. Christmas holds great value in my life as I have always enjoyed this festival a lot despite being from a non-christian community. We used to celebrate it in a grand way back in Banasthali so I wrote about those experiences of mine.

29th November

After we were done with the discussions and feedback, the topic for today was assigned and I swear, it was by far the most interesting topic ever given to us. I was very thrilled to write on it. It was our final assignment – Letter to your favourite side character. There are many side characters whom I love so much. It was very difficult choosing any one of them but I had a lot of fun while doing it.



30th November

I took the liberty of some extra time to make my last write up engaging and interesting enough to keep the readers hooked. I finally submitted and got a series of feedback.

Last Day Experience

(1st December, 2021)



Today was the last day of my internship. All my works were submitted and approved. A group discussion on the overall capacity and quality of writing was held taking in everyone's opinions and suggestions, compliments for fellow interns while pointing out little details by our mentor. She gave overall performance feedback to me and enriched me with some generous writing tips. She wished me luck for my future and I was satisfied with my experience of this one-month internship.

Experience Gained



By the end of this one-month internship, I have learnt and realised various aspects of the professional world and myself. This internship has developed me into a more confident individual. I have developed various skill sets required for the business world. I have learnt how to think out of the box, write unsaid things in a better and developed way. The best part of this internship was the constant constructive criticism from my mentor, Ms Moumita Mondal who was there to improve my skills after every single project through her detailed analysis. She always pointed out the areas I used to miss or overlook previously and rephrase the parts which could be better. Although this internship was in online mode, I feel I was able to make the most out of it which I appreciate. No matter how much one gains theoretical knowledge, it's of no use until polished through the practical lesson. I am so thankful to get this opportunity and develop into a better version of myself.

Constraints faced and Solutions found



- There was confusion regarding certain topics at the start of the internship period and I did not understand what exactly to write. I felt blank at times and faced writer's block and since it was creative writing, there was no use researching about it. My write-ups got rejected several times but then my mentor explained things to me and my friends also added their valuable opinion here and there which helped me overcome the lack of ideas.
- There are certain topics I have never touched before and it was difficult for me to form anything meaningful on them. But with time my understanding of varieties of genres developed and enriched my writing skills.

Role of communicative English

in on-job training



Communication is the key to everything in life. Be it personal or professional, we need to communicate to express our thoughts and understand others in order to sustain ourselves. Good communication skills also open up many opportunities for us, makes us likeable, presentable, improve our social life, and help us grow in our professional field. It helps us share our thoughts and opinions with the world and opens the gateway to the world.

English is a language spoken universally, also known as the Lingua Franca of the world. But a slight mistake in grammar or punctuation can entirely change the meaning of the sentence from what we want to convey. Thus, one should be knowing the proper way of using a language.

The subject Communicative English has a vast syllabus, almost covering every important topic one needs to make a better career in today's world. It is an approach to language teaching in which a student learns from real-life interactions, which can help to reinforce the value of their studies. Over the span of three years, Communicative English delves into a wide spectrum of courses ranging from the English language primarily to mass communication & journalism, different kind of writing styles-from travel and review writing to business communication writing, public relations and advertising and so on. It prepares its candidates for any field of employment and opens the door to enormous opportunities.

This course under the Calcutta University is a vocational course that has very innovative, progressive topics in it, one being On-The-Job Training which requires the completion of a mandatory internship for a month in the final year as a part of the curriculum. An internship is a period of work experience offered by an organization (business or non-profit organizations and government agencies) for a limited period of time. It

gives us an edge in the market by polishing our skills by sending us in real workplace scenarios. Various sets of skills are used to facilitate learning such as:



Soft skills: Soft skills are as important as hard skills in today's world. First impression is the last impression and it is mostly interpreted through your dressing style, body language. One also must know how to tackle tricky and adverse situations at their workplace. Soft skills are of great use to facilitating a smooth working experience.

Listening: A very important skill is to be a good and attentive listener because until you don't grasp the meaning of others' saying, you won't be able to give your opinion over the same. It helped me understand the projects assigned to me.

Speaking: This skill is highly required because most of the conversations take place verbally and one must be able to present their thoughts accurately. It helped, along with my soft skills, in smooth conversations with my employer and colleagues.

Reading: This skill is used to increase our understanding capacity and concentration power. Also, reading helps in improving vocabulary pretty well. Throughout my internship period, I wrote on a variety of topics ranging from poems, short stories, small articles to picture composition and letter writing. Researching over them, collecting data and keywords were all the things I did and my reading habit proved to be very beneficial.

Writing: Not all conversations take place verbally, some need paperwork. And one must know the right way to pen down their thoughts to make them readable. Working as a creative writer, this skill of mine was put most to the test. I wrote on a diverse range of topics, each unique and challenging in its own way. My writing skills have certainly improved during this internship.

I'm very glad that I chose a course which has made me a multitalented person and has honed my skill as per the market to lead a better life.

Tools Used



- Pen, pencil and paper for writing every detailed note.
- Computer and mobile phone for typing, editing and researching.
- Personal diary for penning down my daily experience
- A calendar where important dates were marked,
- Internet for staying connected with the office as well as for sending, receiving and researching data

Conclusion



This one-month internship has developed me into a better writer and my overall skills have developed tremendously. I see myself as a more confident, less frantic individual with a better understanding of the work and market and this real hands-on experience has sharpened my soft skills too. I am thankful to The Wordsmiths and my institution for providing me with such a great opportunity and allowing me to showcase my potential and become a better version of myself.

ANNEXURE





Picture provided for Picture composition on 6th November.

Jargons used



1. Clip: A writing piece that is considered a sample and is included in one's portfolio.
2. Deadline: The specific time limit to complete the given work.
3. Keywords: Words or phrases which describe the essence of the content.
4. Copywriting: Writing text to promote a brand or business.
5. Tone: conveys the writer's attitude towards the written piece; be it personal, professional, passionate or indifferent.
6. Deliverable: A completed project, either for a customer or the Project Manager: something very specific and measurable.
7. Evergreen Content: Any content that remains relevant all the time.
8. Editorial Calendar: A planned guide for publishing the total content; with dates and deadlines and deliverables.

PARTICIPANT'S PROFILE

NAME: ANUPRIYABASU

CLASS: SEMESTER – V

SUBJECT: COMMUNICATIVE ENGLISH (MAJOR)

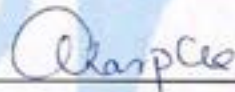
ROLL NUMBER: 19/BAV/0064

REGISTRATION NUMBER: 013-1211-0254-19

COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE

YEAR: 2021

ENDORSED BY:



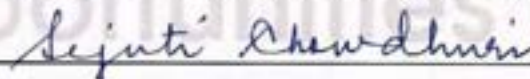
Principal
Gokhale Memorial Girls' College

SIGNATURE OF THE PRINCIPAL

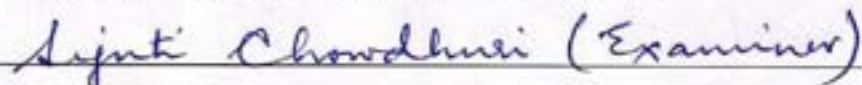
24 JAN 2022



SIGNATURE OF THE HEAD OF THE DEPARTMENT



SIGNATURE OF THE PROJECT SUPERVISOR



SIGNATURE OF EXTERNAL EXAMINER

SIGNATURE OF INTERNAL EXAMINER



JOB PROFILE

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As an **Intern** I was assigned with different tasks in different departments. In the first place the company handed me an Annual report of the previous year to make me clear about the organization Structure. My mentor discussed with me the whole **organization process and its functions the role of a secretary in the company everything verbally**. He also handed me an **IT Incentives Scheme** booklet by the government of India and told me to read it and after that I was assigned the task to check whether the given company who applied for various **Subsidy scheme** has submitted their necessary document if they have submitted then **make a note sheet to MD about the approval and finally letter to the Principal Secretary to hand over the certain amount they are needed**. Also I was assigned with tasks like **making bills and giving reply by writing letter to the IT Companies**.

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CERTIFICATE OF INTERNSHIP FROM WBEIDCL



West Bengal Electronics Industry Development Corporation Limited

Webel Bhavan, Block EP & GP, Sector V, Bidhannagar, Salt Lake, Kolkata - 700 091
Phone 91 33 2339 2234/228/270/252 • Fax : 91 33 2357 1711 • e-mail : contact@webel-india.com
PAN : AAACW2411Q • TAN : CALW00084A • GSTIN : 19AAACW2411Q1Z1 • CIN : U52209WB1974SGC029237

Date: 12th November, 2021

CERTIFICATE OF INTERNSHIP COMPLETION

Ref.: Proposal Letter dt. 08th October 2021 from Prof. Sejuti Chowdhuri,
Professor & Project Supervisor, CMEV Dept. [Major], Gokhale Memorial Girls'
College

This is to certify that Ms. Anupriya Basu, daughter of Mr. Samarendranath Basu, has done her 01 (One) month Student Internship Program in Communicative English from 27th September 2021 to 12th November 2021 at West Bengal Electronics Industry Development Corporation Limited (WBEIDCL) in partial fulfillment of the requirement for the CMEV (Major) course from Gokhale Memorial Girls' College under The University of Calcutta.

During the internship period she demonstrated self-motivated attitude to learn new things. She was diligent and enthusiastic with zeal to do best on her project. We wish her all the best for her future endeavors.

Warm Regards,

S.K. Ghosh

GM & Company Secretary

CERTIFICATE OF INTERNSHIP FROM WBEIDCL



West Bengal Electronics Industry Development Corporation Limited

Webel Bhavan, Block EP & GP, Sector V, Bidhannagar, Salt Lake, Kolkata - 700 091
Phone 91 33 2339 2234/228/270/252 • Fax: 91 33 2357 1711 • e-mail: contact@webel-india.com
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Warm Regards,

S.K. Ghosh

GM & Company Secretary

ACKNOWLEDGEMENT

I would like to express my special thanks to each and every one who supported me throughout the internship period. I would like to thank my parents, friends, and teacher for their constant support and guidance and friendly advice during the On-the-job-training. I am sincerely grateful to them for helping me to find an internship and completing it successfully. I express my gratitude to **Dr. Atashi Kapha (Principal)** for giving me the permission to do the internship and also providing me with the college reference letter. I am sincerely thank to **Mr. Raj Kumar Barman (Head of the Department)**for providing me with the infrastructure and facilities to do our regular classes through their vast experience and knowledge has guided me both ably and successfully towards the completion of this project.

I would like to extend my sincere gratitude and acknowledgement towards **Smt. Sejuti Chowdhuri (Project Supervisor)** and **Smt. Monami Ghosh (Faculty member)** whose encouragement and continuous support has given me the strength and confidence to complete this project without any difficulty.

I would likely to express my sincere thanks to colleagues and seniors WBEIDC. I would also like to thank my classmate who also helped and cooperated with me. Lastly, I would like to thank the University of Calcutta for including “**One Month on the Job Training**” in our syllabus.

DECLARATION

This report is based on the **One month On the Job Training** as a **Corporate Intern** in **West Bengal Electronic Industry Development Corporation**.

Roll Number: 19/BA V/0064

Registration Number: 013-1211-0254-19

The surveyor is a student of **B.A. Semester V Communicative English (Major)** of **Gokhale Memorial Girls' College** under **University of Calcutta** and has pursued the internship in partial fulfillment of the requirement for the **Communicative English (Major)** course.

Signature- _____

Date- _____

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PREFACE

On-the-job-training (OJT) means training in a public or private sector that is given to an employee either paid or un-paid while he or she is engaged in productive work and that provides knowledge and skills essentials to the full an adequate performance on the job. The employee is known as an intern. This internship training grooms us on an over-all basis for future. **On-the-Job-Training** is useful way of gaining skills needed for a job. It provides a one to one experience between the trainee and the company. It is a better way of learning because one is continuously under the supervision of a supervisor or an experienced employee when being on on-the-job training, one gets to experience the real work environment.

With the emphasis firmly on training, internships give students real life experience of the workplace and field they hope to break into. This not only help us gain critical works skills decide if the career we are about to experience is right for us, it also enables us to make valuable work contacts and acts as an important stepping-stone to securing a job and climbing the first rung on the career ladder.

Communicative English is a major course introduced by UGC (**Under Calcutta University**). The OJT is a part of the syllabus. The course makes every student work in a media or corporate house for a month which makes us ready for the future. The OJT gives us a professional experience and practical knowledge. The experience is submitted in the form of Project File as a part of **Paper CC12** in **5th Sem.** The experience we gain from the training benefits us in the future. Every corporate sector now days look for an experience, thus this will fulfill the criteria. My training in **Webel Bhavan** was a systematic procedure it also assures me my capability of working in a corporate sector. I got knowledge from my superior while working in same arena the sole objective was to increase my ability as a trainee to effectively perform in a professional environment. When working as an intern we get to learn a lot and understand our strength and weaknesses. This was my first experience into the professional world and it helped to increase a sense of responsibility and objectivity towards a corporate situation. Thus doing an on job training as a part of the curriculum is very effective.

HOW I GOT THE JOB

I knew internship was one essential part of our course and our professors had made it very clear from the very first day that we have to do an **On-The-Job Training** in our **5th Semester**. But in the end of 2019 there was an **outbreak of the deadly Corona Virus** and by the mid way of March; the entire world was hit by the global pandemic. Due to the pandemic all the educational institutions, industries, corporate offices everything was under lockdown.

But ultimately maximum of us got two doses of vaccine so it was easier for us to get a chance to do our internship offline. Since our college is been closed for past two years we didn't get any reference letter under the college letterhead, therefore it was little difficult for us to find the job. I shortlisted few corporate houses as I have my future plans to join corporate after my graduation. Our project supervisor also provided us with a list of some media houses too. I started calling up the media houses and went to some corporate house to drop my CV and cover letter but few offices told that due to pandemic they are not taking any interns right now. I mailed them soft copies too. But I didn't get any positive response. At last I submitted my **CV and Cover Letter** addressing the **Company Secretary of WBEIDC**.

I had dropped my CV over there to join as an Intern for One month Internship Training. I was excited by the first call and also nervous at the same moment. I was really looking forward for this opportunity of doing my On-the-job training offline. **They finally mailed me for an interview on 24 September, around 12pm in Webel Bhavan.**

On that particular day, I walked in the office of Webel Bhavan first time. I was excited and nervous at the same moment. I reached the office ten minutes before the given time. I was asked by the peon to wait in the sofa. After few minute the **Company Secretary Mr. Sudhin Kumar Ghosh** called me in his cabin. The moment I entered over there I was feeling a bit nervous, in the room the company secretary, Mr. Sudhin Kumar Ghosh permit me to enter and take a seat; his room was full of books of company Act and Taxes. He asked me few question about my streams and what kind of Internship I am willing to do over there and why would they give me this opportunity to work as an intern in their company?

I answered that I want to get a practical knowledge of how a company works its input, output of the organization, how the organization functions so that in my near future if I am an corporate entrepreneur how can I make my company one of the best with other competitors and Webel a nodal agency of state government can give me the best practical knowledge about this aspects. After hearing my answer Mr. Ghosh called the Executive Secretary for a discussions at which departments I am capable to send he asked me and my answer was I want to learn from all the department though 1month is not enough for a corporate internship therefore they said that I will be shifted to four departments of my wish each week. Later Mr. Ghosh consulted the rest with Executive Secretary Mr. Sarojit Hazra, my mentor throughout the on the job training process in Webel Bhavan.

My interview was successfully gone through. Mr. Ghosh asked me from when I want to join so I wanted to join as early as possible so I called my Project Supervisor and from her consent **my one month training journey begin from 27thSeptember2021.**



MAIN PROJECT

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JOB PROFILE

When I started looking for **Internship**, **Webel** was the first company that selected me as an intern and I was selected as a corporate Intern and worked there for a period of one month. My job role was a corporate Intern. I was shifted from one designation to another in each week. Since my On-the-job training was only a period of one month that's why it was decided by the superior that I will be an intern in only four departments starting from **Secretariat, Corporate Public Relation, Human Resource** and **Business Development** but due to few Constraints I was been and intern in only three department except **Business Development** and did last week of my internship in **Secretariat**.

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Lastly I was in **Secretariat** again and it was important week over there as the **246th Board meeting** was going to be held so there was a lot of work I was been assigned. From making the **Agenda of the meeting to updating the share allotment register of WEMCL and WEIDL to making the draft minutes of the boardmeeting.**



COMPANY PROFILE

The West Bengal Electronics Industry and Development Corporation Limited (WBEIDCL), was incorporated on 4th February, 1974, is the nodal agency of the Government of west Bengal for developing of West Bengal for developing information Technology(IT), Electronics and information Technology enabled service (ITeS) industries in the state of West Bengal. It is under the administrative control of Department of Information Technology and electronics (DITE), Government of West Bengal. Webel has four major verticals namely:

Webel manufacturing: Designs, manufacture supplies, install commissions and undertakes turnkey execution of projects for electronics and electrical equipment.

Webel Infrastructure: Built state of the art architecture buildings or infrastructure all over the state to encourage entrepreneurs to occupy the built in space in various IT parks and enhance IT and ITeS industry.

Webel Education: Plan and conduct Industry oriented Training & Capacity Building activities through skill gap analysis and current as well as future industry needs for higher employment generation and industry growth.

Webel Health: Supply and maintenance of medical equipment, installation, commissioning& maintenance of medical gas pipeline system in hospitals.

Senior management structure of Webel:

NAME	DESIGNATION
Shri Samar Jha	Chairman
Smt. Sunrita Hazra, IAS	Managing Director
Shri Sudhin Kumar Ghosh	GM, Company Secretary &Public Information Officer
Shri Ashis Sasmal	General Manager (Finance)
Shri Suman Moitra	GeneralManager(Business development)
Shri Arun Prakash Sarkar	General Manager (IDM maintenance)
WingCommanderPratul Show(retd.)	General Manager (COMM & HR)

Shri Ambarish Saraswati	Advisor Corporate Public Affairs & Administrative.
Shri Manas Kumar Das	Advisor IDM Projects
Shri Sourav Guha Thakurta	General Manager (Chief Information Officer)

The board of directors of Webel:

NAME	DESIGNATION
Shri Samar Jha	Chairman(WBEIDC)
Smt. Sunrita Hazra,IAS	Managing Director (WBEIDC)
Shri Ajoyendra Mukherjee	Vice-President, Tata Consultancy Service
Shri Somobrata Dutta	F.C.A, LL.B Independent Director
Prof Shekhar Chaudhuri	Ex-Director, Indian Institute of Management, Kolkata
Smt. Debjani Bhattacharya, WBCS(Exe)	Additional Director of Industries
Shri Jatin Chandra Sardar, WBA&AS	Financial Advisor, Department of Information Technology & Electronics, Govt. of WB
Prof. Prabir Kumar Biswas	B.Tech. M.Tech. , PhD from IIT Kharagpur, HOD department of Electronics & ECE at IIT Kharagpur, Senior Member of the IEEE, Member of Indian Unit of Pattern Recognition and Artificial Intelligence.

Wehel

JOB DESCRIPTION

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FIRST DAY EXPERIENCE

(27th September 2021)

I was much tensed from the morning. I didn't have any clue how a corporate world run. I got out from my house at 9pm since my office is in **Sector V Salt lake** so it take two hours to reach their, while travelling to my office I did my 9:45am class with our professor SC Ma'am. I reached **Webel Bhavan** at **11 o'clock** sharp. I straight went to the third floor in the secretary department. **My mentor Sarojit Hazra** was a bit late that day so the floor peon **Mr. Kartik Mondol** took me for a floor tour. He introduced me how to operate a Xerox machine where the company board meeting are been held and also the audit meeting room and also the Audit room. He also showed me the **Chairperson of WBEIDC Mr. Samar Jha's Cabin and the Minister Mr. Partha Chatterjee's cabin also the Managing director Smt. Sunrita Hazra (IAS) cabin**, he told me that nobody is allowed to go there without any urgency. I was been told to sit in the waiting room after few moment the company secretary Mr. Sudhin Ghosh came and he told me that my sit was beside Sarojit Sir the first cubicle and also hand me a book i.e. **Annual Report 2019-2020**, where all the director reports, Annual General Meeting, Audit are been recorded. A while later Sarojit Sir came he explained me about how the corporation run, the main purpose of the meeting. He also told me about few **corporate jargons that are been used on recording the meeting details**. He also **showed me the Minutes Box that is the physical copy of the Board meeting**, it's very confidential part of a company so it is been kept lock. After that he handed me with some **bills and asked me to update the entry in the BD folder and also make a print copy of the complete bill**. I completed the work in few second. I got a new friend and a mentor in the first day itself that is Kartik Da and Sarojit Sir we also did our lunch together. I really liked the Secretariat Department and my first day experience was a way too good more than what I thought it would be.

WEEKLY EXPERIENCE

FIRST WEEK EXPERIENCE

(27th September to 1st September 2021)

In my first week I had a mixed feeling regarding working in a corporate sector. I was tensed yet excited. The internship proved to be the ground to test this knowledge. The first week was really exciting as I had been given with various tasks and also been verbally knowledge by my mentor. The work didn't feel hectic to me rather I enjoy every bit of it.

28th September 2021: Mr. Ghosh told me to go through the Memorandum of Association and Articles from The Company Act 1956 till Sarojit sir come. When Sarojit Sir came he hand me a book consists of ICT Incentives Scheme 2012 that contains the subsidy and details of the IT companies take from the government. It consists of various subsidy clauses. Sarojit Sir explained me how the IT Companies take Subsidy amount filling this IT Forms. After finishing of my lunch Sarojit Sir gave me a task to check whether Wizard E- Marketing had submitted all the details required in Form NO. V which the company submitted. After checking the require details I made an Eligibility Certificate and the letter to Principal Secretary and refund of ICT Incentives Scheme. Though Sir gave me the format of this certificate still it took me a time to complete the bank detail calculation as this concept was totally new to me in a very short time. Sir guided me and helped me with the amount and completing it in certain time.

29th September 2021: The weather conditioned was too bad that day. It was raining heavily when I got out from my home toward office. After reaching I got to know that Sarojit Sir won't be able to come because of the heavy rain. He gave me tasks over the phone. I was facing few difficulties of completing the tasks as I didn't had little information so I consulted with sir over call and completed the work of renewal Wizard E-Marketing IT incentive Eligibility Certificate after that I made a note sheet to MD for allowing them for the required Subsidy they urged for. I finished the work early and the weather was also detoriating so I left early taking permission from Mr. Ghosh.

30th September 2021: It was the fourth day of my internship. Sarojit Sir is a very helpful mentor and co-worker. As the secretariat department is compiled of all department work and there is only one employee so since I was doing internship

over there so I helped Sarojit Sir in updating the minutes and the bills of all the subsidy works and making a print also a Xerox copy of it. On the second half I was assigned with a task of confirming the Employment Generation Subsidy of Iglobal but the work was on hold due to insufficient information of missing in the form that the company had given so I was assigned with the next tasks that is to make a new eligibility certificate of Vehere Interactive Pvt. Ltd.

1st September 2021: It was supposed to be my last day in the Secretariat but Executive Director Finance Mr. Ashis Sasamal told me that I won't be shifted in Business Development so I will be in Personnel in the third week and I will be again shifted to Secretariat. He also told me that from the next week that is the second week I will be an Intern in the Corporate Public Affair. That day Sarojit sir gave me the share allotment register of WEIDL and told me to enter the director name with the share number and the amount that are been transferred to the other director. I made few mistake during the column filling. I got to learn many new technique from Sarojit sir.

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SECOND WEEK EXPERIENCE

(4th September to 8th September 2021)

In the Second week of my internship I was shifted to Corporate Public Relation. The work in CPR was very limited as it is a government organization. My work over there was very minimal I was been given task to proofread an Advertisement and was been explained the process of cyber security and public relation in Webel.

4th September 2021: There were two employees in CPR that is Manash Sir and Janhvi Ma'am who is also an additional in charge of Kolkata Cyber Security. Sarojit Sir took me there to introduce with Manash Sir. He is professional and friendly. He makes me understand and also gave me a clear chart of Webel and its divisions and how it plays as a Nodal Agency of the government of West Bengal. He also showed me a PPT to get me an idea of CPR, its working pattern and role in Webel. He gave me the idea of how this posters and ads are been printed through the help of Agencies which are been selected by I& CA Nabanna. He also showed the budgeting process. Later the Advisor and General Manager of Mr. Ambarish Saraswati called me his cabin. He asked me some general question related to my stream and also what I learnt from in the morning from Manash Sir and what work CPR does he asked everything about that. After hearing my answers he told me I will be working in CPR for 1 week and if I need anything I can contact Manash.

5th September 2021: Next day I was introduced with Janhvi Ma'am, she told me that she work as an additional in charge for Kolkata Cyber Security. She explained me about Cyber Security and its important the work they are doing by protecting our nation by cyber crime. She also showed me two books that she have written under cyber security- one is a comics book with both English and Bengali translation, and another thesis of Cyber Security and laws. The orientation of these books was held on Friday. Later Manash Sir shown me how an ads and posters are printed through the help of graphics agencies which are been also selected by I & CA of Nabanna. He also said me few corporate terms that are mainly used in Public Relations. Later on that day he said to make a Note sheet to MD for the approval of Cyber Security Banner which will be put on during the Durga Pujo time. He also guided me while completing this task.

7th September 2021: After reaching office, Manash sir gave a task to proofread few ads which will be going to Nabanna after that for printing. He then explained me about the Tender type ads and the approval process of banners and posters. Manash sir also shown me how the payment process and the bills are been made

and how the budget for the fiscal year is been calculated in marketing. Later on that day the Joint Secretary inform Janhvi Ma'am that Minister Partha Chaterjee will be launching the Cyber Security books via video conferencing therefore she assigned me a work of writing a Press Note on this launch event.

8th September 2021: I was asked to make a display advertisement that will be printed after puja on the recruitment of software development in IT Park Kalyani phase II. Manash Sir told me to make the advertisement in Quarter page size that is (16*25). There is no proper record of the work that takes place in CPR so Manash Sir asked me to note down all the work that CPR basically does in a chart format. Since it was my last day in CPR so I met with Advisor and he again asked me what I did and learnt throughout this process and after answering I bid goodbye to CPR.

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THIRD WEEK EXPERIENCE

(25th September to 29th September 2021)

After long puja vacation I was put into Human Resource. I was been interviewed over there again and my work in HR was to assists the Assistant manager Ms Gargi Roychowdhury by checking the required information of the employees.

25th September 2021: After long puja vacation I was in Human Resource Department. The General Manager of (HR & COMM) Mr. Pratul Show took my interview. He asked me general question about my course. I got nervous as I wasn't prepared and informed about this interview before. He told me that since W.B.E.I.D.C functional differently, it work limited as per government rule. He sent me to assistant manager HR Ms. Gargi Roychowdhury. She first introduces herself to me and then basic idea of the Human Resource Management in this organization. She told me about the recruitment process, the appraisal process and the legal management work in brief. As it was my first day so Gargi ma'am just introduces me with the work verbally.

26th September 2021: Next day Gargi ma'am gave me a task to update the basic details like email, mobile number, address and such from the employees resume to make a excel sheet and create a database. And after that she gave me a dictation regarding a letter and I just typed and make a print copy of it.

27th September 2021: At first I was asked to mail few documents to the five employees of the Finance department and then Gargi madam taught me how to make a salary breakthrough with the format also the payroll system in this organization where the employees are under contractual that is under third party pay roll and then she handed me with a sheet containing the employee details with the salary. She told me to make a draft salary sheet keeping the wages section empty and enter the employees' details, including the basic pay and other allowances.

29th September 2021: As HR is a confidential department I was not allowed to touch any documents without permission and therefore I was not allowed to be taking part during the Internal Audits. On the last day I didn't have much work in HR. Gargi ma'am gave me a dictation and asked me make a note sheet to MD. Later on she discussed me with the selection and training process that are generally been guided by the HR team and also she explained me the interview process of the candidate whether it's under contractual or a direct employee of Webel.

FOURTH WEEK EXPERIENCE

(1st November to 12th November 2021)

It was the last week of my Internship. I was been shifted to Secretariat. It was an important week in the Secretariat as the 246th board meeting which was held on 3rd November 2021, therefore there was plenty of work and few are also assigned to me. From making Agendas for the meeting to arranging the board files before the meeting to making draft minutes and filling up the share allotment register of WEMCL & WEIDL for the audit sessions.

1st November 2021: Reaching office I report the company secretary Mr. Sudhin Kumar Ghosh and then Sarojit Sir came and gave me a task to fill up the personal details of the board member in the share allotment registers of WEMCL. Later I and Sarojit sir both completed making the Agenda and then filed it in a document keeping it serially and adding it up with the Action Taken from the previous board meeting. We completed making ten agenda for the nine members and one extra Agenda for the directors present over there.

2nd November 2021: Sarojit sir didn't came today as he had undergone a back injury but he told me to be present positively as Mr. Ghosh needs me. He also gave me few tasks on the previous day to complete it on the next day. Today I finished updating the Share Allotment Register of WEMCL and it took a lot of time finishing it. Beside that I was also coordinating Ghosh sir in finding the details of the directors from the hard copy files containing their personal details. As I didn't have much work and Sarojit sir called and told that since there is no other work so I can took permission from Mr. Ghosh and left early.

3rd November 2021: It's the board meeting today both I and Sarojit sir came early. There were few things that are going add in the Agenda that is the Annexure 4. Mr. Ghosh gave a dictation to Sarojit Sir and he asked me to type it and makes a print of it. As there was less time left I completed the typing within 10mins and made ten copies of that annexure and attached it with the Agenda. After that I wasn't assigned with any important work during the meeting later Sarojit Sir gave me few IT Incentives work and asked to check whether they submitted the required documents of the applied form.

8th November and 9th November 2021: After five days diwali holiday we are again back to our regular works. In these two days I was assigned with some IT Incentives work making the Note sheet to MD about the permission of their

applied subsidy and beside that I was also asked to make a rough draft of the 246th board meeting minute.

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LAST DAY EXPERIENCE

(12th November 2021)

12th November was the last day of my one-month Internship. I walked into the office as an intern for the last time this day. In this one month getting up early in the morning to reach the office in time had become like a habit. As my office was in Sector V Salt Lake therefore I had to travel two hour to reach office by 11am. My daily routine for month was completely changed and it feels strange when the training is finally going to end from the next day. This one month internship gave me an outlook of how a government rather a corporate organization works. This internship gave me whole new experience of working in a corporate sector.

I started my day with the daily works. I was asked to make few changes in the IT Incentive Iglobal documents before lunch and then make a reply to Iglobal about the confirmation of granting the subsidy and mail it to them. Later I made an Eligibility certificate for granting Employment Generation Subsidy of Wizard E-Marketing.

As it was my last day so Sarojit Sir didn't gave me much work to do. In this one month he had became a great pillar for me from guiding me to becoming a good friend in Webel he and Kartik Da was always there with me. Whenever I faced any kind of constraint in other department Sarojit sir had always supported me and make me understand like a good mentor at that situation. Since it was my last day so Sarojit sir and Kartik Da and also Shibashis Da (Executive Finance) gave me a small farewell party by giving a Pizza Treat in Lunch with a plate of kebab which was also made by Sarojit sir, beside a great co-worker he also a very nice cook.

There was millions of memories that are been made in this past one-month. Webel will be always special for me as this was my first job over there.

Before I was about to leave on that day at 5:30pm, I went and met everyone personally from the General Manager of CPR, Personnel, Company Secretary to the employees working there. Over these months I also made few friends from different department I also bid a goodbye to them and the entire persons whoever had helped me supported me in throughout my internship process. Everyone bid me a farewell they wished me success for my career. I was pre occupied with a book of memories and experiences which showered me a new path in my life and taught me lots of lessons.

EXPERIENCE GAINED

“Life is a journey with problems to solve, lessons to learn, but most of all, experiences to enjoy.”

- Anonymous

The journey from being a part of Webel as an intern was an enriching journey. A handful of pages will not be enough to share my experiences. I learned a lot of things I was never aware about. It made me realize that behind every work progress there is hard work and experience. As a Secretariat intern I learnt how to calculate subsidy and what are the possible ways that I could save the company from losses and also how to make the company profitable. As an Intern in CPR I learnt the wide skills of marketing in an organization. Lastly as an Intern in HR I learnt how to handle responsibilities towards my fellow co-worker professionally and tactfully. I got a chance to understand how things work in corporate sector.

In this one-month I have met with different kind of people coming from different backgrounds in the office and I have learned to make a professional relationship with each one of them even its more grateful to learn new techniques from this people there were some people with whom I was feeling difficult to adjust but with times I maintain a strictly professional relationship with them as advice by my mentor. I must say my communication skills has improved a lot after one week of working of I was easily communicate with the employees from other departments I didn't even feel hesitant or awkward while just speaking about random issues.

This experience as working as an intern had made me taught millions of things from being responsible and professional towards my works and also to complete work within the given deadline. From sharing lunch and making small parties with Sarojit Sir and Kartik Da to working as a team and also working in two different department and giving interviews I gained a lot of experience from **WEBEL**.

CONSTRAINT FACED AND SOLUTION FOUND

During my one-month on-the-job-training I did come across few constraints. Though Sarojit sir was very supportive whenever I faced any kind of problems Sarojit sir had helped and guided me out. I had faced little difficulties while working in CPR and HR department.

- In the second week when I was in CPR Manash Sir always helped me but Janhvi ma'am rarely interact with me. Also in CPR the work progress was very minimal so if they have something new work, they don't make me understand or allowed me to do that work. I soon found the solution by interacting and spending more time with them and directly asking about the work.
- Another problem I faced was during the interview session with the General Manager HR Mr. Pratul Show as I wasn't informed about it earlier so I messed up the interview but it went pretty good.
- I faced a lot of problem while I was in HR as everyone from the peon to employees to the manager all are strictly professionals, they don't even bother to give me work. I was only allowed to do limited work and I felt rather a lot insulting as people over there think me as an invisible person. Even if I need to learn new things they make me sit till 5pm. I tried to make a good healthy relationship with colleagues over there but after this ignoring attitude I told everything to Sarojit sir and he asked me to report secretariat from the next week.

This constraint had helped me to overcome the criticism and made me believe that whatever hurdles come in our path we have to overcome it with a smiling face and having trust in oneself.

ROLE OF COMMUNICATIVE ENGLISH IN ON JOB TRAINING

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

Anthony Robbins

Communicative English is a three year degree course introduced by the UGC (University Grants Commission) under the University of Calcutta. It is a theory and practical based subject which grooms a student both interpersonally and intrapersonally. This subject has made me bold and outspoken than what I was earlier. The quality of Communicative Language Teaching is all dependent on the teacher. A teacher will need to make their material as motivating and as creative as they can, so that learners find their tasks meaningful, and see the value.

Communicative English is important as it can help a student to see value in their studies, in a meaningful way. Strengthening our communication skills in English is necessary, and is a powerful tool that can be used for business, travel or simply to have a conversation in a different country. By improving on our communicative English, we are enabling ourselves to not only hold a conversation in our target language, but we are also developing the required skills to go forth and develop a natural approach to language learning and vocabulary acquisition moving forward, on our own. Communication is like a bridge between people, the way in which it happens depends very much on the art of communication. The words spoken, the enunciation helps us to express our thoughts and ideas to communicate with people. Therefore choosing communicative English as a course subject is a prime goals nowadays.

My subject Communicative English helped me a lot to groom up myself for my work career. The theory and practical lessons given by my professors in the communicative English classes proved to very handy and useful in each and every step of my on-the-job-training. They benefitted me in the following ways.

Reading: The reading skills I possessed helped me go through the IT Incentive Scheme and files related to it. It also helped me to go through the Annual Report and newsletter.

Writing: My writing skills helped me in taking dictation and when I was asked to make Note sheet to MD, making reply or writing letters to other companies also

writing press note and most importantly making Display Advertisement for the recruitment ads.

Speaking: My speaking skills were helpful at the time of my interviews and also at the moment when I was asked to read out an extract while assisting Gargi Ma'am and also read out an extract from the board meeting for permission of that particular pending work.

Listening: Listening skills were very important part of my internship as it were applied in each and every step like each department the first thing was to explaining me the work structure of the company and also of the department. I had to listen carefully about what task I was assigned to what exactly I have to do, so in this case listening skills was out most important in the workplace

To conclude communicative English played a major role during my one-month on job training. All the skills I needed to work as an intern in the media house was more or less taught to me in our Communicative English theory and practical classes. Possessing almost all the skills required to Work in Webel. I was praised by Mr. Sudhin Ghosh Sir and Sarojit sir again.

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TOOLS USED

Pen, Pencil, Eraser for updating the Share Allotment Register

Computer for typing and sending mail.

Personal Diary for making my daily report.

Mobile to access internet and camera.

Google for finding article or clauses and almost every other work.

Loose sheets for making print copies.

Printer for printing all works as hard copies.

Files for keeping the original forms and documents properly.

Xerox for making Xerox copies of the documents and forms.

Office Land phone to make call.

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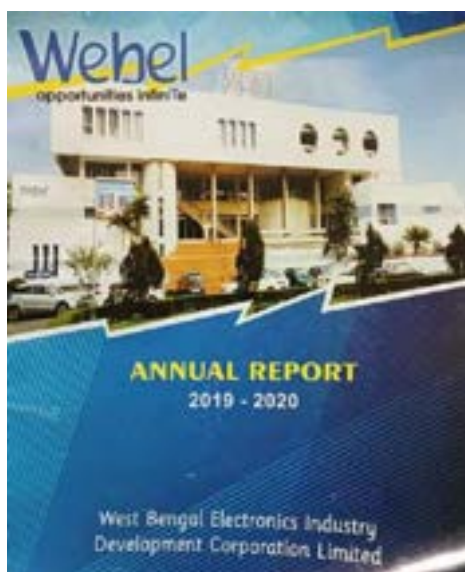
CONCLUSION

The completion of this project brought not only immense knowledge and practical knowhow but also resulted in an upliftment of my entire personality. The first hand experience of working in a corporate house gave a scope of amassing eventful experience of the entertainment world. I am very thankful the entire team and the institution for making me a part of it and giving me a scope to harness my potential and improve my world view.



ANNEXURE-I

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Annual Report of 2019 and 2020



MINUTES BOOK OF WEIDL



REGISTER OF SHAREHOLDERS									
Sl. No.	Name of the Shareholder	Address	Shareholding	Signature	Stamp	Signature	Stamp	Signature	Stamp
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Share Allotment Register of the Company

NOTE TO A.R.,

Through SR (Finance)

....., an IT company having its registered office at approached our company for various incentives by submitting Form 3 duly filled in along with necessary supporting documents. After being satisfied, the company issued Eligibility Certificate No. declaring them eligible for:

a) State Capital Investment Subsidy

b) Interest Subsidy & Training Subsidy

c) Employment Generation Subsidy

d) Refund of Stamp Duty and Registration Fees

e) Exemption of Waiver of Electricity Duty

On the basis of the Eligibility Certificate issued on has applied to Form 3A claiming Interest Subsidy of Rs. paid on their term loan as detailed below:

Type of assistance	Sanctioned Amount (Rs)	Claim Period
Term Loan		1 st April 2020 to 31 st March 2021
Term Loan		1 st April 2020 to 31 st March 2021

Loan Account No.	Claim Period	Total Interest Paid
	01.04.2020 to 30.03.2021	1000000.00
	01.04.2020 to 30.03.2021	1000000.00
Total Interest Paid		2000000.00
25% of the total interest paid (in per clause 8.1 of the WB I.T. Incentive Scheme, 2012)		4,95,454.75

As per the WB I.T. Incentive Scheme 2012 they are entitled to a maximum of Rs. 100.00 lakh i.e. per clause 8.1 of the WB I.T. Incentive Scheme, 2012.

They have submitted Bank Certificate in support of their payment of interest to the State Financial Institution on their term loan from and other supporting documents towards their claim. We have examined the papers and found them correct.

I.T. Dept. is therefore, requested to release to us Rs. for disbursement of Interest Subsidy to at the earliest.

Company Secretary

ELIGIBILITY CERTIFICATE FOR IT INCENTIVES

To
The
Department of Information Technology & Electronics,
Govt. of West Bengal

Sub: Request for transfer of fund towards payment of Interest Subsidy to

Sir,

I am to inform you that bearing Eligibility Certificate No. has applied for Interest Subsidy in terms of clause 8.1 of the IT Incentive Scheme, 2012. After examination of the documents, we have ascertained that the applicant is entitled to Rs. being 25% of total interest paid towards Interest Subsidy in terms of clause 8.1 of the IT Incentive Scheme, 2012 for the period 1st April 2020 to 31st March 2021.

You are, therefore, requested to kindly release to us the above stated amount of Rs. to enable us to disburse the same to the applicant at the earliest.

All necessary supporting documents duly attested are enclosed for your record and necessary action.

With Regards

Managing Director

**LETTER TO ADDITIONAL CHIEF
SECRETARY FOR FUNDS**

ANNEXURE-II

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WEST BENGAL ELECTRONICS INDUSTRY DEVELOPMENT CORPORATION LIMITED



MY DESK



IN THE MEETING ROOM



With Kartik Da



With Sarojit Sir

WEBLIOGRAPHY

While pursuing to complete this I have consulted of the following websites:

<https://www.webel.in/.com>

https://en.wikipedia.org/wiki/West_Bengal_Electronics_Industry_Development_Corporation

Wikipedia, Profile copy and files of the computer accessed job information and inputs. The diary I maintained during my internship helped me immensely for my project.

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JARGON USED

The jargons I have to used are as follows.

Sitting fees- Chairman or other board of directors they get a certain amount for attending the Board meeting.

Compelliance: all legal matter

E-form Filling: The company all form is been filled.

CAG: Comptroller and auditor general.

RODP: Ran on Day Part

TAME: Television Audio Measurement

RAM: Radio audience Measurement

OOH: Outdoor Hoardings

Gutter Space: Newspaper Column Space.

Brochure: Kind of booklets



PARTICIPANT'S PROFILE

NAME: SAINI DEOGHORIA

SEMESTER: 5TH SEMESTER

SUBJECT: COMMUNICATIVE ENGLISH (MAJOR)

C.U. ROLL NUMBER: 192013-13-0019

C.U. REGISTRATION NUMBER: 013-1211-0259-19

COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE

YEAR: 2021

Endorsed by:

Principal
Gokhale Memorial Girls' College

SIGNATURE OF PRINCIPAL

24 JAN 2022

SIGNATURE OF HEAD OF DEPARTMENT

SIGNATURE OF PROJECT SUPERVISOR

SIGNATURE OF EXTERNAL EXAMINER

SIGNATURE OF INTERNAL EXAMINER





JOB PROFILE

My first internship was at Asansol Brotherhood Welfare Society NGO. I was allotted several kinds of work during this internship period.

- Firstly, I was asked to hire members for the NGO. I had to call them and shortlisted the names of the interested members and hire them.
- Then I had to talk with the interested people for donations. I had to call the interested people and explain them the process of donation.
- I got the opportunity to visit Sitalpur for distributing food to the poor children. On that day I went to a slum area with my team members and distributed food to the small, poor children.
- Another important part of my internship was I had to work as a volunteer for delivering oxygen cylinder to the people in need. There was a whatsapp group of the volunteers. Where we received messages used to get calls or messages from the people who need oxygen cylinder and guided them that from where they would get the cylinders.
- I had to write captions for Facebook posts.
- I was a part of the blanket drive project. Also I had to attend online meetings with our Team member.



CERTIFICATE OF COMPLITION



ASANSOL BROTHERHOOD WELFARE SOCIETY

Barakal More, Ismile, Asansol. Pin – 713301 West Bengal . Email: asansolbrotherhood@gmail.com
(Registered under WB Society Registration Act 1961) Reg No. – 50016270



CERTIFICATE OF APPRECIATION

THANK YOU HEROES

Asansol Brotherhood Welfare Society would like to whole heartedly extend its gratitude and appreciation to **SAINI DEOGHORIA** for rendering your excellent hard work and dedication towards the society in combatting **COVID – 19 Pandemic** from **04.11.2021 to 03.12.2021**. (Internship)

Thank you very much for your sincere endeavor.


PAROMITA MAZUMDAR
(SECRETARY)


KAUSHIK MAZUMDAR
(VICE PRESIDENT)


PRASANTA CHAKRABORTY
(PRESIDENT)



CERTIFICATE OF COMPLITION



ASANSOL BROTHERHOOD WELFARE SOCIETY
Barafkal More, Ismile, Asansol. Pin – 713301 West Bengal . Email: asansolbrotherhood@gmail.com
(Registered under WB Society Registration Act 1961) Reg No. – S0016270



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Thank you very much for your sincere endeavor.

P. Mazumdar
PAROMITA MAZUMDAR
(SECRETARY)

Kaushik Mazumdar
KAUSHIK MAZUMDAR
(VICE PRESIDENT)

Prasanta Chakraborty
PRASANTA CHAKRABORTY
(PRESIDENT)



ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to each and everyone who supported me throughout the period of my Internship. I am grateful for their valuable suggestions and guidance during the project work. I am really thankful to **Dr. Atashi Karpha (Principal)** for providing me with all the facility that was required. I sincerely thank **Mr. Rajkumar Barman (Head of the Department)** whose valuable guidance has guided me successfully towards the completion of this project.

I would like to express my gratitude and appreciation towards **Mrs. Sejuti Chowdhuri (Project Supervisor)** for her able guidance and continuous support in completing my project without any difficulty.

I would also like to thank to **Miss Monami Ghosh (Faculty of CMEV)** for providing me with the opportunity to complete this project within the given time and date. I thank my parents for their endless encouragement and support.

I would like to express my sincere thanks to my colleagues and seniors of **Asansol Brotherhood Welfare Society**.

Lastly, I would like to thank the **University of Calcutta** for including “**One Month on the Job Training**” in our syllabus.



DECLARATION

This report is based on the One-Month On-The-Job-Training as an intern in **Asansol Brotherhood Welfare Society** is submitted by **Saini Deoghoria**.

C.U. Roll number: 192013-13-0019

C.U. Registration number: 013-1211-0259-19

The surveyor is a student of **B.A. Semester V Communicative English (Major)** of **Gokhale Memorial Girls' College** under **University of Calcutta** and has pursued the internship in partial fulfillment of the requirement for the Communicative English (Major) course.

Signature: _____

Date: _____



PREFACE

On-the-Job Training is a part of a college curriculum that aims to train and orient students about the work as well as their future career. It helps us to develop our skills by exposed to different work situation which designed to give us an opportunity to experience and a chance to apply the theories and ideas.

A proper on-the-Job Training helps in the preparation of future professionals for their future jobs. The OJT gives us a professional experience. The experience we gain from the training benefits us in the future. For OJT, an intern gets selected by the companies, under the supervision of a mentor, so that they can be taught in a proper manner. Training is a learning process that aims to improve the ability and behavior of the employees.

Communicative English is a major course introduced by UGC (Universe Grant Commission) under Calcutta University. Students are awarded with Bachelors of Arts Degree under Calcutta University. The Communicative English approach is not just limited to real life verbal communication. It is an approach to language learning in general and also very beneficial for improving our vocabulary and makes us active. Its components or pillars are listening, speaking, reading, writing (LSRW) through which we can make ourselves better and can convey the messages very prominently. Every student needs to do one month of internship at any media house or corporate house. After completing of the one month training, the experience is collected in the form of a project file and then submitted as a part of paper CC12 to be evaluated.

My training in Asansol Brotherhood Welfare Society NGO member was to hire members for the NGO, request for donations and some social work. The main objective was to increase my ability as a trainee to perform better in future.

This was my first experience and it helped me to increase my patience level so that I can take the responsibilities in any situation and perform efficiently.



HOW I GOT THE JOB

From the very beginning, I was aware of internship as a part of my course. Gradually, I got to know about the process of the internship.

After I promoted to fifth semester our professors again reminded us about the internship and also where and how we can able to do it. Then I started searching some media houses as well as corporate places. I called some of the companies, visited some of them and dropped my CV as well as also mailed my CV. But unfortunately, no positive response came from those companies.

On 29th September I contact with The Times of Bengal. On 1st October the chief editor of The Times of Bengal took my introduction and asked me to meet him and his team on 2nd October at Princep Ghat (where an event was organized named '108 live Durga at Princep Ghat') for review writing as he said, he wanted to observe that how nicely I can frame a review of live events.

Next day at Princep Ghat, the scenario was radiated with the buzz of melodious taste. I wrote a review and enjoy the event. After that I returned home, sent the review. On the next day they confirmed that my internship will start after Durga puja. After puja I contact them, the chief editor asked me to visit their office on 25th October and said that I'll receive the offer letter on that very day, after that my internship will start.

On 25th October I went to the office. There was no one in the office except the chief editor. He assigned me some work and asked me to upload it on wordpress after receiving the offer letter and the password of wordpress in the evening. He also asked me whether I am free for hangout as I said no he asked me to go home and complete the assigned works.

On that night I didn't received any mail. From the next day he stopped answering my calls and ignored my messages. I got disappointed, but never gave up.

As no positive response came from them; I started applying for online internship. Then my parents reminded me about the NGO (Asansol Brotherhood Welfare Society) in which I was a member from last one year.

I spoke to them; firstly they said that they can provide a three month internship certificate. But as I told them that I need to make an OJT file of one month, they agreed and my internship stated from 4th November.





JOB PROFILE

My first internship was at Asansol Brotherhood Welfare Society NGO. I was allotted several kinds of work during this internship period.

- Firstly, I was asked to hire members for the NGO. I had to call them and shortlisted the names of the interested members and hire them.
- Then I had to talk with the interested people for donations. I had to call the interested people and explain them the process of donation.
- I got the opportunity to visit Sitalpur for distributing food to the poor children. On that day I went to a slum area with my team members and distributed food to the small, poor children.
- Another important part of my internship was I had to work as a volunteer for delivering oxygen cylinder to the people in need. There was a whatsapp group of the volunteers. Where we received messages used to get calls or messages from the people who need oxygen cylinder and guided them that from where they would get the cylinders.
- I had to write captions for Facebook posts.
- I was a part of the blanket drive project. Also I had to attend online meetings with our Team member.



COMPANY PROFILE

ASANSOL BROTHERHOOD WELFARE SOCIETY is a registered NGO and it was established on 25th November 2018.

It was started by three members named – Mr. Prasanta Chakraborty, Mr. Santosh Paswan and Mr. Manoranjan Bera. Their purpose was to do something for the betterment of the society.

The group was established with the aim of working for the weaker sections of the society. The group first conducted his program at PRANTIK OLD AGE HOME – SURYANAGAR, BURNPUR. After that Asansol Brotherhood Welfare Society started his successful journey and still continuing his service towards the society.

Head of the NGO

- **Prasanta Chakraborty** – President
- **Kaushik Mazumdar** – Vice President
- **Paromita Mazumdar** - Secretary



JOB

DESCRIPTION



WEEK'S EXPERIENCE

FIRST DAY EXPERIENCE (4TH NOVEMBER 2021)

On 4th November, 2021 I went to the office of Asansol Brotherhood Welfare Society as an intern for the first time. Previously I had visited the office thrice, once when there was an event three months ago and second to ask for internship and drop my CV but this day the feeling was completely different. I was very much excited as this was my first Internship.

I was asked to report in office by 10 am. But I reached office a little earlier. While I entered the office I wasn't that much nervous as I had a little bit of idea about the work. After a few minutes when everyone was present, my mentor, our Secretary Ms. Paromita Mazumdar called me and told me that my main work will be online based but only in few events or in field work I have to attend offline. After that I met some of the team members- Ms. Srabani Ghosh, Kakali Chatterjee and Ms. Sanchita Choudhary, they were really simple and we had a nice friendly conversation about the work. After that my seniors added me in a whatsapp group where I had to work as a volunteer for 24 hours oxygen cylinder service.

Then one of my team members gave me a list of numbers of the interested members for donations and asked me to call the members and explain them the process of donation. I started calling one by one and explain them the process of donation. Also I asked them what type of donation they want to donate (cash, food, blankets, etc.). Most of them were interested for cash donations. I got a good response from all of them. They all were supportive in equal manner. I note down each and every information I received from them and submit it to my senior.

After that at 4:30 pm my mentor asked me to go home and told that from next day they will inform me the work on whatsapp.



FIRST WEEK'S EXPERIENCE

(4TH NOVEMBER – 11TH NOVEMBER)

My first day's experience no doubt, it was superb. I was the youngest among all but they all were very friendly. I basically had to do all the works offline.

5th November

My first day was very satisfying and also I showed my enthusiastic nature in my work. The next day Paromita ma'am told me what types of work I have to do in this one month. She added me in a whatsapp group in which I had to work as a volunteer for the 24 hours oxygen cylinder service. I spoke with our team members about the work. Everyone was senior than me and were experienced but never let me feel lonely.

7th November

As few days ago in a road accident our Team Member Mr. Jadunath Chakraborty lost his wife (Late Sraboni Chakraborty). On this day his son sponsored Dinner for the underprivileged Handicapped and specially abled persons resided at Chesire Hostel Riverside Burnpur in remembrance of his mother. This day we began our condolence by lightning candles in front of her photograph and stayed one minute silent. Later all Team Member of ABWS and family members of Mr. Jadunath Chakraborty and residents of the hodtel provided homage by lightning candles.

9th-11th November

On these days I had to call common people and asked them to take membership in the NGO. Also explain them that why they should take a membership in this NGO and shortlisted the names of the interested people. I also called them and guided them and explain them the process that how they will donate. Also I had to report everyday to my senior.



SECOND WEEK'S EXPERIENCE
(12TH NOVEMBER – 18TH NOVEMBER)

12th November

I attended two meetings on this day one in which we discussed about the works of that week and the other meeting was with our president Mr. Prasanta Chakraborty. The second meeting was a formal meeting in which we all had to describe our work of last week.

13th November

I called 15 interested people for membership and donations and I got positive response.

15th November

I was active on whatsapp group for the whole day, had spoke with my seniors about oxygen cylinder. I noted down the number of cylinders are available.

16th November

I wrote caption for a facebook post. Firstly I faced some problems but later one of seniors help me to write.

18th November

I got a call from a person who urgently needed an oxygen cylinder. As previously I noted down the number of availability of cylinder so I easily guided him that from where he will get it.



THIRD WEEK'S EXPERIENCE

(19TH NOVEMBER – 25TH NOVEMBER)

19th November

On this day I was quite busy as I got a call and a message of different people who needed oxygen cylinder. I asked them their address and the situation of the patient. I informed my seniors about the necessity of the oxygen cylinder and send them the address and contact details of the patients.

21st November

On this day we had Food Donation Drive, we went Sitalpur in the evening to distribute food to the poor children. There were approx thirty children. When we reached they all gathered in a place we call them and spoke with them. They all were very sweet. Then we make them sat on an open area to have food. After having their food, their smile fascinated us. After that we returned home.

22nd – 24th November

On these days I noted down the names of all the members who had donate. Also I recorded all the information like how many members had donated cash, how many donated blankets, etc. I prepared different charts for different things they had donated.

25th November

I spoke with some people about donations as they said they will donate blankets and cash. They responded really well. on this day the people who wanted to donate cash, had donated through online payment mode.



FOURTH WEEK'S EXPERIENCE
(26TH NOVEMBER – 3TH DECEMBER)

26th December

Not much work was done on this day. I was asked to write few captions for the Facebook page. I wrote the captions on this day.

28th December

This day we had an online zoom meeting where we discussed about the next day's blanket distribution drive.

1st December

On this day in the evening we went to a slum near Burnpur for distributing blankets. The blanket distribution drive was named as "Sheet Kahan". There were almost 60 people. We distributed one blanket to each one of them and wrote their names. During blanket distribution I could feel their happiness. After that we returned home. While returning we saw an old man is sleeping on a roadside our car stopped and our president Mr. Prasanta Chakraborty went to that old man and gave him a blanket. The blanket donation drive was really great.

2nd December

This day I got a call from a person who was interested to visit our NGO. I forwarded his call to our president Mr. Prasanta Chakraborty. After that I got a message on whatsapp group about the necessity of oxygen cylinder. I spoke with my seniors and manage to arrange a cylinder and handled it to a family member of the patient.

3rd December

It was the last day of my Internship. On this day I handled the bundle of records which I had prepared earlier to my mentor. I was active on my whatsapp group for the rest of the day and worked actively.

3rd December was my last day of internship but after that day I still continued my work.

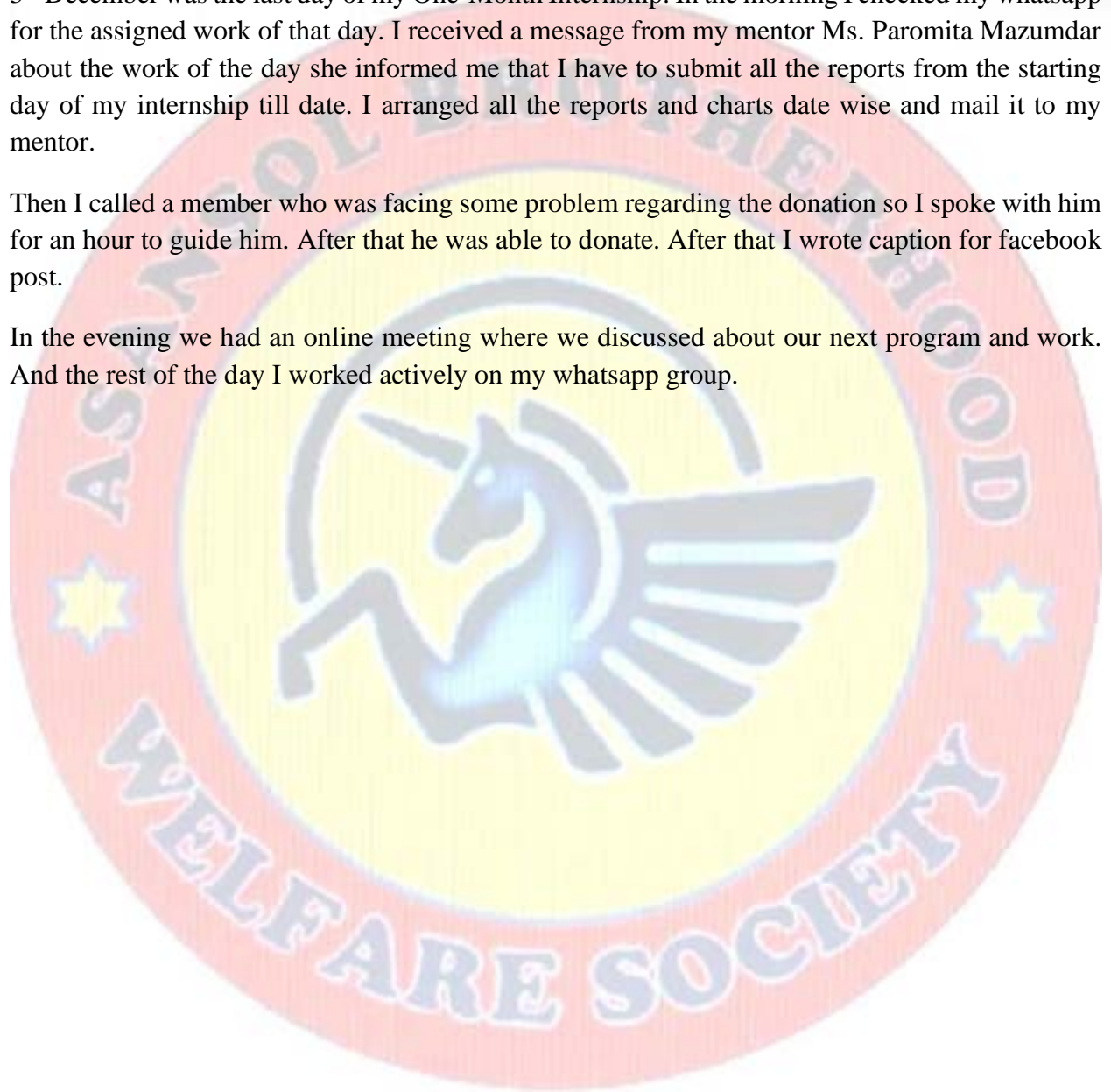


LAST DAY EXPERIENCE (3TH DECEMBER 2021)

3rd December was the last day of my One-Month Internship. In the morning I checked my whatsapp for the assigned work of that day. I received a message from my mentor Ms. Paromita Mazumdar about the work of the day she informed me that I have to submit all the reports from the starting day of my internship till date. I arranged all the reports and charts date wise and mail it to my mentor.

Then I called a member who was facing some problem regarding the donation so I spoke with him for an hour to guide him. After that he was able to donate. After that I wrote caption for facebook post.

In the evening we had an online meeting where we discussed about our next program and work. And the rest of the day I worked actively on my whatsapp group.





EXPERIENCE GAINED

By the end of the four weeks, the most valuable thing I gained from my work place is the experience. The opportunity to work in an NGO for a month made me experience things that were very new to me. The experience I gained was professional. In this one month I have met different kinds of people coming from different backgrounds and have learned to maintain cordial relationship with each one of them.

Also, my communication skills have improved to a better extent. I have learned to communicate freely with people whom I met for the first time without feeling awkward. This skill was needed when I was asked to interact with common people for hiring members and regarding the cash donation.

Another important thing of this one-month internship is it has made me responsible. It has taught me to take up responsibilities and I have also learned to complete all my works within the given deadline.

“Experience is what you get when you didn’t get what you wanted. And experience is often the most valuable thing you have to offer.”



CONSTRAINTS FACED AND SOLUTIONS FOUND

I didn't come across so many problems during my one month on the job training. But the major problem which I had faced was:

- I had faced constant network problem. As most of the works I had to do online so internet was the most important part of the work. But sometimes due to major internet issues I was unable to attend meetings till end. Even sometimes I couldn't hear properly. But still I didn't miss any information as my team members used to send all the information that all had discussed in the meeting.
- Another problem I faced while writing captions of Facebook posts. It was a bit difficult for me to write captions in Bengali but still I wrote some captions and later my seniors helped me to write those



ROLE OF COMMUNICATIVE ENGLISH IN ON THE JOB TRAINING

Communication is a skill which involves systematic and continuous process of speaking, listening and understanding. Most of the people are born with the physical ability to talk, but we must learn to speak well and communicate effectively. Speaking, listening, and our ability to understand verbal and non-verbal cues are the skills by behavior on what we see and perceived. We are also taught some communication skills directly through education.

The importance of English communication in On The Job Training is to communicate effectively and no communication is possible if one doesn't get a chance to communicate. It is natural that the demand for communication is high in this ever changing world. English plays crucial role in communication and is no doubt the most important tool of communication all over the world.

My subject Communicative English has helped me a lot more in every step during my On-Job-Training.

READING- The reading skill I possessed helped me to read out the provided files. This also helped me to read the articles which were posted in the website.

WRITING- The writing skill I possessed helped me to write down the captions for the pictures and posts.

SPEAKING- My speaking skills were applied since the very first day of my Internship. During the Internship, my speaking and interactive skills were useful while communicating with the team members, seniors. It was also needed while speaking with the common people for taking a membership or for donating cash.

LISTENING- Listening skills were applied when I had to listen to the problems of the people on calls. Also I had to listen to my seniors and team members when they assigned me some work or explain me something related to the work.

To conclude, Communicative English played a major role during my one-month Internship. All the skills I needed to work as an intern during the Internship was more or less taught to me in our Communicative English theory and practical classes.

TOOLS USED



The tools I have used for my On-the-Job-Training are:

- **Pen**, for writing every detailed note.
- **Personal diary**, for penning down my daily work.
- **Laptop**, for typing, access internet.
- **Mobile**, to make calls, receives calls.
- **Google**, for finding location and almost every other work.



Social media sites like:

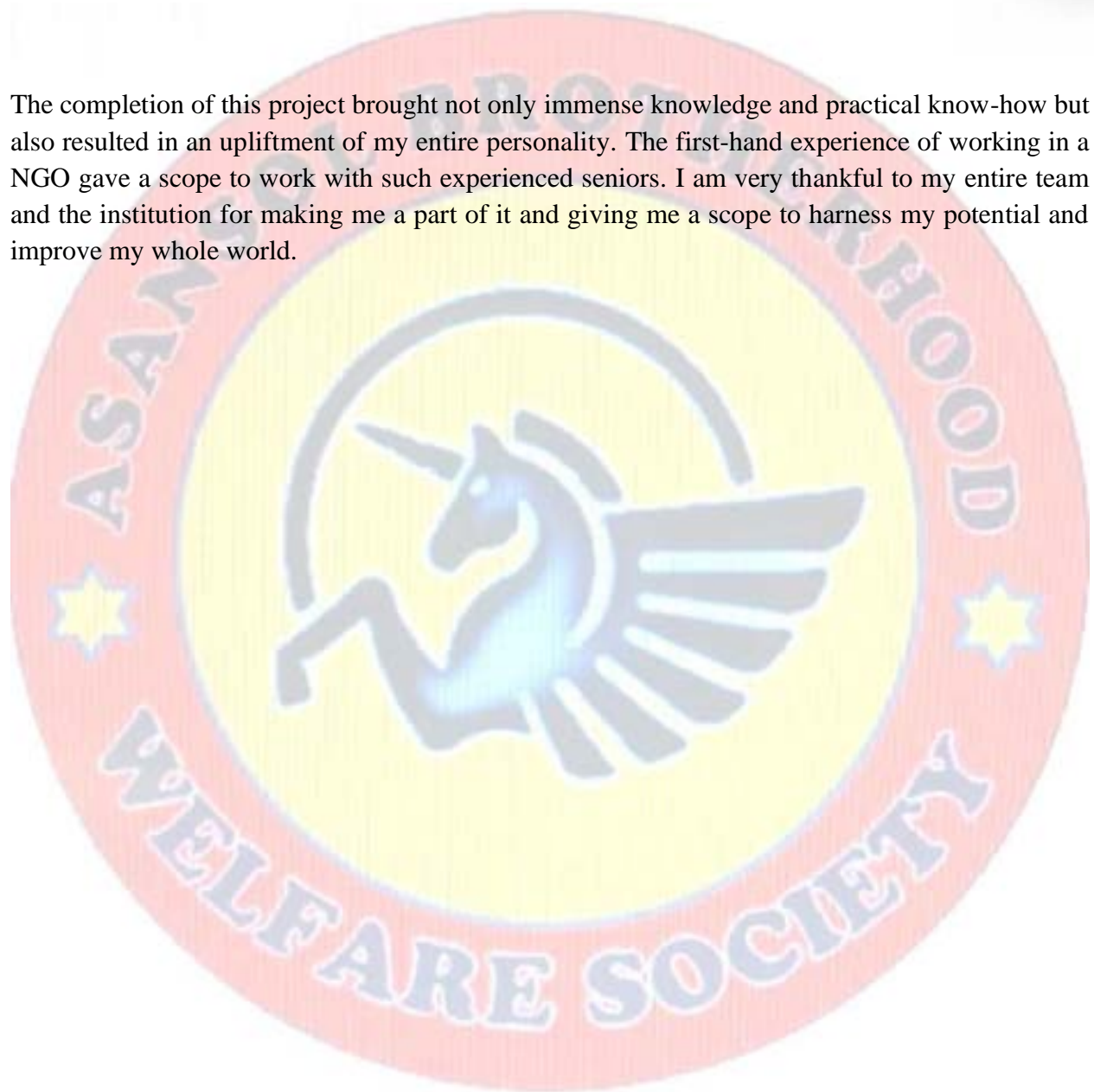
- **Facebook**





CONCLUSION

The completion of this project brought not only immense knowledge and practical know-how but also resulted in an upliftment of my entire personality. The first-hand experience of working in a NGO gave a scope to work with such experienced seniors. I am very thankful to my entire team and the institution for making me a part of it and giving me a scope to harness my potential and improve my whole world.





ANNEXURE



AN APPEAL BY ASANSOL BROTHERHOOD WELFARE SOCIETY

"Donate Blankets/ Sweaters/ Mufflers/ Monkey Caps / Shawls
for the needy underprivileged
Children, women and elderly people..."



Share the Warmth
BLANKET DRIVE



ASANSOL BROTHERHOOD WELFARE SOCIETY
पुनर्वसन
"शीतकाहन"
Our Blanket Initiative Aims at
A single piece of blanket can save a life this winter...

"SHEETKAHAN" - BLANKET DRIVE PROJECT
"शीतकाहन" - कपडन वितरण प्रकल्प

ASANSOL BROTHERHOOD WELFARE SOCIETY
BANK NAME- BANK OF INDIA, ACCOUNT NAME- ASANSOL BROTHERHOOD WELFARE SOCIETY
BRANCH- BURNPUR, ACCOUNT NO- 423410110019080, IFSC- BKID00064234
GOOGLE PAY & PHONE PAY - 7901377131

Winter is a curse for the poor and homeless people of our society. It is a desperate struggle for survival for the underprivileged people.

Asansol Brotherhood Welfare Society's - Annual Winter Campaign: "SHEETH KAHAN" tries to help such Children, Women & Elderly People.

Last year we have successfully provided winter wear to the poor - needy and homeless people in Asansol and its surrounding areas. Loads of thanks to all the Donors, Supporters, Well-Wishers, Friends and Team Members. Without your great support we would not have succeeded to achieve our goal last year.

ABWS is a registered NGO dedicated to provide ethical and affordable healthcare to people of our society. Our main focus areas are to provide help to needy children, women and elderly people of our society.

Hoping to receive the same support from all of you this year also.





WEBLIOGRAPHY

While pursuing to complete this I have consulted of the following websites:

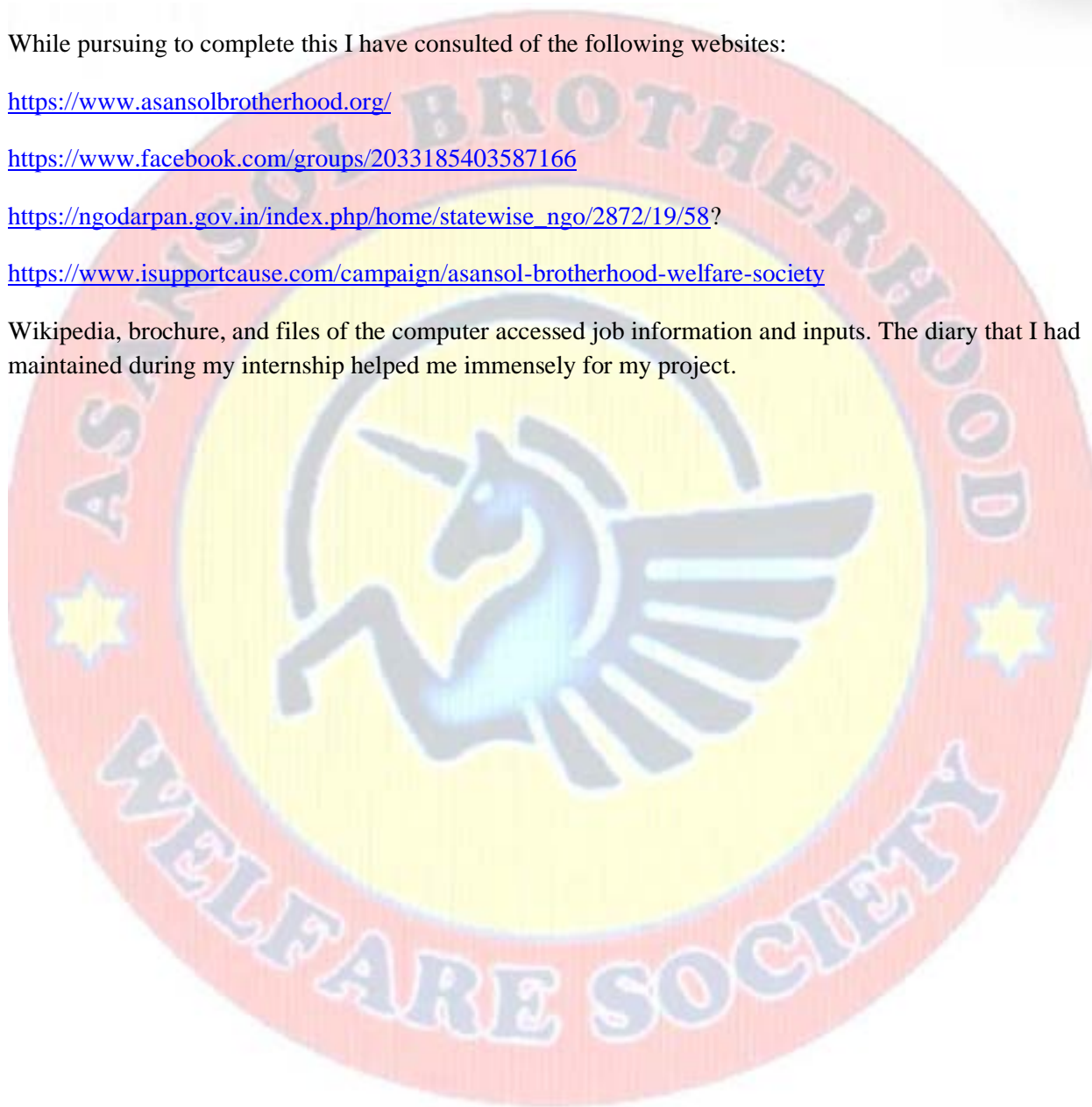
<https://www.asansolbrotherhood.org/>

<https://www.facebook.com/groups/2033185403587166>

https://ngodarpan.gov.in/index.php/home/statewise_ngo/2872/19/58?

<https://www.isupportcause.com/campaign/asansol-brotherhood-welfare-society>

Wikipedia, brochure, and files of the computer accessed job information and inputs. The diary that I had maintained during my internship helped me immensely for my project.



PARTICIPANT'S PROFILE

NAME: RIDDHI SAHA

CLASS: SEMESTER V

SUBJECT: COMMUNICATIVE ENGLISH

ROLL NUMBER: 19/BAV/0112

REGISTRATION NUMBER: 013-1211-0247-19

COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE

YEAR: 2021

Endorsed by:



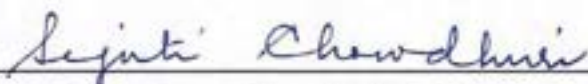
Signature of the Principal

Principal
Gokhale Memorial Girls' College

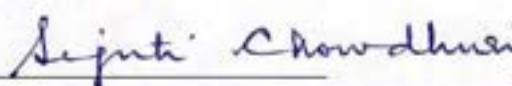
24 JAN 2022



Signature of Head of the Department



Signature of the Project Supervisor

 (Examiner)

Signature of the External Examiner

Signature of the Internal Examiner

JOB PROFILE

I was a Social Media Marketing Intern at Little Hand Foundation. I was given several types of tasks to deal with within the one-month period of time.

- There was one task that I had to do every week which is finding out potential influencers from Facebook and Instagram who would collaborate with us and share their word on our campaigns. A report on this had to be submitted by the end of every week.
- I had to share posters and campaign posts with my contacts and friends to gain followers which was initially a primary task but eventually it became a day-to-day task.
- My HR ma'am also gave tasks like creating posters of previous and upcoming campaigns and writing captions for them which were to be posted on various social media platforms.
- I had to communicate with influencers who would collaborate with us in promoting our campaigns. This was one of the important tasks during the whole tenure.
- I even had to approach different contributors and donators regarding donations for upcoming campaigns.
- Another important part of my internship was to make detailed plans about a campaign post on how to make it more apprehensive and work on different methods to attract people so that our work gets promoted among huge number of people.
- I was also assigned to write small content on our campaigns which was not directly a part of my internship, but Vaishnavi ma'am liked my writing style and thus asked me to write something which was to be posted on a magazine published in Delhi.

INTERNSHIP COMPLETION CERTIFICATE



CERTIFICATE OF COMPLETION

This certifies that

RIDDHI SAHA

has successfully completed the Social Media Marketing Internship Program from 12th September 2021 to 12th October 2021.

We found him/her sincere, hardworking, dedicated, and result-oriented. She/he worked well as part of the team during his/her tenure. We take this opportunity to thank him/her and wish him/her all the best for his/her future.

Date of Certification: 2021-10-14

Deepanshu

DEEPANSHU ARORA
Founder

littlehandfoundation.org.in
Certificate No: LHF/CE/21/A051

INTERNSHIP COMPLETION CERTIFICATE



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We found him/her sincere, hardworking, dedicated, and result-oriented. She/he worked well as part of the team during his/her tenure. We take this opportunity to thank him/her and wish him/her all the best for his/her future.

Date of Certification: 2021-10-14

Deepanshu

DEEPANSHU ARORA

Founder

littlehandfoundation.org.in
Certificate No: LHF/CE/21/A051

ACKNOWLEDGEMENT

I wish to express my sincere gratitude to everyone who has supported me throughout this journey of the internship period. I acknowledge with thanks the kind of patronage, loving inspiration, timely guidance, encouragement, suggestion and constructive criticism have contributed immensely to my personal development during this period. I thank **Dr. Atashi Karpfa (Principal)** and **Mr. Rajkumar Barman (Head of the Department)** for providing me with the necessary facilities.

I would like to thank **Ms. Monami Ghosh (Faculty Member)** who through her vast knowledge has guided me to complete my internship. I would like to express my sincere gratitude to **Smt. Sejuti Chowdhuri (Project Supervisor)** whose continuous encouragement and guidance has helped me throughout.

Moving forward, I thank my HR Manager Ms. Vaishnavi Mehta for her constant support and guidance. I would also like to thank my mother **Smt. Bobby Saha** and my friend **Akash Bardhan** without whom this journey would have been incomplete.

Lastly, I would like to thank the University of Calcutta for including “**One Month on the Job Training**” in our syllabus.

DECLARATION

This report is based on the **One-Month On-The-Job-Training** as an intern in **Little Hand Foundation** submitted by **Riddhi Saha**.

Roll Number: **19/BAV/0112**

Registration Number: **013-1211-0247-019**

The surveyor is a student of **Semester V Communicative English (Major)** of **Gokhale Memorial Girls' College** and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

Signature: _____

Date: _____

PREFACE

An **internship** is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. It gives a student the opportunity for career exploration and development, and to learn new skills. It offers the employer the opportunity to bring new ideas and energy into the workplace, develop talent and potentially build a pipeline for future full-time employees.

The purpose of an internship is to provide real world experience that enables you to put everything you have learned into action. It helps you gain skills that can be applied to future jobs. They may be paid or unpaid but it acts as an important stepping-stone to securing a job or developing business contacts.

On-the-Job Training or **OJT** is one method by which students is given a chance to apply the theories and computations that they have learned from college. It also helps the students to acquire relevant knowledge and skills by performing in actual work setting. Colleges and universities require their students to undergo such training for a specific number of days as a part of their curriculum. For the students, an OJT or internship program provides opportunities to go through the actual methodologies of a specific job using the real tools, equipments and documents. In effect, the workplace becomes a development venue for a student trainee to learn more about his/her chosen field and practice what he/she has learned.

HOW I GOT THE JOB

Even before I took admission in CMEV, I had gone through the syllabus and got to know that we will have to do an internship in the 5th semester. I knew it was an essential part of the course and thus, was very excited and about it.

As days passed by, I felt that a media house job is not for me and I'll be comfortable in PR and Marketing. I used to discuss about how to get internships and the whole process from my seniors while I was in my first year to get an idea about these things.

I was very serious about the idea of an internship but when the pandemic hit, everything went online and work from home started, I was a bit worried about getting one in a reputed place. Although I had a year to start my internship, the second wave lockdown really doomed me because there was no chance of getting an offline internship. After my fourth semester ended, I knew this is the time and began searching for internships according to my forte and I had a plan to complete my internship before the Durga Puja.

I created my CV and started applying for internships through various platforms and the most useful one for me was the **Internshala** app. This platform gave me numerous options and mostly there were registered and trustworthy ones and thus I went for them. After applying in around 10 - 12 places, I got no response in 3 days. On the morning of 8th September, I got a call from a different digital marketing agency and they took a short telephonic interview. On the evening of the same day, Little Hand Foundation contacted me through the Internshala app and took my confirmation about joining an internship. I confirmed and then they added me to a WhatsApp group on the same day where other applicants were also added and then they asked us our basic details. The HR informed us that a telephonic interview will be conducted within 3 - 4 days based on which will be the selection. Within this time, I researched every bit of this organization and confirmed whether it is a registered NGO or not.

On the evening of 11th September, I got a call from the HR Manager Ms. Vaishnavi Mehta and she took a short interview of mine and asked me a few questions on my preference of working in an NGO. She also mentioned that it was an unpaid internship and whether I was aware of it or not. I answered

all her questions and what I felt that she was happy with my response. She mentioned that I'll be informed in the WhatsApp group whether I'm selected or not by the end of that day. At exact 10:38 pm, I got the notification that I'm selected. This made me immensely happy and I informed my parents and thanked God. After the confirmation, they asked for some more details about my family structure, my college and about the course that I am pursuing.

I got my Offer Letter on 19th September and thus replied with my Offer Acceptance on that day itself. Though my work started from 12th September, they had informed me that I am going to receive the Offer Letter a few days later due to some unavoidable circumstances on their end.

Finally, 12th September was the day my work started. Although it was not a big organization, but I was still very happy because I got associated with something so great and noble. Not to forget, only 5 interns were selected including me out of 34 candidates.



MAIN PROJECT



JOB PROFILE

I was a Social Media Marketing Intern at Little Hand Foundation. I was given several types of tasks to deal with within the one-month period of time.

- There was one task that I had to do every week which is finding out potential influencers from Facebook and Instagram who would collaborate with us and share their word on our campaigns. A report on this had to be submitted by the end of every week.
- I had to share posters and campaign posts with my contacts and friends to gain followers which was initially a primary task but eventually it became a day-to-day task.
- My HR ma'am also gave tasks like creating posters of previous and upcoming campaigns and writing captions for them which were to be posted on various social media platforms.
- I had to communicate with influencers who would collaborate with us in promoting our campaigns. This was one of the important tasks during the whole tenure.
- I even had to approach different contributors and donators regarding donations for upcoming campaigns.
- Another important part of my internship was to make detailed plans about a campaign post on how to make it more apprehensive and work on different methods to attract people so that our work gets promoted among huge number of people.
- I was also assigned to write small content on our campaigns which was not directly a part of my internship, but Vaishnavi ma'am liked my writing style and thus asked me to write something which was to be posted on a magazine published in Delhi.

COMPANY PROFILE

Little Hand Foundation is a **Delhi** based **Non-profit Organization** aiming to uplift the life of every individual by providing basic requirements to the poor and needy, they support people of all backgrounds to construct a healthy and socially balanced community.

It all started back in 2018 with the pledge to serve people and being, create a world where everyone thrives peacefully. Their strategic priorities are to make people discover their potential for action and change; to encourage healthcare development and to encourage and popularise voluntary work.

TEAM

Founder: Deepanshu Arora

Advisors: Neeraj Dhamija, Tarun Sharma

Anchor: Kajol Dawer

Manager: Vaishnavi Mall, Palkin Verma

HR Head: Vaishnavi Mehta

Content Writer Head: Lavkush

Volunteer Head: Love Sharma

Volunteers: Anubhav Dawer, Vishal Arora, Uday Sharma, Kartik Sharma, Kartik Sharma, Ashu Patel

Photographer: Rajan Sharma

The logo for the Little Hand Foundation is a circular emblem. It features a stylized, open hand in shades of yellow and orange, reaching upwards. Above the hand, the words "Little Hand Foundation" are written in a light blue, sans-serif font, following the curve of the top half of the circle. In the center of the circle, the letters "LHF" are written in a large, grey, stylized font.

JOB **DESCRIPTION**

WEEK'S EXPERIENCE

1ST Day's Experience: 12th September 2021

12th September 2021 was the first day I joined as a Social Media Marketing Intern at Little Hand Foundation officially. I was excited as well as a bit nervous because it mattered a lot regarding my course studies. The only thing in my mind was to give my best at my work and gain as much as experience possible.

A Google Meet meeting was organized for a brief introduction and to discuss several points. Only three interns including me joined. Firstly, our HR Manager Ms. Vaishnavi Mehta welcomed us into this opportunity and gave a small introduction about the organization. Moving forward, she explained the role of a Social Media Marketing Intern in their organization and how we the interns can be a part of the betterment of the whole process by engaging more people with this noble work and sharing it with more and more people. Then she guided us with the whole procedure of receiving tasks, managing it and its submission. She directed that we will be receiving tasks via a WhatsApp group in which we will be added after that meeting and we will submit the tasks as per mentioned platform in the task itself. Vaishnavi Miss assigned us a task which was consistent for the entire duration of the internship, that is, to find out potential influencers from Facebook and Instagram for collaborating regarding campaign promotions. Lastly, there was a doubt clearing session.

After the meeting ended, I was added to that particular WhatsApp group where all the interns and Ms. Vaishnavi were present. We interacted a bit among ourselves and Vaishnavi ma'am also shared how some past interns have done a great job in promoting the campaigns. She made us sure to go through and check all the social media and web platforms of Little Hand Foundation so that we get to know for what we are working.

In the evening, I got my first task via the WhatsApp group and the deadline for it was by the end of 16th September. Everything went well overall and I was looking forward to start my work on the first task given.

1st WEEK'S EXPERIENCE

(12th September 2021 – 19th September 2021)

13th September – 16th September:

I received my first task on the evening of 12th September and started working on it from the morning of 13th September. The task was to gain at least 20 followers on the official page of Little Hand Foundation both in Facebook and Instagram and those followers must like 10 posts on both the platforms; if anyone unfollows during the tenure of my internship then that account will not be counted. Further, a list with their original name and account names had to be submitted within the end of 16th September.

I started with making a list of my known people with whom I can share the posts and campaigns and ask them to follow the account of Little Hand Foundation. My target was gain much more than 20 followers and thus I shared about LHF to nearly 80 people and asked them to follow. On doing so, most of them queried about what is it. I replied each of them and clarified their doubts. I also asked them to confirm me if they have followed and liked at least 10 posts so that I can note down their name.

By 15th September, around 52 people did it and I was so overjoyed. I made the list of the names and by 16th September, 60 people were added to that list altogether. I submitted the list in that WhatsApp group on 16th September and finally finished my first task. It was such a relief!

The best thing that happened in these days was that on 15th September, Little Hand Foundation posted every intern's picture as a recognition from their end: this elated me and it is true that these little things uplift a person to do better.

17th September – 18th September:

On the morning of 17th September, I received my second task which was to design four posters and write suitable captions for it based on the previous and upcoming campaigns. These posters were to be uploaded in the future days. The deadline was by the end of 18th September. I was asked to contact with Content Writer Head Lavkush Sir to discuss the exact requirement of the posters.

I started designing the posters and sent their rough draft to Lavkush Sir on 17th itself. He asked me to do some small changes and make the final ones. According to the suggested changes, I made the final posters along with suitable captions and mailed them to Vaishnavi ma'am on the evening of 18th September as asked.

19th September:

At the first introduction meeting we were assigned a constant task for every week which was to find out potential influencers from Facebook and Instagram for collaborating for campaign promotions and send a list by the end of the week containing at least 7 to 8 names. Thus, on 19th September I searched on both the platforms and submitted a list of 10 names to Vaishnavi ma'am.

2ND WEEK'S EXPERIENCE

(20th September 2021 – 27th September 2021)

20th September – 23rd September:

The second week's work started with communicating with those 10 influencer personalities about promotion. My task was to contact them for collaboration by introducing LHF to them and asking if they are interested in promoting our campaigns. If they approve then I had to take a screenshot of their response and forward to my HR so that they can take the next step for it. While I reached out to those 10 people, I realized that this particular task needs to be handled very professionally because it all depends on my way of communicating. I contacted them through Instagram as advised by Vaishnavi ma'am. For more than 24 hours, there was no reply and I felt a bit low because I thought that no one is interested or maybe I have done something wrong while communicating. It was an unpaid collaboration and I informed that too. On 22nd September, 4 of them replied asking more about LHF and what has to be done from their end. Then I contacted my HR for updating them. She told me to inform them that they will receive an official e-mail from LHF regarding the whole procedure. By 23rd September, 8 out of those 10 people replied and I communicated with them accordingly.

But something different happened in these few days which is I got to interact with the fellow interns. It was a great feeling as they were from different parts of India, someone was from Rajasthan while someone from Mumbai while someone was from Delhi. Over the time, we have interacted a lot and now they are like my friends.

24th September – 27th September:

The next task that was assigned to me was to share invite to people from the LHF page on Facebook and gain minimum 200 new followers and make a list of those new people and submit it. So, I started sending invite to the people in my friend list randomly. As soon as someone accepted the invitation, I added the name to the list. Unfortunately, by the end of 27th September, only 136 new followers were added. Again, like the previous week, I had to find out influencers for collaboration and this time I submitted a list of 7 names.

3rd WEEK'S EXPERIENCE

(28th September 2021 – 04th October 2021)

28th September – 30th September:

There was not much work to be done in this week. Within these two days, I had to share 5 posts on Instagram and Facebook from LHF's official page with suitable and relevant captions.

01st October – 04th October:

Within these days I was directed to contact with two of the main donators who donate cash and other necessary items for the various campaigns that LHF holds. I coordinated with them regarding requirement of items and other necessary stuffs for the future projects that are to be held very soon. I further directed their response to my HR to proceed things.

Again, I sent 10 influencers' names to Vaishnavi ma'am like the previous weeks.

4th WEEK'S EXPERIENCE

(05th October 2021 – 12th October 2021)

05th October – 08th October:

As it was the last week of my internship, all the work had to be wrapped up. Vaishnavi ma'am asked me if I can write an article on LHF which might get published in a local magazine of Delhi. I immediately said yes, I felt very lucky as this was something special. I wrote a small article and sent it to Vaishnavi ma'am and she liked it very much.

The next task I did was to again invite people on Facebook to like LHF's page and this time I had to gain only 50 new followers. Luckily, more than 50 people started following the page and I made a list of their names and submitted it.

09th October – 11th October:

My last task was very easy one. I had to collect funds for the future campaigns and transfer the total amount to a certain mentioned account. The minimum amount to be collected was Rs. 150. Thus, I circulated a message within my friends as well as my contacts of about LHF and their work; and it will be really helpful if they can donate something but it was not mandatory to donate at all. Fortunately, I collected Rs. 200 within 24 hours and sent that money to that specified account.

LAST DAY'S EXPERIENCE

12th October 2021

This was my last day as an intern at **Little Hand Foundation**. When the internship had started, I was a bit nervous and clueless that how will it get through but on the last day I was satisfied with myself and with the whole team.

There was no work to be done on that day. We were informed that a Google Meet meeting will be held in the evening as a farewell ceremony virtually. Vaishnavi ma'am shared a few words and praised every one of us for our work and she also mentioned about the article I wrote on LHF with everyone and everyone praised me. This was something very wholesome. Then she also requested to share our feedback on the team of LHF. I mentioned certain points and they took it very well in a cool manner. Vaishnavi ma'am also informed us that we will be receiving our certificate shortly.

As the meeting ended, I realized that the internship is finally over and I felt something blank. Overall, it was a nice experience to work in an organization which does such noble work and that too run by those who are students. I felt great to be a part of such an organization although it was for just one month.

EXPERIENCE GAINED

Working for an NGO was really a wholesome experience. Although it was not a big company or a private institution, I was happy that I came to use for something that helps people to live better lives.

I interacted with different kinds of people with different personality and mindset and that too from different parts of India which benefitted me a lot. While I communicated with the influencers, I learnt how to deal professionally with such people and how to deal with circumstances. Sometimes it was difficult to adjust and accept certain things but in the end everything went smooth.

Also, my communication skills enhanced and I have gained much more confidence while interacting with people. I also gained experience in the Social Media Marketing field which I think will be of real help in the future because everything is now done online and digitally. I also got an idea on how everything works within an NGO. This internship has made me more and more punctual and discipline and how to keep things professionally and not personally.

CONSTRAINTS FACED AND SOLUTIONS FOUND

First of all, my HR Vaishnavi ma'am was a very easy-to-go person to whom one can share almost everything. I did face some difficulties during the internship but with her help everything sorted out.

- One major problem that I faced is lack of communication. As it was an online internship and everything was done virtually, I sometimes could not reach out to Vaishnavi ma'am instantly as she was not available all the time which is very much understandable as she is also a student but at times, I needed her immediately. This problem got solved as we discussed about it and she asked me to call her up in case of an emergency.
- Another problem was a miscommunication with Lavkush Sir who was the Content Writer Head. He confused me with someone else and directed me something else which had no relevance with my work. This too was solved as I detected the problem and we discussed it through.
- The most irritating problem that occurred was that the Canva app was undergoing with some glitches as I was working on it for creating the posters and my work was getting erased all the time. Seeing this, I took help from one of my friends and sorted the problem out and finally completed my work on time.

ROLE OF COMMUNICATIVE ENGLISH IN

ON-JOB-TRAINING

Enhanced communication skills in English can result in not only an improved social life, but can also create better job opportunities in the future. From job interviews to the actual professional world, communication skills are very crucial and being proficient in English also means being able to communicate clearly and effectively. Most job interviews are conducted in English by the interviewers. They quickly make judgements and give great importance to first impressions. Poor skills in the language can mean smaller chances of landing a job. On the other hand, being proficient in the language can help one leave a good first impression which means higher chances of getting the position one is applying for. English is the most commonly used language in the business world. Most job interviews are conducted in English. Most business contracts are written in English. Handling international business deals require effective skills in English. English is the preferred business language because it is an exact language. It allows a person to say whatever he or she wants to say without the need to argue about the meaning. However, using incorrect tenses and parts of speech, one's sentence will not be accurate. So, in order to have an increased competence in the professional world, one should have a very good grasp of the English Language. Thus, learning Communicative English as a subject is one of the prime goals nowadays.

Speaking of myself, I was not a very outspoken girl from my school days but taking Communicative English as a subject has enhanced my skills and has groomed me as a student both interpersonally and intrapersonally. The theory and practical lessons given by my professors in the Communicative English classes has proved to be very useful during every day of my internship.

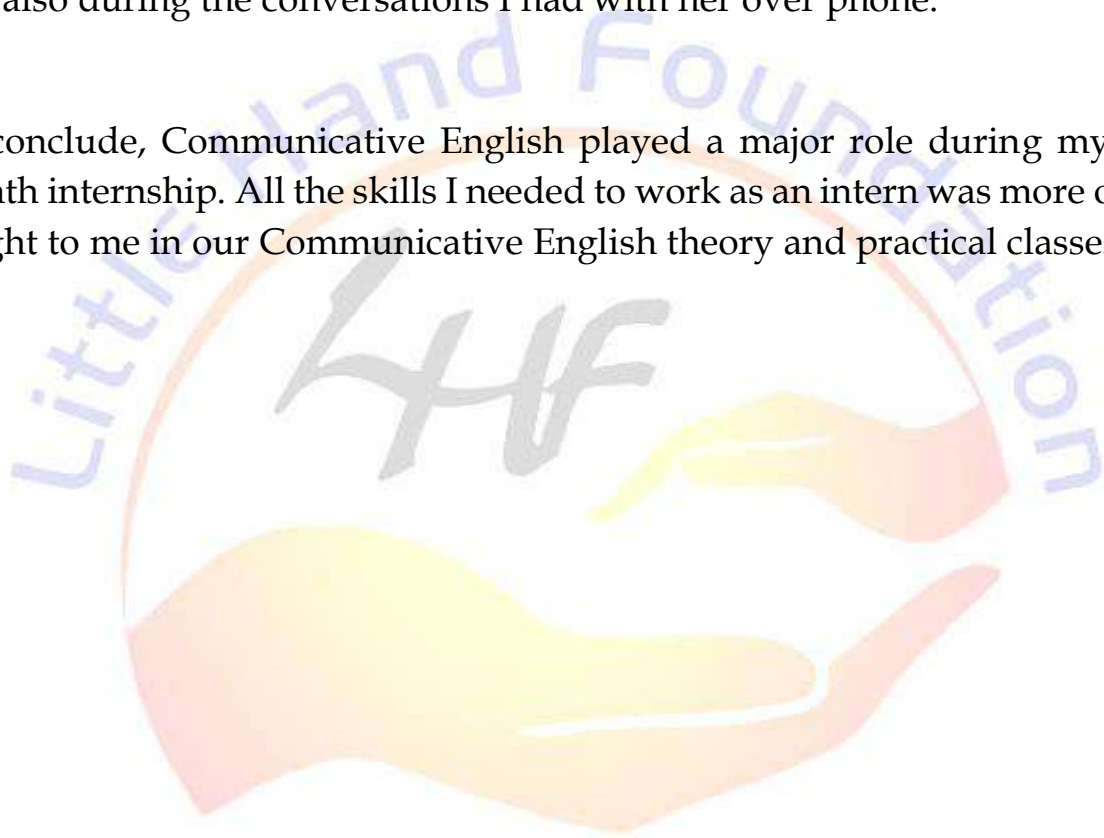
READING: The reading skills that I possessed helped me go through the tasks assigned and the e-mails from different people.

WRITING: My improved writing skills were applied when I wrote an article on LHF for a magazine which gets published in Delhi. It was also applied while communicating with influencers, my HR or any other person. My writing skills was the most important thing when I used to reply to the e-mails from collaborators and donors.

SPEAKING: My speaking skills were applied since the time I gave my interview. As it was an online internship, I did not have to speak verbally very often except for a very few telephonic conversations with my HR.

LISTENING: Listening skills were applied when I had to listen to the instructions given by Vaishnavi ma'am during the first introductory meeting and also during the conversations I had with her over phone.

To conclude, Communicative English played a major role during my one-month internship. All the skills I needed to work as an intern was more or less taught to me in our Communicative English theory and practical classes.



TOOLS USED

Pen: for writing necessary points.

Laptop: for various work.

Mobile: for communicating, submission of tasks and other work.

Canva app: for creating posters.

Google: for searching relevant topics.



CONCLUSION

To finally conclude, this internship has been an excellent and rewarding experience. Not only did I gain practical knowledge but also had the opportunity to know some great people. The culmination of the project brought not only immense knowledge and practical knowhow but also resulted in an upliftment of my entire personality. I was able to gain practical skills, work with great mentors and make connections that will last a lifetime. I am very thankful to the entire team and the organization for making me a part of it and giving me a scope to harness my potential and improve my world view.



ANNEXURE



EAT AWAY HUNGER PROJECT

"The best of all charities is to feed a hungry person."

Little Hand Foundation, a non-profit organization is constantly working to eradicate hunger by serving the needy. They have distributed more than 7k meals to the starving homeless people and is continuing to do so. COME, JOIN US AND LET'S EAT AWAY HUNGER!





NON PROFIT



kindness — giving — care

Little Hand Foundation (Regd.)

For Donation or help : +91 8595677567

Little Hand Foundation is a registered non-profit organization that serves as a resource for people, organizations, and institutions in the Republic of India.

Our goals and objectives are to :

- Reduce poverty and injustice
- Promote equality in educational opportunities across different economic strata
- Reduce human suffering through access to quality medical care
- Create and support local programs for environmental protection
- Provide opportunities for empowering women in both rural and urban centres
- Enhance opportunities for social contribution by elderly people

425/14 Jharkhandi Road, Bholu Nath Nagar, Delhi - 110032

INTERNS

Interns of Little Hand Foundation

The new and blooming individual who works hard to expand their horizon every day. With determination, they get things done perfectly. Because of their support and wish to bring betterment, we have been able to attain such feats.

We are consistently amazed by your performance.

You've been working so hard! Thank you for always being the first to volunteer a helping hand. We couldn't do it without you. Keep up the great work!



Send message



Participant's Profile



Name – Sneha Mukherjee
Class – 5th Semester
Subject – Communicative English
Roll no. – 19/BAV/0212
Registration no. – 013-1211-0249-19
College – Gokhale Memorial Girls' College
Year – 2021

Endorsed By:

Principal
Gokhale Memorial Girls' College

Signature of Principal

24 JAN 2022

Signature of Head of Department

Signature of Project Supervisor



Signature of External-
Examiner

(Examiner)
Signature of Internal-
Examiner

Job Profile



Throughout the duration of my internship, a variety of topics were assigned to me to write on. These led to me gaining more knowledge and becoming more aware of certain topics which I previously did not know much about. With every research, every new topic, every interaction and every feedback, I found the work becoming more and more interesting as well as resourceful.

- I was given different kind of topics ranging from creative to abstract to practical ones. Each was different and required its own research or background knowledge.
- Among my tasks were several kinds of topics based on poetry, prose, four liner quotes, short stories, abstract letters, creative essays and articles on social issues..
- I was sent pictures and was supposed to study them and write something creative and suitable which would match the picture's message and fit with it.
- I was given special days/festivals/holidays to write on from a personal point of view while also adding certain elements which may help the readers find it relatable.
- I had to research properly about certain topics and gather information to include accurate data and/or facts. This included current affairs, abstract ideas, political news and/or news related to celebrities, movies and books.
- I worked for the promotion at times by sharing current posts and other useful information related to the page.



ANNEXURE



CERTIFICATE OF COMPLETION OF INTERNSHIP

This certificate is awarded to

Sneha Mukherjee

During her internship of one month from 1st November to 1st December we found her sincere, hardworking, dedicated and result oriented. She worked well as part of the team during her tenure of English Content Writing Internship. We take this opportunity to thank her and wish her all the best for her future.

Date: 02 December, 2021

Manish Mondal
The Wordsmiths
Admin & Editor-in-Chief

 The Wordsmiths
Love the words, love the life

Acknowledgement



I would like to express my special thanks to everybody who supported me throughout this internship period.

I acknowledge with gratitude, the kind of patronage, loving inspiration and timely guidance I received during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views as well as emotional support on certain issues related to the project.

I express my heartfelt gratitude to Dr. Atashi Karpha (Principal) for providing me with the opportunity to go on this OJT as a student. I sincerely extend my gratitude to Mr. Raj Kumar Barman (Head of the Department), for his informative guidance and inspiration and Miss Monami Ghosh (faculty - CMEV) for her unceasing encouragement and inspiration. I would also like to acknowledge with much appreciation, **Smt. Sejuti Chowdhury** (Supervisor) for her continuous support, constructive criticism and time spent on proofreading and correcting any mistakes done, which has given me the confidence to complete this project without any difficulty.

I would like to thank The Wordsmiths for recruiting me as an intern and creating such a wonderful environment for learning and our team supervisor, Miss Moumita for her educational and informative guidance, constructive criticism and encouraging personality.

I have my deepest gratitude for my family and friends, specifically my mother, Mrs. Subarna Mukherjee, for her unending motivation and inspiration and my friend, Sakshi Adarsh for her helpful nature and problem solving abilities.

Lastly, I would like to thank the University of Calcutta for including “One Month on the Job Training” in our syllabus which gave me exposure in the industry which I hope to join in the near future.

Preface



“Theory without practice is of little value, whereas practice is the proof of theory. Theory is the knowledge, practice the ability”- Alois Podhajsky.

In today’s world, no matter the number of degrees one presents to the interviewer, the object of interest and attention remains fixed on one’s work experience. Building a strong career invites competitors in one’s work field, competitors who carry almost the same degrees. Among the few things which set one apart from the rest is their practical knowledge that one gained from past experiences and their ability to implement it. Practical skills, knowledge and experience are a huge necessity which gives one an edge over the rest.

Even in case of a fresher attempting to join today’s job market; one has to compete with people who are more experienced. Day by day opportunities are decreasing while the numbers of seekers are increasing. This is creating a pressure on everyone hoping to build their career, making them gain experience from an early stage – be it in the form of volunteering work, internships, freelancing, community service or actual part-time or full time job.

Being an experiential learning opportunity, an internship provides one with real time working experience in a professional environment; help build professional connections while giving one a glimpse of how life will be under their chosen work field. Thus, it also helps one get a clearer view as to if they want to pursue this field or not and if they do, understand the work in a better way which provides clarity. Internships help speed up the process of moving one towards their career goals.

The University of Calcutta, under **UGC** has given this opportunity to the students pursuing **Communicative English Major** by adding **On the Job training** in its syllabus. This makes every student work in a media/corporate house of their choice for duration of one month, giving the students professional experience. This experience is submitted in the form of a project file as part of CC12 PAPER.

For my OJT, I chose to work as a content/creative writing intern and that desire was fulfilled through my internship under the reputed social media page, The Wordsmiths, which usually

posts a variety of content and creative write-ups. During my time here as an intern, I learnt a great deal while experiencing a professional guidance under my highly talented mentor, Ms. Moumita Mondal.

With each different topic which I was given to write on, my skills improved a bit more. The constructive criticism and resourceful guidance from my mentor helped me hone my skills and led me to a better understanding of the field I wish to be in.



How I got the Job



Being a student studying Communicative English, I was informed about the importance of the OJT from the beginning itself. It had excited me since I had never done any internship and had no idea about how the experience would turn out to be. To get an opportunity to work in a professional environment and get hands-on experience was an interesting and exciting thought. Initially, in my first semester, I was not completely sure about the work field I wanted to build my career on. There were plenty of options, a wide spectrum of opportunities in front of me.

Finally in my 5th semester, with better, clear understanding of which career path I wanted to follow, the moment came when I was supposed to start looking for a suitable internship. I was initially disappointed due to the fact that offline internships were not available in most places due to the current pandemic situation. My professors encouraged me to look for an online internship. Initially, I wanted to work as a content or creative writing intern and had decided and dreamed to work under a publishing house. With that aim, I wrote a cover letter, updated my resume and sent out applications to a number of publishing houses. However, I was disappointed when I did not get any positive response. Due to the online nature of the internship, many places were not willing to take in interns. I was upset and started looking for an online internship over internshala as I had previously found internships through this website and had a pleasant experience. As I was searching, I also was in touch with my seniors and my project supervisor who were aware of my situation. My project supervisor recommended The Wordsmiths to me, informing me about past students of my department who had interned there and had a pleasant and informative experience. Thus, I got in touch with a few seniors who had previously interned here and got the details and number of the admin of The Wordsmiths. Upon speaking to her, she informed me about the details regarding the internship and after a short discussion, added me in a group over WhatsApp on 31st October, saying that the internship will start from 1st November, 2021 and all the necessary details will be posted in the group itself. That was how my journey started.



MAIN PROJECT

Job Profile



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- I worked for the promotion at times by sharing current posts and other useful information related to the page.

Company Profile



A social media page for various kind of write-ups and blogs, The Wordsmiths posts both creative and content write ups. This page, which currently has 24k followers over social media platforms, started in 2016 is operated multiple social media platforms such as Facebook and Instagram. Its current chief admin is Ms. Moumita Mondal. It is a multilingual page providing write-ups in English, Hindi and Bengali. The kind of content it posts ranges from quotes, poems, short and long stories, letters, essays, abstract writing etc.

This page provides internships to freshers to help them hone their writing skills and acquire proper experience on a variety of subjects and provide them with a valid certificate at the end of their internship period.

It has its own yearly magazine and keeps on doing annual and some monthly events like open-mic sessions and quiz competitions.



The Wordsmiths

Love for words, love for life

Staff Pattern



Founder and Admin

Ms. Moumita Mondal

Writers

- Pratiti Ganguly
- Tabassum H
- Priyam Mondal
- Ranvir
- Sanjali Ganguly
- Sumit
- Probhakar

Interns

- Chandreyee Dasgupta
- Disha Chatterjee
- Sneha Mukherjee
- Sakshi Adarsh
- Sumana Bhukta
- Shilpa Gupta



JOB DESCRIPTION



Weekly Experience

1st Day Experience

(1st November, 2021)

On my first day, I was added to this WhatsApp group where several other interns were also added who would be working alongside me. We were asked to introduce ourselves one by one while getting to know the others. After the introductory messages, we were told to submit demo writing by the next day. When asked about the topic, we were told that since it is our first day, they wanted to see our writing skills and we were free to choose any topic we wanted as long as the write up was original and not plagiarized. Considering how I had never met any of the ones who were in the group except for my friend and classmate, Sakshi, I felt anxious. After a short discussion with Sakshi, we both motivated each other and started writing our respective articles. Being a communicative English student, I wrote on something I had good knowledge, data and confidence about- 'Effective Communication'. I submitted my article and waited for the feedback. However, I was told that I should wait till everyone submits their write up after which we can have a group discussion and share each other's opinions and views on how we liked each other's writing and share a feedback. Later, I was given a positive feedback along with suggestions on how the writing could have been improved. Overall, it was a good first day experience.

1st Week's Experience

(1st November - 6th November, 2021)



1st November

As mentioned above, this day was mostly spent on introductory welcoming messages, demo writing and a group discussion which lead to a round of appreciation and feedback filled with suggestions. Considering it was my first day at work, it went more smoothly than I expected leaving me contented and excited.

3rd November

Every intern was given a specific picture with some kind of illustration and was told to write something creative which would match the picture's theme and message. Since the next three days were filled with festivals, that is, Diwali and Bhai dooj, we were given holidays for these special occasions and told that we have to submit the write up after the holidays. I did not expect to get holidays and was pleasantly surprised but also joyful.

6th November

After the celebrations were over, on 6th November, in the evening I decided to try to write something appropriate based on the picture given to me. It was a simple illustration – a woman on her knees looking like she is proposing a man standing in front of her. I knew what the theme would be but did not feel like writing something on it at the moment. I decided to write a poem and see where the words take me. Finally, after done with the poem, I shared it with a few friends who appreciated my poem saying they loved it but they felt it did not really match with the sent picture. Nevertheless, I sent the poem which got rejected which surprisingly did not surprise me much. I was told to edit the poem, omit a few lines and add a few more with a different approach. I knew the kind of writing which was expected so I took out one of my favorite romance novel and after reading certain parts, got the inspiration to write another poem and this time, it matched the picture's theme, making it get selected.

2nd Week's Experience

(8th November – 13th November, 2021)



8th November

On the first day of the second week, I was provided with a very interesting topic – a letter to my younger self. This was different than the usual kind of writings I had indulged myself in and the possibilities were endless. After a brainstorming session, I started writing the letter and it took me fifteen minutes to complete the assignment. Once done, I read it again and decided to edit it and make it shorter, crisp and to-the point. After completing the letter, I sent it to the group where it was highly appreciated. However, my mentor, along with appreciation, also instructed me to change a particular part of the letter and with her guidance; I was able to make the piece even better. All the other interns had sent their letters and it was a good experience, reading everyone else's letters, their perspectives and opinions. After this, some more tasks were given for the next day.

12th November

I was instructed to submit a poem by the next day so I started working on that. Specific instructions were given on the topic and number of lines. It took me some time to write it.

13th November

I submitted the poem which got instantly approved and selected. This was the first time my work was selected on the first try itself so I felt contented with myself.

3rd Week's Experience

(15th November – 20th November, 2021)



15th November

An essay was to be written on a social issue- any rule that our society follows, why it should be discouraged and abolished and how its abolishment can help the society. There were several topics that were coming to my mind. Finally, I fixed one topic in my mind- patriarchy. Also, my college was reopening and restarting offline classes after a year and a half of lockdown and online classes from the next day, that is, 16th November. This had me very excited and I was mostly thinking about college which is why I could not focus properly on the essay. I took time in researching and gathering facts and news that could be beneficial for my topic.

16th November

After returning from college and resting for a bit, I started working on the article at around 9pm. After around 40 minutes, I was done with the article and after rechecking and editing, I submitted my work. I realized that my co-interns had also written on a similar aspect of the broader topic, Patriarchy. I got proper feedback from my mentor and co-interns based on my writing.

17th November

A new topic was assigned – ‘The Unposted Letter’ – a letter addressed to someone which was written but never posted. This was a very new topic which got me thinking about various things and people in my personal life and after writing several notes that came to my mind, I finally arranged them together into a letter and submitted the assignment.

18th November



Not much work was done on this day. I attended my offline classes and when I returned in the evening, I had a conversation with my mentor over a phone call, regarding the quality of my writing, things she wanted me to focus on and a little discussion over the next course of assignments.

19th November

‘The Last Stage’ was the topic assigned to me. It was explained that the last stage could be anything’s last stage- be it a bond with someone, a broken friendship or relationship, the last stage of a life event like school life or college life, etc, anything. Initially, I was confused as to what should I write on. There were certain ideas about past bond with people but I did not feel comfortable enough to write something too personal. So, I decided to write on the last stage of my teenage life as I was stepping into adulthood. It was an interesting experience because writing on this made me think about several important parts of my life.

20th November

I handed in my work and was provided with proper feedback. There were certain parts which I was told to edit and was given time till 22nd of November since the next day was a Sunday.

4th Week's Experience

(22nd November – 30th November, 2021)



22nd November

I handed in my previous work which was approved. Then, a new topic was given- to write a short story based on a practical, real topic. I researched a bit to find a suitable topic. I did not want it to be a basic, common story. Finally, I decided to write something on the theme of life changing moments, self discovery and acceptance. It took me a long time to conceptualize the story after which I wrote it down and shared it with my mentor who corrected my mistakes and helped me improve.

23rd November

I submitted the final, corrected copy of the short story which was finally selected. I got an opportunity to read my co-interns' work and found some fascinating and unique concepts. We followed with a group discussion and feedback.

24th November

A four liner quote was the task for the day. I faced difficulty adjusting it within four lines and everything I tried to write was exceeding the pre determined limit. After a long time of editing and brainstorming and discussing, I was able to successfully write a four liner quote which got instantly approved, much to my joy.

25th November

A picture was shared and we were told to write something creative in association to the theme and message the picture expressed. Having done this work once earlier, I could easily complete the task and this made me more confident of my writing skills.

27th November



The topic for this day was Christmas. I was instructed to write a short note on why and how Christmas was important to me. Naturally, I started remembering and imagining and thus, penned down my thoughts on Christmas. I included my past memories of this day, added certain personal experiences while trying to the article as relevant as possible. Since, the next day was a Sunday; I took my time in writing and submitted it on the next day.

29th November

The day began with the usual group discussion and feedback. After being done with the write up on Christmas, we were handed our next work. This was the day when I got my last and final assignment. The topic was very interesting – Letter to your favourite fictional side character. There were so many side characters coming in my mind and it was an enthralling experience, writing on this topic.

30th November

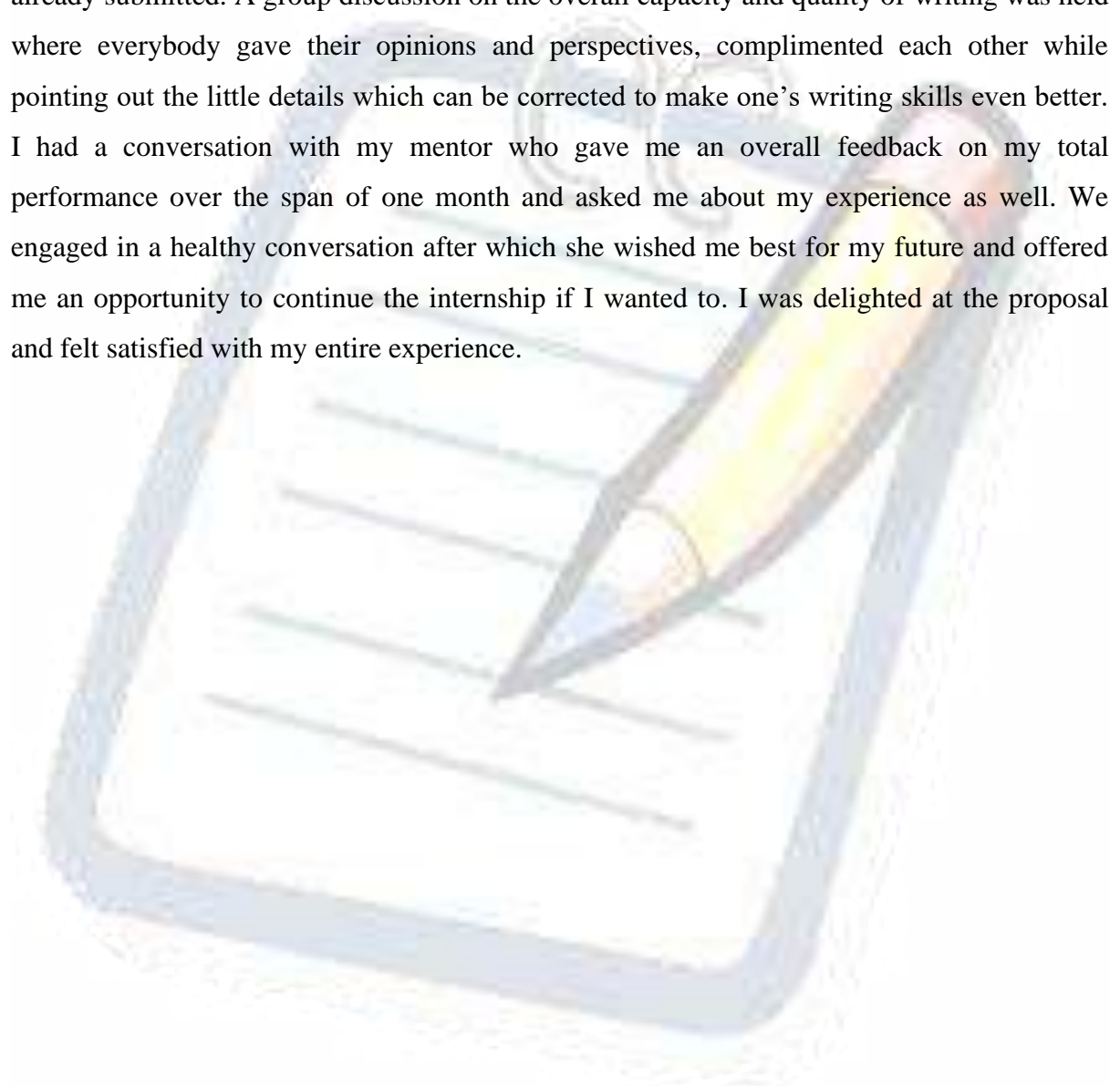
I completed the write up and submitted it, followed by a series of feedback.

Last Day Experience

(1st December, 2021)



This was the last day of my internship. All the pending works were already submitted. A group discussion on the overall capacity and quality of writing was held where everybody gave their opinions and perspectives, complimented each other while pointing out the little details which can be corrected to make one's writing skills even better. I had a conversation with my mentor who gave me an overall feedback on my total performance over the span of one month and asked me about my experience as well. We engaged in a healthy conversation after which she wished me best for my future and offered me an opportunity to continue the internship if I wanted to. I was delighted at the proposal and felt satisfied with my entire experience.



Experience Gained

By the end of this one month, I have learnt, understood and realized many aspects of the professional world as well as myself. I can proudly say that after working as an intern, now I have grown into this person who is more confident, knows how to think outside the box, how to give words to unspoken ideas and write in a better, developed way. The best part of this internship was the constant support and constructive criticism I received from my mentor, Ms. Moumita Mondal. The way she was constantly supporting me and pointing out every little detail which I was previously overlooking or helping me edit and rephrase the parts which could be made better helped me a lot. She made me aware of my strengths and weaknesses, helping me realize which the parts I needed to focus more on were. Although this internship was in the online mode, I feel that I was able to make most out of it which is one thing I appreciate and am proud of. No matter how much one educates them theoretically, practical experience is something which gives an entirely different lesson. I am so thankful to get this opportunity.



Constraints faced **and Solutions found**

- Initially, I was confused about certain topics and did not understand them well enough to write it. In certain cases, I felt completely blank regarding a topic and considering it was a creative write-up, there was no point in researching about it. This led to a series of frustration when my write ups were rejected initially. But with time and discussion with my co-interns, I overcame this issue and started writing from my heart, thus getting the write ups selected.
- There were certain topics which I had never given much thought about, thus making me less aware. However, after proper research, I gathered enough information to understand the topic and the kind of content it demanded and was able to successfully write it down.



Role of Communicative

English in On Job Training

Communication is one of the most important elements in the engagement process. One's continual improvement journey is highly impacted by doing the right communication. It plays a vital role in the creation of a desired understanding among people. Being the key to everything in life, be it personal or professional, possessing good communication skills and projecting it confidently open many doors for us, makes us likeable, improve our social life and help us in our professional life including job opportunities while give us a platform where we can make our opinions heard.

English is a language spoken universally as well as the most commonly used language in the professional world. However, if one is unable to form a sentence correctly or make grammatical errors, it not only has the ability to change the meaning of the sentence from what we want to express to something else but also create a negative impression. Thus, knowing the language properly is of immense importance.

The subject, Communicative English, has many different yet equally important, informative and progressive topics in it. Certain topics among the others such as the following have helped me in more than one ways.

- Proper usage of grammar: Taught and helped me learn, identify and rectify errors.
- Listening and Speaking Competence: Taught me what effective listening and speaking is, thus, developing my overall skills.
- English Comprehension and Composition: Severely helped my reading and writing skills grow.
- Technical English and Copyediting: Helped learn a variety of useful skills including proofreading and editing.
- Various kinds of Writings including Content, Travel and Review Writing.

- **Soft Skills Development:** Leading to a better understanding of the way one should behave in a professional environment while continuing personal growth.



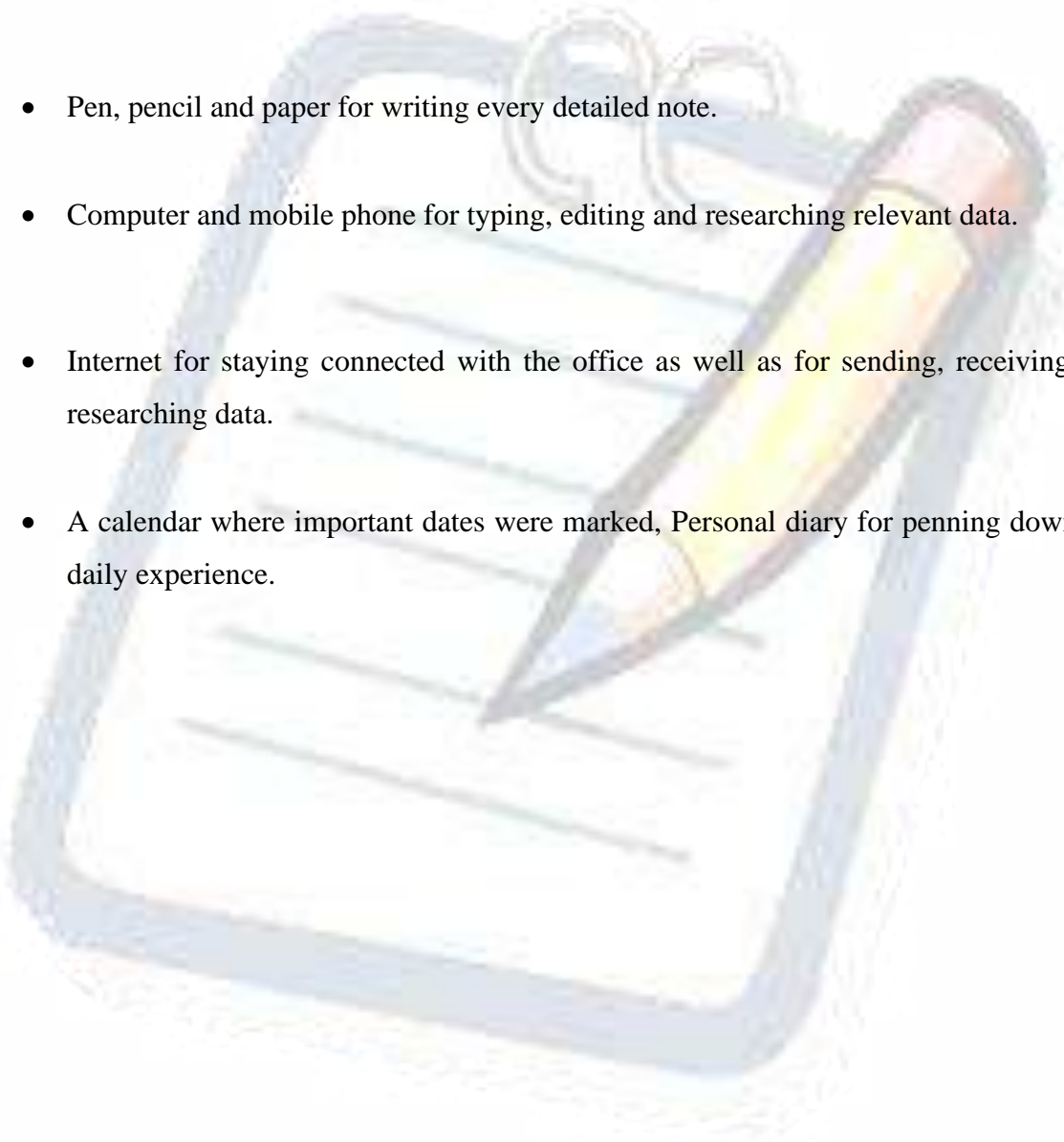
The above has helped me perform in a better, enhanced manner during the span of my entire internship by improving the following skills which were required throughout to successfully carry out this internship.

- **Imagination, Persistence and Resilience:** Throughout my course, I have read and written on a wide spectrum of topics which has led to a more creative imagination. My course has always challenged me to give my best which has required persistence and resilience, thus helping me use these skills in the professional world today.
- **Listening:** I was provided with timely feedback by my mentor and fellow co-interns which included both appreciation and constructive criticism. Active listening has helped me differentiate the vital feedback from the casual ones, allowing me to learn and choose which advice could help me develop and how to implement it.
- **Reading & Writing:** Communicative English has vastly improved my reading and writing skills by having me explore and understand different forms of writing and improving my grammatical skills. This has been useful while writing all the articles/stories/poems I wrote throughout my internship period.
- **Speaking:** Because of my enhanced communication skills along with my soft skills that I was taught under this course, it has been a pleasant experience to interact with my mentor and fellow co-interns.



Tools Used

- Pen, pencil and paper for writing every detailed note.
- Computer and mobile phone for typing, editing and researching relevant data.
- Internet for staying connected with the office as well as for sending, receiving and researching data.
- A calendar where important dates were marked, Personal diary for penning down my daily experience.



Conclusion



The completion of this project has brought upon the realization that after this first hand professional experience, my overall skills have developed like never before. I perceive myself as a more confident, less anxious individual with better understanding of the work I am doing and real hands-on experience on implementing soft skills in the workplace. I am thankful to The Wordsmiths and my institution for providing me with such a wonderful opportunity which allowed me to showcase my potential and give me courage, clarity and confidence.



ANNEXURE





Jargons used

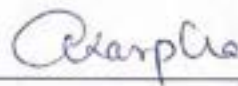


1. Clip: A writing piece which is considered a sample and is included in one's portfolio.
2. Copywriting: Writing text to promote a brand or business.
3. Deadline: The specific time limit to complete the given work.
4. Deliverable: A completed project, either for a customer or the Project Manager- something very specific and measurable.
5. Keywords: Words or phrases which describe the essence of the content.
6. Tone: Conveys the writer's attitude towards the written piece; be it personal, professional, passionate or indifferent.
7. Evergreen Content: Any content that remains relevant for all the time.
8. Editorial Calendar: A planned guide for publishing the total content; with dates and deadlines and deliverables.

PARTICIPANT'S PROFILE

NAME: BASABDATTA MUKHERJEE
CLASS: 5th SEMESTER
SUBJECT: COMMUNICATIVE ENGLISH (MAJOR)
ROLL NUMBER: 19/BAV/0214
REGISTRATION NUMBER: 013-1211-0268-19
COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE
YEAR: 2019-2022

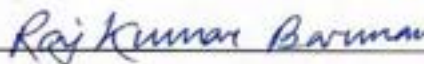
Endorsed by:



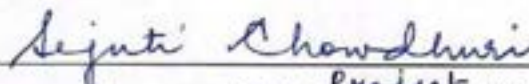
Principal
Gokhale Memorial Girls' College

Signature of the Principal with stamp

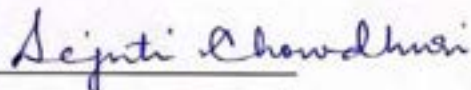
24 JAN 2022



Signature of the Course Co-Ordinator with



Signature of the ^{Project} Supervisor with stamp

 (Examiner)

Signature of ~~External~~

Examiner

~~Signature of Internal~~

~~Examiner~~



JOB PROFILE

- ✦ The job was about How to discuss with potential new aspirants and introduce “MyCaptain” to them.
- ✦ Inform the aspirants about benefits of “MyCaptain” and guide them to become a member of “MyCaptain” through the workshops.
- ✦ Follow-up with aspirants and ensured that they didn't face any issues while registering.



Climber knowledge and careers Pvt Ltd.
3rd floor, Classic Arena, AECS Layout,
Singasandra, Bengaluru, Karnataka 560068

✉ anushur@mycaptain.in

☎ +91 80560 04024

Date: 23.10.2021

Dear Basabdatta Mukherjee,

We are glad to inform you that you have been selected as a Campus Ambassador for Gokhale Memorial Girl's College. We are impressed by your passion and commitment, and are excited to see you work with us. Your program begins today 23.10.2021. The minimum duration for this role is one month, which, for you, will end on 23.11.2021.

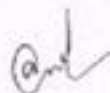
Throughout this period, you will be in touch with Manisha Tejwani, Business Development Executive who will help you get an understanding of the role and responsibilities. They will also help you with any issues or problems you're facing, and will train you in a few required skills.

You will be required to give in around 2-3 hours of work daily, from Monday to Saturday, and any leave you take must be communicated with your in-charge. You will receive your payouts based upon your performance. The details and structure of the payouts system are mentioned in the attached sheet. Post the completion of your tenure, you will receive a Certificate of Achievement, and depending on your work, you might also receive a Letter of Endorsement.

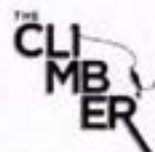
This role is currently WFH (work from home), but with due changes in the current pandemic situation, i.e. if your school/college reopens, you will be expected to continue on the learning path and create new strategies to make the best of the situation.

That said, we welcome you into this position and wish you the best learning experience you can get. You have our entire support in your further growth and development.

Sincerely



Anush Ramachandran
(Operations and HR Manager)



CERTIFICATE OF RECOGNITION

This certificate is presented to

Basabdatta Mukherjee

who was part of MyCaptain's Campus Ambassador Program in recognition of their dedication and proficiency in completing their ambassadorship in Human Resources.

We wish you all the best for your future endeavours.



Anush Ramachandran
(Operations and HR Manager)

CERTIFICATE OF COMPETENCY

This certificate is presented to

Basabdatta Mukherjee

who was part of MyCaptain's Campus Ambassador Program in recognition of their hard work and dedication in completing their ambassadorship in Business Development & Sales.

We wish you all the best for your future endeavours.



Anush Ramachandran
(Operations and HR Manager)

CERTIFICATE OF ACHIEVEMENT

This certificate is presented to

Basabdatta Mukherjee

who was part of MyCaptain's Campus Ambassador Program in recognition of their dedication and hard work in completing their ambassadorship in Marketing

We wish you all the best for your future endeavours.



Anush Ramachandran
(Operations and HR Manager)



NSR
CIL

Academic Ministry & Career Knowledge and Career Portal Initiative



Climber knowledge and careers Pvt Ltd.
3rd floor, Classic Arena, AECS Layout,
Singasandra, Bengaluru, Karnataka 560068

✉ anush.r@mycaptain.in

☎ +91 80560 04024

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(Operations and HR Manager)

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(Operations and HR Manager)

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We wish you all the best for your future endeavours.



Anush Rameshchandra
(Operations and HR Manager)



NSR
CEL

in collaboration with Climb Knowledge and Careers Pathfind Initiative

ACKNOWLEDGEMENT

I would like to express my gratitude to everyone who supported me throughout the internship period. I am thankful for their aspiring guidance, constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project. I express my gratitude to **Dr. Atashi Kapha (Principal)**. I sincerely thank **Mr. Rajkumar Barman (Head of the Department)** who through his vast experience and knowledge has guided me both ably and successfully towards the completion of this project.

I would like to extend my sincere gratitude and acknowledgement towards **Smt. Sejuti Chowdhuri (Supervisor)** whose encouragement and continuous support has given me the strength and confidence to complete this project without any difficulty.

I would like to express my sincere thanks to **Miss Monami Ghosh (Departmental faculty)** and also to **Miss Manisha Tejwani (mentor)**. I would also like to thank all the faculty members of the Department of Communicative English. I thank my parents for their unceasing encouragement and support.

Lastly, I would like to thank the **University of Calcutta** for including “**One Month on the Job Training**” in our syllabus.

DECLARATION

This project is based on the One-Month-On-The-Job-Training as an intern in MyCaptain is submitted by **Miss Basabdatta Mukherjee**.

Roll Number: **19/BAV/0214**

Registration Number: **013-1211-0268/19**

The surveyor is a student of **B.A. Part III Communicative English (Major)** of **Gokhale Memorial Girls' College** under **University of Calcutta** and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

PREFACE

An internship is a period of work experience within an organization or company, usually undertaken by university students or recent graduates. Internships can be full time or part time, paid or unpaid, and can last from a month or more, depending on the department and company in question. When it comes to securing that all important graduate job offers, it's no longer enough to just have a good degree. Relevant work experience via an **internship** is now just as important as exam results for our future career and is one of the key attributes sought by employers taking freshers.

With the **emphasis firmly on training, internships give students real-life experience of the workplace and field they hope to break into**. This not only helps us gain critical work skills and decide if the career we are about to experience is right for us, it also enables us to make valuable work contacts and acts as an important stepping-stone to securing a job and climbing the first rung on the career ladder. One of the main objectives of an internship is that, **it exposes us to a particular job or profession**. Another benefit of an internship is developing business contacts. It builds the resume.

On the Job training is usually the most effective way to learn the skills needed for a job. On-the-job training typically involves verbal and written instruction and demonstration, and hands-on practice and imitation, while also including mentoring from an experienced employee or supervisor, who can pass on company-specific knowledge and skills. Employees being trained on-the-job are working in their real work environment, gaining experience and working through challenges that are a part of their everyday jobs. They learn general skills that apply to any job, but also specific skills that apply directly to the company they work for.

Communicative English is a major course introduced by **UGC under Calcutta University**. The OJT is a part of the syllabus. The course makes every student work in a media house or a corporate house for a month which makes us ready for the future. The OJT gives us a professional experience. The experience is submitted in the form of project as a part of the paper **CC12**. The experience we gain from the training benefits us in the future. Every corporate sector nowadays looks for an experience,

thus, this will fulfil the criteria. Also, this brings out the eligibility and capability of the students. For example, if I wish to work in a corporate house in the future my internship in **Business Development and Marketing** from **MyCaptain** will be very effective. This was my first exposure to professional procedures and it helped to increase a sense of responsibility and objectively towards a corporate situation.

HOW I GOT THE JOB

From the very first day of my college, as a student of Communicative English, I was aware of the need for an internship as a part of the curriculum in my final year. Our professors had always told us the importance of doing an internship.

But after attending college for six months, the COVID19 pandemic started. For this reason, normal life became difficult and we all started to bear the consequences. The educational institutions and workplaces around the world remained closed for more than a year. In the meantime, we graduated to our final year, and as per the curriculum, we are needed to do an internship in any of our relevant fields of work. Due to this critical situation, our college allowed us to do the On-Job-Training online as well as in-person.

In the midst of the lockdown, I had done a workshop on **Journalism and Media Studies** from **MyCaptain** online, to gather some working knowledge. After finishing the course successfully, I have got a full scholarship for all the courses. With full interest, I have gone for my next workshop on **Content Writing and Blogging**. After finishing the course, our supervisor informed us that now we are required to do an internship. Thereafter, one day I received a call from MyCaptain, and got an opportunity to do an internship on **Business Development and Marketing**. They told me that I would be selected and I don't need to give any interviews. They also informed that I will get a call from my mentor on any of the following days, after which I will start doing my internship.

I was waiting for my turn to get a call from the mentor. On 17 October, 2021, I got a call from my mentor **Miss Manisha Tijani**. She asked me about how much am interested in doing the internship. She told me that I will be paid on the basis of my performance and will also receive the certificates. On 20 October, my mentor held the first induction with the team. That was first day, I met with my senior mentor **Mr. Sankha Mukherjee**. We went through our introductions and it was amazing to meet all my team-mates at day. We were informed of what we will do for the remaining of the month.

MAIN

PROJECT

JOB PROFILE

- ✚ The job was about How to discuss with potential new aspirants and introduce “MyCaptain” to them.
- ✚ Inform the aspirants about benefits of "MyCaptain" and guide them to become a member of “MyCaptain” through the workshops.
- ✚ Follow-up with aspirants and ensured that they didn't face any issues while registering.

COMPANY PROFILE

MyCaptain is a platform and the whole plan of this organization is to motivate the students to follow their passions. MyCaptain is a 7-year-old IIM Bangalore Organization.

As a teenager, discovering and following your passion is difficult in India as neither the education system offers ample time, relevant knowledge, and right motivation nor the society supports it. We are judged based on our ability to memorize content and attend classes. This is one of the core problems in EdTech that Zeeshan and team are trying to solve through MyCaptain. Climber Knowledge and Careers Pvt Ltd is the Parent Company of MyCaptain.

MyCaptain is an online mentoring platform where, young achievers from across the globe, mentor school and college students in their fields of interest and passions.

Start-up Name	MyCaptain
Headquarter	Bengaluru, India
Sector	EdTech
Founders	Mohammed Zeeshan, Sameer Ramesh, Ruhan Naqash, Fatema Hussein
Founded	2013
Number of Employees	110 (+40 Interns)
Number of Active Users	30000 (Monthly access)
Parent Organization	Climber Knowledge and Careers pvt ltd
Website	mycaptain.in
Contact	ruhan@theclimber.in

JOB

DESCRIPTION

WEEK'S EXPERIENCE

First week's experience

The First Day

23 October'21

This is the first day of my job. I felt so happy to get the appointment letter and asked me to do my first task. They asked me to circulate two forms amongst the students from all the departments of our own college. My mentor guided me. She told me, first I should make a list of my friends' contacts. Taking help from them, I will be able to collect the numbers of other students from different departments. Accordingly, I reached out and made new contacts. I called them up and provide them with all the information. I have circulated the forms with them.

Second week's experience

26 to 28 October, 2021

26 October'21

After reaching out to all of the friends, I got a number a lead. My mentor appreciated me for my performance and told me that she will send me the names of the aspirants who contacted them directly. She asked me to make a contact with the aspirant and influence them to register their names in MyCaptain. She said that she will create a collateral group with us in WhatsApp where she will send all the collaterals and I need to share those with the interested candidates. I was really excited about my work. I waited for the whole day for my mentor to send the names, but there was a delay and she was unable to send any of these.

27 October'21

On this evening, I called up my mentor and reminded her about the collaterals that she was supposed to send in the group. She informed that she will send those within a few hours. She also requested to bring in some more leads. Hence, I reached out to my friends one more time. I would like to mention that a friend of mine from Psychology department helped me a lot in collecting contact numbers of students of our college. The day went on calling the students and by making different friends. Those who showed their interests, I made a list of their names and in the end of the day I sent it to my mentor.

28 October'21

On this day, I called up the leads that I brought from our college. I provided them with all the information and convince them to do the workshops. the main thing am asked to do is to sell at least two packs among the four. MyCaptain is composed of four packages- The Technical, The Creators', The Business and The All-Access Pack. I was told that I can give them discount as much as I want to. so, I decided that, for single course one must pay Rs. 3000, and for the package system it would be Rs. 4000. Only for the All Access, the payment will go for Rs. 5000. When I informed about the plan to ma'am, she was very pleased. she praised me; and her praising encouraged me to do the job with more interest. some of them gave their confirmation under which package they want to enroll their names. I send their names to my mentor. she then called them up and provided the link on which they would go through the process.

Third week's experience

8 and 9 November, 2021

8 November'21

On this day I faced a bit challenge at my job training. Ma'am asked me to bring some more leads. but then, I was unable to bring more leads from our college. So, I made a poll on my Instagram and Facebook story to grab the attention on my social network friends. This idea somehow solved my problem. I pinged up the ones who showed their interest, provided them with all sorts of information. and finally on that day, was successful in bringing quite a number of leads.

9 November'21

I found that two of my school friends were really interested on the plan of MyCaptain. the same process I did with them. They did not waste any time. within that day they went through the registration process. That day I was really happy. Ma'am appreciated me in front of all of my team-mates.

Fourth week's experience

The Last Day

15 November'21

This is the last day of my journey and on this day, I came to know that I was successful in registering 10 members.

EXPERIENCE GAINED

By the end of the four weeks, the most valuable thing I gained from my work place is the experience. The opportunity to work for a month made me experience things that was very new to me. The experience I gained was strictly professional.

In this one month I have talked with different kinds of people with different personalities and have learned to maintain cordial relationship with each one of them. Sometimes it was difficult to keep patience with a few people when they didn't bother to respond my call, but then I was asked by my mentor to not take things personally and maintain the professional terms with them.

Also, my communication skills have improved to a better extent. I have learned to communicate freely with people whom I met for the first time without feeling awkward. This skill was needed when I was asked to bring the leads.

Another important thing of this one-month internship is it has made me responsible. It has taught me to take up responsibilities and I have also learned to complete all my works within the given deadline.

“Experience is what you get when you didn't get what you wanted. And experience is often the most valuable thing you have to offer.”

ROLE OF COMMUNICATIVE ENGLISH

Enhanced communication skills in English can result in not only an improved social life, but also better job opportunities in the future. From job interviews to the actual professional world, communication skills are very crucial, and being proficient in English means being able to communicate clearly and effectively. In job interviews, most interviewers conduct interviews in English.

Interviewers quickly make judgments and give great importance to first impressions. Poor skills in the language can mean smaller chances of landing a job. On the other hand, being proficient in the language can help one leave a good first impression which means higher chances of getting the position one is applying for. English is the most commonly used language in the business world. Most job interviews are done in English. Most business contracts are written in English. Handling international business deals require effective skills in English. English is the preferred business language because it is an exact language. It allows a person to say what he or she wants to say without having to argue about the meaning. However, using incorrect tenses, prepositions, and the like will make one's statement less accurate. So, in order to have an increased competence in the professional world, one should have a very good grasp of the English Language. Thus, learning Communicative English as a subject is one of the prime goals nowadays.

Speaking of myself, I was not an outspoken woman since childhood. But taking Communicative English as a subject has enhanced my skills further and has groomed me as a student both interpersonally and intrapersonal. The theory and practical lessons given by my professors in the Communicative English classes proved to be very handy and useful during each day of my internship. They benefited me in the following ways:

Reading: The reading skills I possessed helped me go through the collaterals that I was sent by my mentor, and could make a decision which one is appropriate for whom to be sent further.

Writing: My writing skills were applied at the very beginning of my working journey. Before calling the students, I used to write the speech which increased my self-confidence to speak.

Speaking: My speaking skills were applied since the very first day of my internship. During the job training, my speaking and interactive skills were useful while communicating with ma'am. It was also needed when I had to talk to the aspirants regarding MyCaptain. Speaking skills were very important while having face to face conversations with ma'am along with the team members. It was also applied while making phone calls.

Listening: Listening skills were applied when I had to listen to the instructions given by my mentor before calling the aspirants.

To conclude, Communicative English played a major role during my one-month on job training. All the skills I needed to work as an intern was more or less taught to me in our Communicative English theory and practical classes. Possessing almost all the skills required to work in MyCaptain, I was praised by Manisha ma'am and Sankha sir time and again.

TOOLS USED

- ✚ **Pen**, for writing every detailed note.
- ✚ **Computer**, for making the list of aspirants.
- ✚ **Personal diary**, for penning down my daily work.
- ✚ **Mobile**, to access internet, for calling and for being active on social media
- ✚ **Headphone**, is used while attending the meeting and to give voice over.

CONCLUSION

The culmination of this project brought not only immense knowledge and practical knowhow but also resulted in an upliftment of my entire personality. The first-hand experience of working in a corporate gave a scope of amazing eventful experiences. I am very thankful to the entire team and the institution for making me a part of it and giving me a scope to harness my potential and improve my world view.

Webliography

While pursuing to complete this I have consulted of the following websites:

<https://startuptalky.com/mycaptain-success-story/>

<https://www.mycaptain.in/about-us/>

Wikipedia, brochure, and files of the computer accessed job information and inputs. The dairy that I had maintained during my internship helped me immensely for my project.

PARTICIPANT'S PROFILE

NAME – MONALISA DEY

SEMESTER -5TH SEMESTER

SUBJECT – COMMUNICATIVE ENGLISH (MAJOR)

CU ROLL NO – 192013-13-0019

CU REGISTRATION NO.- 013-1211-0267-19

YEAR -2021

ENDORSED BY :

Varple

Principal
Gokhale Memorial Girls' College

24 JAN 2022

SIGNATURE OF THE PRINCIPAL

Raj Kumar Barman

SIGNATURE OF THE HEAD OF THE DEPARTMENT

Sejuti Chowdhuri

SIGNATURE OF THE PROJECT SUPERVISOR



Sejuti Chowdhuri (Examiner)

SIGNATURE OF EXTERNAL.

SIGNATURE OF INTERNAL EXAMINER-
EXAMINER

JOB PROFILE

WORK I HAD TO DO :

- I was given each topic after every 40hours.
- Initially I had to write in lesser word and send the file.
During 1week time period.
- Then I had to write articles of word 1200 or more afterwards.
- I had to submit it by time.
- I had to write SEO based articles.
- I had to check it with a plagiarism site provided by them.
- Article was allowed to use only 3-5% plagiarism.

OFFER LETTER



To Monalisa Dey, With reference to your application and subsequent interview, we are pleased to inform you that you have been considered for an internship at Urban Pro.

Please find the following confirmation of the specifics of your internship.

Position: Content Writing, Blogger Content Researcher intern Start Date: 19/10/2021 Duration : 1 month.

Perk : Certificate of Internship, Letter of recommendation based on work performance

This offer is contingent upon the successful completion of the internship. This offer letter represents the full extent of the internship offer and supersedes any prior conversation about the position. By accepting this offer, you acknowledge that you understand participation in this program is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from Urban Pro. We look forward to having you begin your career at Urban Pro. Welcome to our team!

Regards

HR Team

Urban Pro.

[Tel:91 8307959112](tel:918307959112)

info@urbanpro.org

www.urbanpro.in/

C 25 OLD NO 252-B BLOCK-C,NEW ASHOK NAGAR DEL-110096

CERTIFICATE OF COMPLETION



Certificate of Completion

Is hereby granted to Miss Monalisa Dey,

Daughter of Sri Birkash Dey for having

Completed one month as Content writer,

Blogger and Content Researcher with Urban Pro

19/11/2021

Date of Completion

OFFER LETTER



To Monalisa Dey, With reference to your application and subsequent interview, we are pleased to inform you that you have been considered for an internship at Urban Pro.

Please find the following confirmation of the specifics of your internship.

Position: Content Writing, Blogger Content Researcher intern Start Date: 19/10/2021 Duration : 1 month.

Perk : Certificate of Internship, Letter of recommendation based on work performance

This offer is contingent upon the successful completion of the internship. This offer letter represents the full extent of the internship offer and supersedes any prior conversation about the position. By accepting this offer, you acknowledge that you understand participation in this program is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from Urban Pro. We look forward to having you begin your career at Urban Pro. Welcome to our team!

Regards

HR Team

Urban Pro.

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ACKNOWLEDGEMENT

I would like to show my gratitude towards my college Principal, Dr. Atashi Kapha and Head of the Department ,Raj Kumar Barman Sir our Project Coordinator , Sejuti Chowdhuri and Faculty of CMEV, Monami Ghosh ,for giving the opportunity to grow and gain experience throughout the one month OJT(On-the- Job Training) process. Thanks to UrbanPro for giving me this oppurtunity and have helped me and taught the ways of working better. My friends and family have been very supportive to find the internship and supporting me throughout. Without them I wouldn't have been able to complete this project.

DECLARATION

This report is based on the One Month On- The-Job -Training as an intern in UrbanPro and is submitted by Monalisa Dey.

Roll No. -192013-13-0017

Registration No. – 013-1211-0267-19

The surveyor is a student of B.A Communicative English(Major), semester 5 of Gokhale Memorial Girl's College under University of Calcutta and has pursued the internship in partial fulfillment of the requirement for Communicative English (Major) course.

Signature –

Date -

PREFACE

Communicative English is a major degree course introduced by UGC . At the undergraduate level student develop their communication skill that is listening speaking reading and writing. It increases student's potential and confidence level towards the professional situation.

On the job training is a training period in which an intern can gain knowledge by working at an actual job for a certain period of time.

Communication is a key role to express and communicate with the world. Understanding English and communicating with people not only break down the barrier between people rather helps oneself to improve in their job Interviews .

HOW DID I GET THE JOB?

Initially I was very confused because I was going to do any internship for the first time. Many thoughts came across which kind of internship to choose . I was confused of choosing media or corporate. Finally I decided to go for media house. Again it was confusing , whether ii choose Human Resource (HR) role or go for Content Writing or something different like social media marketing. As the internship this time was online and offline based so social media writing , promotional work was also accepted. I uploaded my CV in Internshala so that I get oppurtunity for internships. I was waiting for the reply.

Meanwhile , I started working as HR in suggestion of one of my friend . I had to take interviews but the company was not giving proper work. So I left it . Meanwhile I got a message from a NGO called “Hariyali” for content writing but that NGO, too did not gave proper work. Meanwhile I got more 2 to 3 messages from other NGOs and all was for content writing. They used to ask me for a sample article. . But unfortunately some rejected me and those who selected me didn’t give any proper work, some didn’t gave offer letter as well. So I had to leave. Finally I got selected in Toptrove foundation for content writing ,after giving them sample work they informed I was selected. But after that they didn’t respond for 1week. I was very restless. I used to WhatsApp the HR but one day suddenly she replied that “please find another job because it will be delayed”. So I again started searching for other jobs then finally I got the oppurtunity in UrbanPro as an Content Writing Intern . It was

recommended by one of my friend . They asked for a sample work then called me and interviewed via call. It was about 6 to 7 minutes interview. The interviewer asked me to introduce myself and do I have any past experience or not. Do I have knowledge about content writing or not. They didn't asked me about my strength or weakness but I added myself. Then finally I got selected as an intern and then my journey as an intern started.

JOB PROFILE

WORK I HAD TO DO :

- I was given each topic after every 40hours.
- Initially I had to write in lesser word and send the file.
During 1week time period.
- Then I had to write articles of word 1200 or more afterwards.
- I had to submit it by time.
- I had to write SEO based articles.
- I had to check it with a plagiarism site provided by them.
- Article was allowed to use only 3-5% plagiarism.

COMPANY PROFILE

UrbanPro has been around for over 10 years, and during this time it has helped connect over 50 lakh students with 2 lakh + active tutors and multiple institutes across India. It is now helping tutors transition from offline tutoring to online tutoring.

UrbanPro is used by students to post requirements for their learning needs. They answer a series of questions, some of which are specific to the subjects they want to study. Soon after, they have to verify their phone numbers via an OTP or a phone call. Tutors register on UrbanPro. Creating an account on UrbanPro allows to build a profile that showcases all your skills and expertise of the Tutor . It also allows the tutor to search for students in and around his/her locality and across the country, who are looking to study the tutor's specific subjects.

Website- <https://www.urbanpro.com/>

Industry – Tutoring Marketplace /site

Headquarter- Bengaluru

Founded -2010

First Week's Experience

After selection in UrbanPro. I was contacted through telegram App .HR gave a google meet link for next day's meeting at 5pm which was on 19th October 2021.Though it was an introduction meeting, but it was my first day as an intern. I joined the meeting at 5pm. HR explained all necessary information how to write an SEO based article. Tittle should be In capital fonts .

First time I came across some new words ,those are, Grammarly , Plagiarism.

It was a trial week for all interns.

I was given my first work on the topic "Parts of a Car" . I was informed to write the article in Word and provided with some keywords and Information , which says that the article should be within 900 words and plagiarism free. I Was given 30hours to complete one article. It was very difficult for me to write the article as initially I was unable to search the proper Information I have to write. But somehow I tried and search a lot then wrote the article. But it was less than 900words . Next topic was on "Health and Nutrition Tips" . Same instructions was followed. These was an easy topic to write .And I got used to the writing so it was easy for me to complete it. Then after 30 hours i submitted the article via Telegram App.

Second Week's Experience

Second week starts with a query session over google meeting. HR asked about the queries interns are facing while writing the article . Our HR was very cooperative in nature.. And she took the initiative to ask about the doubts. I asked her that how to write the article within required words and different difficulties I was facing. She explained me about the Grammarly usage and how to check plagiarism.

Then again got two more topics to write article. By then I was getting used to research I had to make for collecting information. I had to write the article then check the whole text in Grammarly then again check plagiarism and send the article.

Third Week's Experience.

By the third week I was able to write properly that too within time period . Initially I used submit late. I was not punctual . Research was also easy by then. Writing improved as I could write the word limit required. I was given topics which needed more research . By this week I was able to send articles with proper Information .

Fourth Week's Experience

As this was my last week of the internship it was very overwhelming and relief that I could finally complete my internship job . I didn't had to do much work in this week. I had to write 2 articles only .

One was "Internships are an investment of future" . This topic was it self a challenging topic . It sounds easy. But it had to be informative. So it took two days to research and complete the article. My HR was cooperative , I asked for help that how to find through keywords . She helped me by explaining that how to search on this topic.

Finally I could submit my article on time hence completing my internship.

My Last Day was not any big day. But it was special as I made friends ,not many but one. Could know some people who are experienced and could learn things.

Experienced Gained.

It was my first internship. The best part of the internship was gaining experience . I met new people learned new things . Communicative English helped me a lot during this internship while communicating with HR and discussing to learn new things. I used to be shy , but this internship helped me to open up . I learned how to be professional and work professionally .Though It was an online internship and there was no office like feel ,but everyone was as professional as it meant to be.

This was the first time I learned about SEO and other things in content writing. Initially it was difficult for me to understand and write articles as needed. It used to take so much time. But gradually I learned managing time.

This internship not only taught me how to write articles but also to be punctual and professional.

The most important reward is the experience I gained through this internship.

ROLE OF COMMUNICATIVE ENGLISH IN ON -THE-JOB- TRAINING

Communication skills are very much essential for one's professional growth. English being the most commonly used language in the corporate world, the knowledge of English is one of the most important skill for employment.

In communication you should know how to start, how to continue, how to repair , how to resume and how to close a communication .For this some special skills are required. They are generally called soft skills. It is a theory and practically based subject which grooms a student to develop interpersonally and intrapersonally . I was very worried about my internship, whether I will be selected or not, how will I crack the interview ,if I am not able to communicate properly. But this subject helped me in each and every step. Be it in interview or doing my writings. They benefitted me in following ways:

Reading – This skill helped me to go through each and every information needed for writing an article.

Writing - My writing skills and grammar helped me to write proper articles with few mistakes and a plagiarism free article every time.

Speaking – My speaking skills helped me to crack the interview and stay interactive during the internship. Whether it is an google meeting or asking or clearing any doubts.

Listening – This skill helped to listen and write down specific details about the work to be done in the internship.

TOOLS USED

1. Pen – for writing any notes ..
2. Word – For writing any article.
3. Google – For searching about the topics.
4. Mobile phone (smart phone) for attending Google meeting .

ANNEXURE

Internships are an investment for the future.

Students are more likely to do internships to gain experience, but people who are experienced or doing job in their respective field they are also interested nowadays. Anything we do in present for ourselves is related to the future. Whether it is saving money to fulfill dreams or exercising daily to stay fit and healthy. Then why should we not think about our careers?

There are several reasons why an internship is an investment. The first and most important is, a person can confront his fear and weakness and can break through the confinement.

Some basic reasons why an internship is an investment:-

- **A person can know himself/herself**- Internship will definitely provide a different environment which will develop one's interpersonal and intrapersonal skills. It also gives opportunity to explore more in career. it makes one more confident and reliable.
- **Way of gaining experience** - Internships not only help to develop different skills but also gives a glimpse of a real-world and work environment with some experience which further helps one to utilize in their life. Students should be suggested to do one internship during graduation.
- **Valuable for Resume**- The experience gained is added to the resume reflects the acquired skills and knowledge which helps in getting more opportunities.
- **Getting job opportunity**- When a candidate is working as an intern, he/she not only gains experience, they Work with or under the experts and professionals which helps the candidate in long run by associating with them. Staying in touch with them is beneficial for getting new opportunities in career. Lastly, if a candidate is good as an individual or as a team player, his work will be appreciated and will be hired for a full-time job in that particular company.

A candidate can understand that whether he or she is interested in their particular career or not. It could be paid or unpaid, one must not

focus on money, because, we can gain knowledge, skills, experience, teamwork, work strategies from it.

An internship is indeed an investment for the future.

Want to be Active in Your Week? Here are 10 Tips of Staying Healthy and Fit.

Earlier people used to be more active and healthy because they had a balanced lifestyle with adequate amount of sleep and a healthy diet. But, in this century, people are more focused on work than health. Change in lifestyle is the big factor along with eating habits. People should not only try to eat healthy but also stay active and fit both physically and mentally. Mental health is equally important as the physical health. People don't get pure food in this era, a deterioration is one of the main reason for increasing chronic diseases and also affecting the generations suffering from genetic diseases.

Here are 14 tips, to stay healthy fit and active.

1. **Include Nuts and Seeds** - The myth should be seized that nuts and seeds increase weight. People tend to avoid it but, there are healthy calories, Protein, Fiber and vitamins and it also helps in controlling weight. However, avoiding these could increase the risk of heart diseases and Diabetes.
2. **Hydration is the key** - People often overlook to drink water. Juice and coconut water is a good form of staying hydrated. But, best is to drink adequate amount of water which keeps healthy metabolism blood flow without increasing any calories. This also helps to keep kidney healthy, proper excretion and glowing skin.
3. **Fruits and Vegetable must be included in diet** - Research says that fruits and vegetable keeps a person healthy as it has numerous benefits. Good in probiotic fiber, vitamins, minerals and antioxidants. It is a natural form of staying healthy and added protection boosts the immune system and resulting in numerous benefits.
4. **Vitamin D is an important aspect** - Vitamin D helps in bone strength and boosting immune system, it is necessary to spend time under the sun to obtain Vitamin D. People who do not get much sunlight are more prone to be deficient in Vitamin D. It also reduces the risk of cancer.
5. **Protein intake is necessary** - Protein helps the body to create new cells and tissues. It maintains the body weight. And, gives energy.

6. **Eggs should be a part of diet** - Talking about protein and healthy benefits, eggs cannot be missed out. An whole egg contains all nutritional values such as, 20% protein, 3% potassium, 21% vitamin D, 3% sodium and calories 155. It also helps body muscle and keeps the stomach full. People who do yoga on regular basis they have eggs regularly.
7. **Cut off excessive sugar** - Direct sugar intake or sugar intake through beverages could be a risk for health. Studies shows that sugar intake not only results in obesity but also Diabetes and heart diseases as well. To minimize it, as a sweet tooth person one could alternate with dates which is naturally sweet and beneficial for health as well.
8. **Herbs and spices are also important** - Each and every herb and spices has it's own benefit. For example, turmeric has anti-inflammatory and anti-oxidant properties which is beneficial for health and also boosts immune system.
9. **Adequate amount of sleep is very important** - Poor amount of sleep can disrupt hormones. It affects appetite. It disturbs the

CONCLUSION

This project has helped me to gain knowledge about many things which I didn't know or experienced prior to this. I came to know about a new thing like what is Content Writing all about. It helped me increase my knowledge along with the experience. I am very thankful to UrbanPro for helping me and giving me this opportunity for this internship.

WEBLIOGRAPHY

<https://help.urbanpro.com/hc/en-us/articles/360052026714-How-UrbanPro-works-for-Tutors-Training-Institutes-#:~:text=UrbanPro%20is%20India's%20%231%20tutoring,offline%20tutoring%20to%20online%20tutoring>.

www.google.com.

PARTICIPANT 'S PROFILE



NAME: Amisha Kumari

CLASS: 5th Semester

SUBJECT: Communicative English

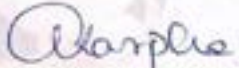
ROLL NO: 19/BAV/0225

REGISTRATION NO: 013-1211-0250-19

COLLEGE: Gokhale Memorial Girls' College

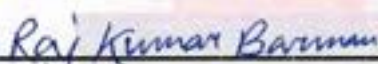
YEAR: 2021

Endorsed By:

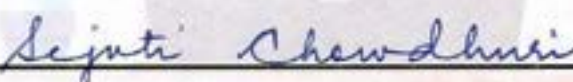
 Principal
Gokhale Memorial Girls' College

Signature of Principal

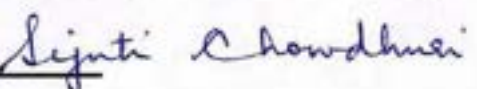
24 JAN 2022



Signature of Head of Department



Signature of Project Supervisor

 (Examiner)

Signature of External

Examiner

Signature of Internal

Examiner



JOB PROFILE

While interning at PMCPL, i was assigned with variety of topics to write on which were related to recruitment and business organization.

- ❖ I was a part of a live project “ Akshara- Imperishable Learning” where I have to write articles and captions for Journey to Destiny Series.
- ❖ I was assigned to write captions for the social media pages of the organization. The captions were for instagram, facebook, twitter and linkedin handles of the company.
- ❖ I had to research thoroughly for understanding certain topics and business terms that were given to me to write the captions.
- ❖ I was assigned with a document where certain write-ups were already written but i had to make certain changes to it.

CERTIFICATE

PIONEER

MANAGEMENT CONSULTANT PVT. LTD.
Talent to Run the Future Community

PIONEER

01/12/2021

To Whomsoever It May Concern

This is to certify that **Ms. Amisha Kumari**, has successfully completed her **Content Writing Internship at Pioneer Management Consultant Pvt Ltd** from 18th October 2021 to 30th November 2021.

During her internship, she was exposed to the various activities in **Content Writing**. Her contribution has been highly resourceful towards our live project "**Akshara - Imperishable Learning**".

Throughout she had been very much passionate, interested to learn, willing to put her best efforts and get into the depth of the subject to understand it better for implementation and execution.

Her association with us was very fruitful, and we wish her all the best in her future endeavours.

From Pioneer Management Consultant Pvt Ltd



Alzheshk Chaudhary
Manager - Business

Pioneer Management Consultant Pvt Ltd

401-404, Prabhat Centre Annex, Sector-1A, CBD-Belapur, Navi Mumbai - 400614
www.pmcpl-india.com | sm@pmcpl-india.com | 9619833346 | 47

CERTIFICATE

PIONEER
MANAGEMENT CONSULTANT PVT. LTD.
Talent Is Not An Online Community

PIONEER
MANAGEMENT CONSULTANT PVT. LTD.
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Abhishek Chauchary
Manager - Business

Pioneer Management Consultant Pvt Ltd

401-404, Prabhat Centre Annex, Sector-1A, CBD-Belapur, Navi Mumbai - 400614
www.pmcpl-india.com | sm@pmcpl-india.com | 9619833346 | 47

ACKNOWLEDGEMENT

The success and final outcome of this project required a lot of guidance and assistance from many people and I am extremely fortunate to have got this all along the completion of my project work. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

I respect and thank Dr Atashi Karpha (Principal) for giving me an opportunity to do this project report. I am extremely grateful to Mr. Raj Kumar Barman (Head of Department) for providing guidance and support. I heartily thank Miss Monami Ghosh (faculty-CMEV) for her unlisted encouragement and timely support and guidance till the completion of our project work. I would also like to thank Smt.Sejuti Chowdhury (Supervisor) for her continuous support, stimulating suggestions and encouragement which helped me to complete this project. I also sincerely thank her for the time spent for proofreading and correcting my mistakes.

I would like to thank the University of Calcutta for including this one month on-the-job training in our syllabus which helped me to gain professional experience.

DECLARATION

This report is based on the One month On-The-Job Training as an intern in **Pioneer Management Consultant Pvt Ltd** is submitted by **Amisha Kumari.**

Roll Number: **19/BAV/0225**

Registration Number: **013-1211-0250-19**

The surveyor is a student of **B.A. Semester 5 Communicative English (Major) of Gokhale Memorial Girls' College** under **University of Calcutta** and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

Signature: _____

Date: _____

PREFACE

“ Internships are a great resume builder but it becomes much more than just a line item on your resume.”

Internship provides an individual with practical skills and experiences which will help them to get acquainted with the professional environment. A person who has already done internships will surely hold a higher chance of getting selected in an interview because of their exposures and experiences. It gives a chance to the students for applying the theories that they have learnt in the four walls of their classrooms in a real working environment. Internships moulds a student into a working adult. Thus, internships are important as it strengthen the resume, enhances the confidence and helps an individual to rise and shine by having the option of exploring alternate career options.

Students pursuing CMEV Major from University of Calcutta are given this opportunity by incorporating compulsory one month OJT in their syllabus. The students are free to seek internship according to their area of interest to gain knowledge and experience of professional world. This experience is further submitted in the form of a project report as part of CC12 paper.

My area of interest was writing and thus, i chose to work as a content writing intern. My desire was fulfilled when i got selected at Pioneer Management Consultant Pvt Ltd as a content writing intern.

HOW I GOT THE JOB

As a Communicative English student, I was informed about the compulsory one month on-the-job training on the first day of my 5th semester. I was quite excited about the internship as i wanted to experience the professional world. I wanted to gain a detailed knowledge of the corporate sector. Since, i am passionate about writing, i wanted to explore my career as a content writer. Initially I wanted to do an offline internship but offline internships were not available at many places because of the current pandemic situation. So, for online internships, i started looking for it at internshala. I updated my resume and applied for content writing internship at various places. Many organization asked me to write sample articles for selection procedure. After submitting such articles, I received a message from Pioneer Management Consultant Pvt Ltd. I was given to write an article on the topic “ Internships are the best investment for the future”. My article was approved. I was selected for the further selection procedure. I gave a telephonic interview wherein i was asked to introduce myself and what are my strengths and weaknesses. After the interview session i received a message stating that i got selected for the internship. I was informed that my internship will start from the very next day. This was how my journey started.

MAIN

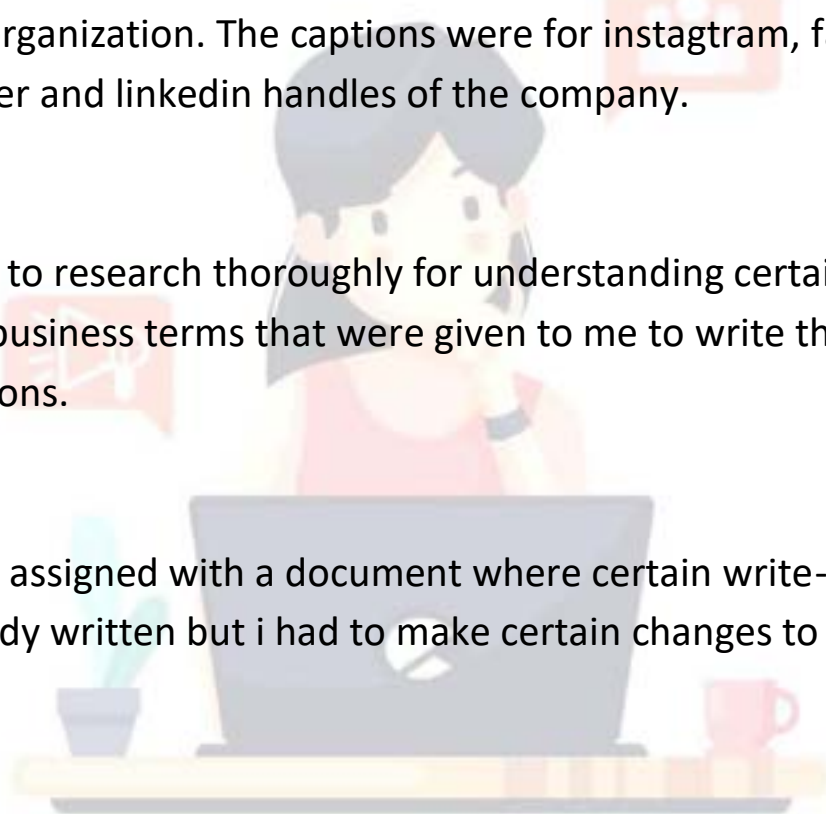
PROJECT



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- ❖ I was assigned with a document where certain write-ups were already written but i had to make certain changes to it.



COMPANY PROFILE



Pioneer Management Consultant Pvt Ltd (PMCPL) is a recruitment company which was established in 1996. The aim of the organization is to build a bridge connecting the best of talent in the industry with the right organization. The company has invested in developing a well-trained team of recruiters, who understand the pulse of the business operation and industry insights, can align the recruitment search to your business goal and objective serving the purpose of recruitment valuing that people are the keystone of an organization. The esteem clientele of the organization includes Unilever, Huntsman, Asian paints, Castrol, Cadbury, Kellogg's etc.



STAFF PATTERN



Directors

- Vivek Suresh Sharma
- Sarla Suresh Sharma

Content Writers Interns

- Amisha Kumari
- Devishi Sahni
- Rani Deepthi

Social Media Marketing Interns

- Aishwarya
- Dhriti Shetty
- Vanshica Soi



JOB

PIONEER
MANAGEMENT CONSULTANT PVT. LTD.
Talent Is Not An Online Commodity

DESCRIPTION



WEEKLY EXPERIENCE



1ST Day Experience

(18th October)

On my 1st day, i was added to a WhatsApp group where all the content writing interns were added. My mentor Vidhya informed me and the other two new interns about the meeting that was scheduled to be held on the very same day at 5:00 pm. I attended the meeting where my mentor told me about the work that i have to do and assigned me a social media marketing intern with whom i have to work together. I was asked to work with Aishwarya. She was the one who would give me topics to write on which would further get approval from Vidhya. During the meeting, i was asked to introduce myself. The meeting was very informative. I was informed that from the very next day my internship would start officially. I was excited for the next day. Overall, it was a nice first day experience.



1ST WEEK'S EXPERIENCE

(19th October-22nd October)

19th October

On the first day, Aishwarya provided me with a google document which had some captions. I had to proofread it and make necessary changes. Since, it was a large document with many captions, she told me to take time and submit it on 21st October.

21st October

I submitted the previous day's work. The work got approved by Vidhya. I got appreciated for my work. I was quite content with the appreciation and was excited for the next day.

22nd October

I was assigned to write captions on networking and key performance indicator. I had to write two captions for every topic. First caption would be for Instagram, Facebook and LinkedIn post and the second caption would be for the twitter post. I also had to write the image content of the post; keeping in mind the topic assigned. Since, i was not acquainted with these terms. I researched about it thoroughly. After that I wrote the captions. The deadline for submission was on the same night. I submitted it by evening. I was quite anxious about the feedback since, it was my first work. I got a call from Aishwarya at night. She told me that she personally liked my writeup and gave me suggestions to improve my work.

2ND WEEK EXPERIENCE

(26th October-29th October)



26th October

On the 1st day of my second week, i was assigned to write an article. The topic was confidence. I started the article with a quotation and ended it with advice to all the people out their in the world. After i submitted it, i was asked to shorten the article to just 300 words. So, i again had to go through it and made the necessary changes and submitted it.

27th October

I was instructed to submit four captions each on B2B and B2C marketing by the next day. So, i started working on it. I did some research. It took me some time to write these captions.

28th October

I submitted the captions which got approved. But they asked me to write the image content of both the captions and submit it to them instantly. I completed the assigned work.

29th October

I had a meeting with the other content writing interns, Vidhya and Sarla maam. They appreciated all of us for our works and gave us suggestions for improvement. A session was conducted in google meet wherein all of us had to give our opinion after going through each other's workthat we have submitted. We all received and gave appreciation and criticism that helped all of us to improve our work

and polish our skills. We were announced of one week holiday for upcoming festivals.

PIONEER
MANAGEMENT CONSULTANT PVT. LTD.
Talent Is Not An Online Commodity



3RD WEEK EXPERIENCE

(9th November-15th November)

9th November

Aishwarya informed me that I have been selected to be a part of a live project 'Akshara- Imperishable Learning'. The work that I was assigned in this project was to communicate with the previous interns and write their journey and experiences. These writeups were called Journey To Destiny series. I had to start the work from the next day onwards.

10th November

I was provided with the contact number of the previous interns. I started with the first few interns. I contacted them and told them about our project. They were very helpful. They told me about their experiences. I jotted down all the points in my notebook.

11th November

I asked Aishwarya about the submission deadline for these series writeup. She told me that I have to write 7 write-up for the series. I have to submit them by the next week. I got the whole 3rd week for contacting and communicating with the previous interns. This helped me to relax, since I was very anxious that how I will be able to complete all the articles this week.

So, I communicated with the interns for the whole week and gathered all the notes that I will have to insert into my writeup.

15th November

A meeting was again held in Google meet to discuss about the live project and how we have to start the series. It was very informative as the discussion was held on the writeups that we need to write for the series in the very next week. I cleared all my doubts that I had regarding the series by asking questions to Aishwarya and Vidhya. At the end of the meeting, I was informed that I need to submit all the 7 write-ups by 27th November.



4TH WEEK EXPERIENCE

(16th November-27th November)



I was allotted the entire 4th week for writing the series of the live project. I researched about some terms thoroughly. I went through all the notes that I had prepared. Then, I started writing the articles. Since, this is was first time working on a live project. I was quite unsure whether I was doing everything correctly or not. So, I asked Aishwarya if she could go through my first write-up and tell me whether it is okay or not. She told me that she can help me out. I was quite glad. She went through it and told me it was nice. After getting the approval, I worked on the rest of my writeup. I wrote all the write-ups by 26th November and mailed them on the same day. I was quite anxious about their approval. But the very next day, I was informed that all the write-ups got the approval of Sarla ma'am. I was content with all the work and experiences that I had gathered through my internship.



LAST DAY EXPERIENCE

(30th November, 2021)



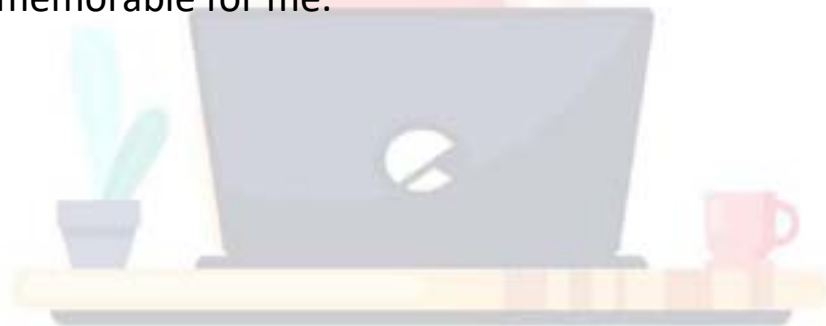
This was the last day of my internship. A meeting was held to give the overall feedback on the total performance. i was appreciated by my mentor and team mates for my work.



EXPERIENCE GAINED



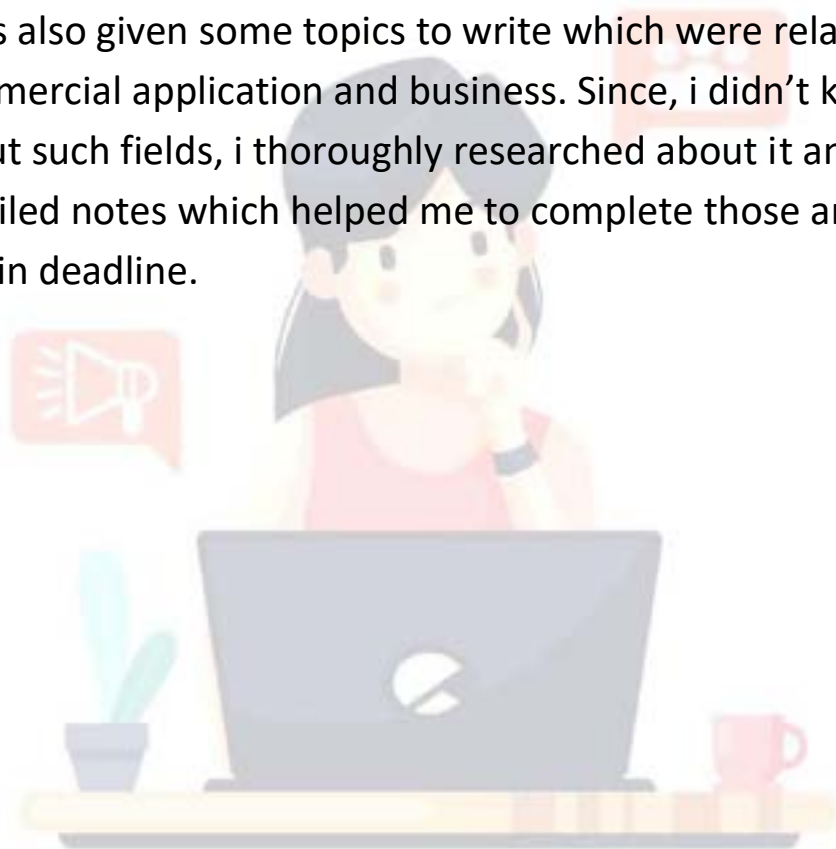
During this one month internship, i learnt variety of things that helped me to become a better version of myself. I learnt how to handle new challenges and come out of my comfort zone. I also acquired the skill of responsibility which is very important for every individual to move ahead and succeed in life. Since, this was my first internship; it was like a stepping stone towards my future endeavours. I learnt the importance of time management. My internship was full of new learning opportunities and a perfect ideal was set for team work and healthy competition. I learnt about the values of participating in discussions and presenting ideas, no matter how small they are. Thus, Pioneer Management Consultancy has been a pioneer in its true meaning be it in terms of valuing its interns or in terms of productivity. It has helped me to acquire more confidence which has ultimately led to my personality enhancement. This lifelong experience of learning and adding growth to my personality will always be memorable for me.



CONSTRAINTS FACED

AND SOLUTIONS FOUND

- Since, the organization is a recruitment company, there were some terms that were unknown to me. I did some research and made myself acquainted with such terms. My colleagues also helped me.
- I was also given some topics to write which were related to commercial application and business. Since, i didn't knew much about such fields, i thoroughly researched about it and made detailed notes which helped me to complete those articles within deadline.



ROLE OF COMMUNICATIVE

ENGLISH IN ON JOB TRAINING

Communicative English is an approach to language teaching in which a student learns from real life interaction, which can help to reinforce the value of their studies. Strengthening your communication skills in English is necessary, and is a powerful tool that can be used for business, travel or simply to have a conversation in a different country.

The skills that I had learnt through my classroom teaching and practical moulded me into who I am today. It had helped me to incorporate all those teachings into my internship work. The important skill of **listening** helped me to understand my team leader's instructions. It helped me to listen intently to what others are trying to tell me through their feedbacks. The skill of **speaking** helped me to communicate easily with my colleagues and seniors. It instilled a sense of confidence in me. The skill of **reading** helped me to go through the articles to ensure minimum mistakes and maximum quality. It helped me to research properly and intently. The skill of **writing** helped me to write my articles, captions and write-ups diligently. It helped to put my words into reality. It helped to ensure that what I am writing is meeting with the requirement of the company. Thus, all of these skills helped me to make my experience more enriching and knowledgeable.

TOOLS USED



- Pen and paper for noting down everything
- Laptop and mobile phone for researching, typing and editing the articles and captions.
- Internet for sending, receiving and researching data.
- A diary for writing down my daily experiences.



CONCLUSION

The completion of this project has helped me to realize that through this internship, i acquired such experiences and knowledge which would prove to be a lifelong mantra for achieving success in life by preparing me for a career in real world. I am thankful to PMCPL and my institution for providing me this enriching and rewarding experience which helped me in becoming a better version of myself.



ANNEXURE

Caption: Welcome to the series of PMCPL dictionary; B2B refers to Business to Business transaction or business activity. This kind of commerce can also be termed as collaborative commerce as it includes communication, sharing of information and planning among both the business. Whereas, B2C refers to Business to Consumer marketing. B2C marketing involves a wide gamut of marketing activities such as identifying activities, promotion and sometimes even delivery of products.

Twitter caption: Not every time business is about competition, sometimes it could be a collaboration. Business companies that conduct B2B transaction or commerce could be thought of as a supportive company as they help in boosting or succeeding each other organizations and its goals. Business has only two functions – marketing and innovation.” – Milan Kundera. This proves to be true in B2C marketing as innovation in products or services would surely help it to stand out and grab the consumer’s attention.



1st post

Image content: The word 'Robust' describes the components and favourable uses of products and services of a company for its consumers.

Caption: Finding it difficult to describe the beneficial uses of company's products and services provided to the customers? Then do not worry, we are here with our series of PMCPL dictionary to help you to find the meaning of the word 'robust' which signifies something that is strongly constructed.

Twitter caption: Robust characterizes the company's offering to the consumers in a constructive way. It is a word which is most often used to define the performance level of the company. Such type of robust products and services would surely help a company to grab the attention of its consumers towards their offering. This would ultimately lead to the enhancement of the organizational objectives.

2nd post

Image content: Give your best to your goals and you will surely reach new heights.

Caption: Life is not only about finding yourself, it is also about creating yourself. So set the goals of your life and stick to it. Keep trying until you reach it. The journey towards your goal won't be easy. You will surely make mistakes, but remember to embrace them and move ahead. Keep patience and perseverance ; and you will surely reach your destination. When you have glued your eyes towards your objectives, then be determined enough to conquer it; even if it means stepping out of your comfort zone.

ANNEXURE

CAMPAIGN 1 – PMCPL DICTIONARY.

Post 1

Image content:

NETWORKING

Business activity by business person or entrepreneurs to form professional or social contact for mutual benefit.

Caption: PMCPL Dictionary series – 1

Are you starting your corporate career soon? Are you tensed about not being able to know what corporate jargons they are using to communicate with you? Are you not able to build your network because of this issue? We have come to your rescue with our series of PMCPL dictionary. Here, you will find all the terms that are used in a corporate environment on a daily basis. Networking could be beneficial for you to expand your circle of acquaintances that will surely help you in every stage of your life.

Post 2

Image content:

KEY PERFORMANCE INDICATOR

A quantifiable measure of how effectively a company is achieving key business objectives.

Caption: PMCPL Dictionary series - 2

Want to know how your employees are efficiently working towards the organizational goals or whether the decision taken for the company was beneficial or not? Key performance indicator will help you to do that. It is a key indicator of progress toward an intended result. It focuses on strategic and operational improvement and help to focus attention on what matters the most.

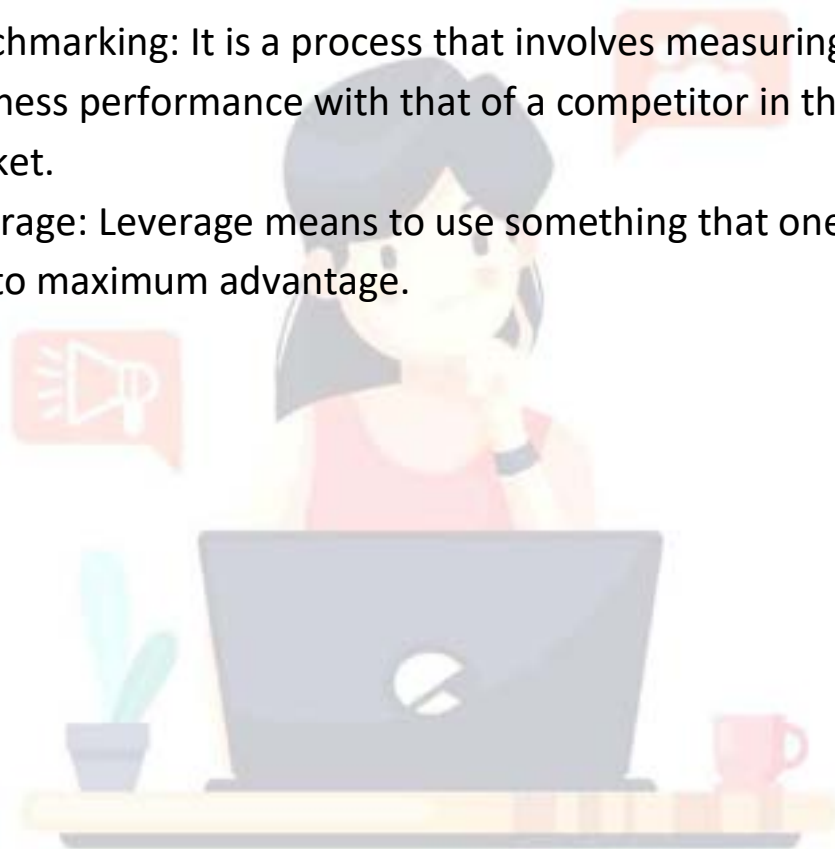
Image content: Don't be satisfied with stories, how things have gone with others. Unfold your own myth.

Caption: Believe in the beauty that is inside you. There will be times when you will wake up with no mood to face the world; that day, gather your confidence and remember to smile brightly with your head held high up. There will be times when you will be engulfed with anxiety, fear and low esteem; remember that nothing can dim the light that shines within oneself. Silence the voice inside you which is doubting you and don't let the opinion of others influence you. Conquer the world with your own perception and create your own story. You are enough for yourself. That is all that matters. You are worth everything that you have and that you are going to have. So raise up your chin and shoutout to the world that you are ready; ready for everything that comes your way.

JARGONS USED



1. Networking: The process of interacting with others to exchange information and develop professional social contacts.
2. Key performance indicator (KPI): A quantifiable measure of performance for a specific objective.
3. Robust: A term used to describe a company's product or service that has a lot of components and favourable uses for its consumers.
4. Benchmarking: It is a process that involves measuring your business performance with that of a competitor in the same market.
5. Leverage: Leverage means to use something that one already has to maximum advantage.



PARTICIPANT'S PROFILE

Name: Anjela Paul

Class: 5th Semester

Subject: Communicative English

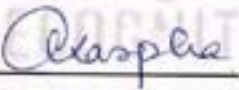
Roll Number:

Registration Number:

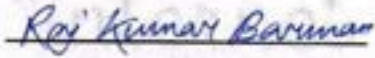
College: Gokhale Memorial Girls' College

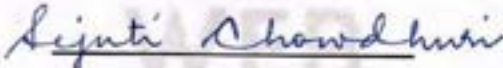
Year: 2021-22

Endorsed by:


(Signature of the Principal) Principal
Gokhale Memorial Girls' College

24 JAN 2022


(Signature of Course Coordinator)


(Signature of Project Supervisor)

Evaluated by:


(Signature of Examiner)



JOB PROFILE

- Collected information on the advertisements and their advertisers with the advertisement famous jingles.
- Listed products and collected down their Advertisement maker and Manufacturer.
- Listed down company's name of selected products by the Head.
- Made a list of the movies with their directors and producers along with choreographers and the castes.
- Set down basic parts of Events.
- Presented the basic parts in diagram and labelling.
- Attended Events held.

CERTIFICATE OF COMPLETION

This is to certify that Ms. Anjela Paul has successfully completed her internship program as Advertising and Event Management intern from 20th October, 2021 to 8th December, 2021.

We found her sincere, hard working dedicated and result-oriented. She worked well during her tenure. We take this opportunity to thank her and wish her all the best for her future.

Date of certificate on 27-12-2021



HIMADRI BASU
Proprietor

HIMADRI BASU

Founder

■ P-546, Block-'N', New Alipore, Kolkata-700 053
■ 1 A, Madan Pal Lane, Bhowanipur, Kolkata - 700 025
Phone: 033 32948490 / hbdesignskolkata@gmail.com
Regd. Office ■ 18, Narayanachandra Sen Lane, Howrah-711 106



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PARTICIPANT'S PROFILE

NAME: SANGA BASU
CLASS: SEMESTER 5
SUBJECT: COMMUNICATIVE ENGLISH
REGISTRATION NUMBER: 013-1211-0260-19
ROLL NUMBER: 192013-13-0020
COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE

Endorsed by:

Chasplas

Signature of the Principal

Principal
Gokhale Memorial Girls' College

Raj Kumar Barua

Signature of the Head Of The Department

24 JAN 2022

Sijuti Chowdhuri

Signature of the Project Supervisor

Sijuti Chowdhuri (Examiner)

Signature of External Examiner

Signature of Internal Examiner



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JOB PROFILE

In my one-month internship with Yashaa Digital, I was asked to perform different tasks in the content writing field.

- ❖ I was asked to research the given topics related to SEO and digital marketing and write a 1500 words article on them.
- ❖ I was asked to research keywords for the contents and add them naturally in my writing.
- ❖ I was asked to write two social media verbiages for each of these articles, one for publishing on Facebook and LinkedIn and another for publishing on Quora and Reddit.

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INTERNSHIP COMPLETION CERTIFICATE



CERTIFICATE OF INTERNSHIP

This Certificate is Presented to

Sanga Basu

For successfully completing 1 Month internship as the

CONTENT WRITER

Issued on November 2021

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PARTICIPANT'S PROFILE

NAME: SANGA BASU

CLASS: SEMESTER 5

SUBJECT: COMMUNICATIVE ENGLISH

REGISTRATION NUMBER: 013-1211-0260-19

ROLL NUMBER: 192013-13-0020

COLLEGE: GOKHALE MEMORIAL GIRLS' COLLEGE

Endorsed by:

Signature of the Principal

Signature of the Head Of The Department

Signature of the Project Supervisor

Signature of External Examiner

Signature of Internal Examiner

OFFER LETTER

Respected Sangeeta Ma'am,
Contact: +91 98999 48833
E-mail: hr@yashaadigital.com
Date: October 18th, 2024



DEAR Sangeeta Ma'am,

We are happy to introduce our company. Yashaa Design and Digital India LLP is a leading based IT company who is providing excellent services in the domain of web design & development, digital marketing, software development, and more. We are pleased to offer you the position of **Customer Support - Intern** with us. Your offer letter will be issued 45 days after you submit all the required documents mentioned below.

Your Office Reporting will be on **Saturday, October 19th, 2024, at 10:00 AM**

Yashaa Design and Digital India LLP

Plot No. 5, Old Nagar Apartment, Near Cross Road, Phase Nagar, Noida, 201308

[Click Here for Location](mailto:hr@yashaadigital.com)

You will be required to join at the earliest, if you agree, then please report with an acceptance mail at the earliest. Kindly bring with you self-attested copies of the documents specified below in the attached document checklist:

1. Updated Resume.
2. Passport copy if not available, Birth certificate / Voter ID Card.
3. Photo copy.
4. Address Card Copy.
5. 3 Passport size photographs.
6. 10th and 12th passing certificate and mark sheets.
7. Educational certificate and mark sheets.
8. Any other degree certificate (if mentioned in the resume).
9. Permanent and Correspondence Address Proof.

We Welcome you to Yashaa Family and wish you a successful career with us.

Note:- Report on the same mail that the position has been accepted / confirmed.



Yashaa Design and Digital India LLP
Plot No. 5, Old Nagar, Near Cross Road, Phase Nagar, Noida, 201308
hr@yashaadigital.com | 98999 48833 | www.yashaadigital.com



Rules and Regulations:

The appointment is subject to below rules and regulations:

- No paid leaves are available during internship period.
- If the intern decides to leave the company during his/her internship period, he/she will not get any documents from the company.



Sangeeta Ma'am
Human Resources
Yashaa Design and Digital India LLP



Yashaa Design and Digital India LLP
Plot No. 5, Old Nagar, Near Cross Road, Phase Nagar, Noida, 201308
hr@yashaadigital.com | 98999 48833 | www.yashaadigital.com

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INTERNSHIP COMPLETION CERTIFICATE



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ACKNOWLEDGEMENT

I want to express my heartfelt gratitude to the Principal of Gokhale Memorial Girls' College, **Dr. Atashi Karpha**.

I am also grateful to the Head of the Department of Communicative English, **Mr. Raj Kumar Barman**, and the Faculty of the Department of Communicative English, **Ms. Monami Ghosh**

I would like to express my special thanks to our Project Supervisor **Mrs. Sejuti Chowdhuri** who allowed me to do this interesting On-Job Training and guided me in every step. She taught us well and guided me in every step which helped me complete this training successfully.

I am grateful to **Ms. Sayali Pawar**, Content Manager of YASHAA DESIGN AND DIGITAL INDIA LLP, India, and **Ms. Akansha Chauhan**, Chief Content Writer of YASHAA DESIGN AND DIGITAL INDIA LLP, India, for teaching me valuable things,

I am thankful to my mother **Mrs. Anita Basu**, who has always supported me and given me courage throughout my life.



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DECLARATION

This report is based on the One-Month On-The-Job-Training as an intern in YASHAA DESIGN AND DIGITAL INDIA LLP, India, submitted by Sanga Basu.

CU Roll Number: 192013-13-0020

Registration Number: 013-1211-0260-19

College Roll Number:19/BAV/0236

The surveyor is a student of Semester 5, B.A. Communicative English (Major) in Gokhale Memorial Girls' College under the University of Calcutta and has pursued the internship in partial fulfillment of the requirement for the Communicative English (Major) course.

Signature - _____

Date - _____

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PREFACE

On-the-job training (OJT) is one of the methods of employers to teach their staff while they work for the organization. Employers get to learn skills by doing actual jobs. It helps them to know the working environment better. It provides them firsthand experience of what they had learned theoretically in colleges or universities.

Communicative English is a wonderful subject that provides the students to succeed in the workplace by making them competent in all 4 aspects of the English language- Listening, Speaking, Reading, and Writing. It also teaches the students to effectively use soft skills while working for an organization. The course curriculum is designed to train the students with various employable skills like Content Writing, Teaching, Reviewing films and books, Public Relations skills, News Reading, Advertisement making, etc. This subject also helps students to ace the job interviews well with its compulsory courses on developing interview skills and mock interview sessions. After a Communicative English student learns all the necessary skills to face a real-world job situation, he/she is sent to undergo a one-month On-The-Job Training to make use of all the expertise that he/she has acquired so far. This On-The-Job Training program is a part of the CC12 paper.

We were asked to choose an organization to get the On-The-Job Training according to our respective career goals. As I want to be an SEO content writer I chose to work for a digital marketing company. Though I had already done 5 internships before to gain expertise in content writing, no previous internship could teach me the aspects of digital marketing related to content writing in detail. My goal of learning about the latest updates of Google algorithm and Search Engine Optimization techniques was fully achieved through this internship in Yashaa Digital.

HOW I GOT THE JOB

As I knew from the beginning of my course that we will be having a compulsory On-Job-Training program in the 5th semester, I prepared myself from much ahead. To increase my chance of getting selected for the internship, I had done 5 internships in the field of content writing before. So, it's safe to say that I was not very nervous at the beginning of the semester. But the real struggle started when I started looking for a 1-month internship on Internshala. There were very few content writing internships that matched my criteria, but the reviews of the companies were not good. I applied for internships in Indeed and LinkedIn as well. I had only two options- either wait for the right opportunity to come, or change the field. Out of desperation, I chose the second option and contacted BusinessUpturn, where I worked last year. I interned there as a news writer. When I approached the company this time, they accepted me. But I did not like the work because the system of work was, just the same as it was a year ago. I was not getting to learn anything new that would help me in my career. So I was applying to different content writing internships while working there.

I got a call on October 10 from a woman who introduced herself as Vrinda Desai, Human Resource Manager of Yashaa Digital, and asked me for an interview. As I had applied for several internships on Internshala, LinkedIn, and Indeed, I couldn't place this company at first, but went ahead for the interview. It was a long interview. She asked me some common questions like why did I choose the subject 'Communicative English' to study, what was my previous work experiences, etc. along with questions related to content writing like, what is SEO, what is a keyword? what is a local keyword ? etc. I didn't know what a local keyword is and I told her that frankly. She also asked if I would be available for at least 8 hours a day. In the end, she said that they will take a short English test in Google form, and the link will be shared on the Internshala platform by the next day. It was a grammar test comprising 15 MCQs. Two days later, on October 13th, Vrinda ma'am called and congratulated me, saying I have passed the test. The internship will start tomorrow, but they will confirm it only after seeing my work a day. I received a confirmation mail stating the same thing.



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MAIN PROJECT

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JOB PROFILE

In my one-month internship with Yashaa Digital, I was asked to perform different tasks in the content writing field.

- ❖ I was asked to research the given topics related to SEO and digital marketing and write a 1500 words article on them.
- ❖ I was asked to research keywords for the contents and add them naturally in my writing.
- ❖ I was asked to write two social media verbiages for each of these articles, one for publishing on Facebook and LinkedIn, and another for publishing on Quora and Reddit.

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COMPANY PROFILE

Yashaa Digital is a software company based in Mumbai, Maharashtra. It is the subdivision of Yashaa Global, a digital marketing company in Jacksonville, Florida. Yashaa Global offers branding, digital marketing, SEO, web design, graphic design, and app development services whereas Yashaa Digital offers digital marketing, graphic design, website design, and app development services to different businesses.

YASHAA GLOBAL

Under branding, Yashaa Global offers:-

- ❑ Logo design
- ❑ Brand messaging
- ❑ Brand positioning
- ❑ Social media branding

Under digital marketing, Yashaa Global offers:-

- ❑ Content marketing
- ❑ Social media marketing
- ❑ Pay Per Click (PPC) ad management
- ❑ Affiliate marketing
- ❑ Email marketing
- ❑ Inbound marketing

Under SEO, Yashaa Global offers:-

- ❑ On-page SEO
- ❑ Off-page SEO
- ❑ Building SEO strategies

Under web design, Yashaa Global offers:-

- ❑ Building new website - Static, Dynamic, and Ecommerce
- ❑ Developing and improving the Content management system (CMS) of a website

Under graphic design, Yashaa Global offers:-

- ❑ Creating the visual identity of a business

- ❑ Developing and improving the user surface of a website
- ❑ Designing layouts for digital publication
- ❑ Creating motion graphics for promotional videos
- ❑ Illustrating flyers, posters, advertisements, etc.

Under app development, Yashaa Global offers:-

- ❑ Designing android and IOS mobile apps
- ❑ Upgrading mobile apps
- ❑ Developing backends of already existing apps

YASHAA DIGITAL

Under digital marketing, Yashaa Digital offers:-

- ❑ SEO-friendly website content
- ❑ Online reputation management
- ❑ Digital audit of websites
- ❑ Social media promotion
- ❑ Website traffic increase

Under graphic design, Yashaa Digital offers:-

- ❑ Logo design
- ❑ Attractive social media post design.
- ❑ Creating marketing materials like flyers, brochures, catalogs, business cards, etc. digitally.
- ❑ Creating motion graphics for promotional videos.

Under website design, Yashaa Digital offers:-

- ❑ Building new websites, both standard, and e-commerce.
- ❑ SEO-friendly web design.
- ❑ Creating dynamic web pages that change according to the needs of the visitors.

Maintenance of websites in terms of updating features according to Google's latest algorithm, updating plugins, etc.

Under app development, it offers:-

- ❑ Building all types of mobile applications, be it native, hybrid, rapport-building or cross-platform.

- Designing apps that cater to the best user experience.
Improving the backend of already existing apps.



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JOB

DESCRIPTION

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EXPERIENCE OF THE FIRST WEEK

(14.10.21 - 20.10.21)

I was very nervous at the beginning of my internship because it was stated in the confirmation mail that they will provide me with the offer letter only after testing my web content writing skills, I took it as a challenge and worked hard.

14th October

I woke up early in the morning and got ready for the day because I had no idea whether I would have a video meeting, or how much workload would be there. The Content Manager Sayali Pawar called up at about 7.30 to inform me that a zoom meeting will be held at 10 AM, with the Chief Content Writer Akansha Chauhan. In the meeting, there were 5 other new writers like me. Everyone was nervous about the test. So, to make us relaxed, ma'am played a small game. She showed 6 balls of different colors on the screen and asked each of us to choose one. Each color was associated with a question. I was asked what my favorite book is. Ma'am participated in this exercise too. Then she gave each of us a new topic to write upon. I was given the topic, 'Best Digital Marketing Practices Every Business Owner Should Know'. She also said that after writing each content, we must check for grammatical mistakes using www.grammarly.com, and plagiarism in www.smallseotools.com. Ma'am said that she believed that we would not lift someone else's content and paste it, but sometimes, some common sentences may match exactly with an already existing web content. As the company has a zero-tolerance policy against plagiarism, we must download the plagiarism report of 100% uniqueness of the content and mail it to Sayali ma'am. I enjoyed the meeting thoroughly. I especially liked Akanksha ma'am's attitude and communication skills.

16th October

Vrinda ma'am called me in the afternoon to congratulate and inform me that they have mailed the offer letter and asked me to sign it digitally and mail it back to them. He also asked me to download two apps, Lark and Trello. I was delighted to know in the evening that my content was liked by the seniors, and I will be absorbed as an intern. As I did not know how to sign digitally, I took help from YouTube tutorials and downloaded the DocuSign app to do the task. Later Sayali ma'am shared the user ids and passwords for Lark and Trello apps. She said that from now onwards, all the communication will be made on the Lark platform only, as the



company uses it for official purposes. She asked me to log in to both the apps with the given credentials before 10 AM tomorrow because a meeting is fixed with the selected interns.

18th October

The meeting was held on the Lark platform, which I found easier to use than Zoom or Gmeet. In the meeting, at first Sayali ma'am gave us a brief introduction about the company. She explained that we will be working for Yashaa Global, which is in Jacksonville, Florida, and write the contents for the website only, and not for the clients. I was a little disappointed to hear that we will not have any interaction with the real clients, but at the same time it made me happy that my writing will be primarily targeted at the people of Florida. She also said that we will mainly write 'How To' type contents, that will help the readers in the field of basic digital marketing themselves. In the long run, they will become loyal customers of Yashaa and will contact the company whenever they need it. Then she trained us to use the Trello app. It had different categories called cards for different purposes like social media posts, web content, media polls, verbiages, carousels, etc. We were asked to copy our writings and paste them in the card made under the card named 'Web Contents', along with the list of keywords and plagiarism report.

She also taught us how to research using Google effectively, and structure our articles. We need to construct the headline, minimum 5 subheadings, and conclusion, after going through at least 6 different articles in Google. We will also have to analyze the headline we write on www.isitwp.com and make sure the score is more than 70. A list of keywords will be provided to us. We need to add each keyword only once. She asked us to go through the blogs of the website of Yashaa Global, as of today's task. It will help us to better understand the way of writing they were expecting from us.

19th October

In today's morning meeting, Sayali ma'am described to us what a local keyword is and why it is important to add it naturally in the content. A local keyword is, basically the name of a place from where a certain business hails. As the head office of Yashaa Digital is in Jacksonville, Florida, we need to add keywords with the word " Jacksonville" naturally in the contents we write, i.e. the readers must not understand that these keywords are added to the text for improving the SEO ranking of the site, or for promotion of the company. It should be relevant to the discussion in the content. It is crucial to add local keywords for business growth. Ma'am asked me to write on the topic, "Crucial elements for a successful social media marketing campaign", and gave the list of already researched keywords to include in it. I had to brainstorm a lot to insert local keywords like 'Jacksonville SEO', 'Social media marketing Jacksonville', 'Digital marketing Jacksonville', 'Jacksonville social media' naturally in it. But I was able to submit it late at night.

20th October

Sayali ma'am told us to write 'Social Media Verbiages' in today's meeting. As we didn't have any idea what it was, she explained it to us. It is a short paragraph that contains the key points of a full-fledged blog. We need to write 2 social media verbiages for each of Yashaa Digital's blogs. The first one, i.e Social Media Verbiage 1.0 will be posted on the Company's Facebook, and LinkedIn pages. The second one will be posted on Quora and Reddit. These should be of minimum 100 and 200 words respectively. She sent a sample write-up to understand it and asked us to write the social media verbiage for both the contents we wrote before. It was our task for today.



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EXPERIENCE OF THE SECOND WEEK

(21.10.21- 27.10.21)

21st October

Today is the most special day of my internship. After distributing the topics, Sayali ma'am told me, "you write great blogs" in the morning meeting. I was elated on hearing this. These encouraging words not only helped me to progress here but also, in the long run, to be successful in my career as a freelance content writer. The topic assigned to me today is, 'Actionable marketing tips for Facebook'. Facebook marketing is one of the most effective ways of digital marketing. Keeping in mind some special tips, one can easily promote his/her brand on Facebook in the cheapest possible way. I learned these techniques today.

22nd October

In the morning meeting, Sayali ma'am taught us how to search for keywords using Google keyword planner. This is a very important part of content writing because if we don't insert the right keywords naturally in the content, Google will not place it on its first page, no matter how informative it is. I tried to search on YouTube earlier to know about it but did not understand. Sayali ma'am explained everything very well. From now onwards, we will be given the topic of the next day prior for keyword research. The next topic assigned to me is, 'How To Write A Compelling Call-To-Action (CTA)?'. CTAs are telling the readers about the actions they need to perform, at the end of a blog, like placing the order, subscribing to the newsletter, etc. A clear CTA in the web content is important for online business growth.

23rd October

Sayali ma'am told me in the morning meeting that Akansha ma'am will talk with me, as she thinks I have not clearly understood what a Social Media Verbiage is. I got very anxious hearing it. What if she terminates me? But the meeting at 12 went well. Akansha ma'am told me that I wrote all the verbiage in a 'promotional post' pattern which it was not. I need to just write a summary of the blog and put as much information as possible within a short span. I should not ask the readers to read the full article as it happens in the case of promotional blogs. I understood my mistake. She then asked me to correct all the verbiages as today's task.

26th October

I was given the topic, 'How to write a meta description that gets clicked'. Ma'am asked me if I knew what a meta description is. I told her that I had written it earlier. It is a summary of web content that is shown below the headline, on Google. It must be written in such a way that grabs the attention of the readers and compels them to click the link. She told me that I was right, but there are certain other things that a content writer should take care of while writing a meta description because, in the recent algorithms of Google, meta descriptions are given priority.

27th October

The topic assigned to me was, 'Principles of good website design and effective website design guidelines'. As it has two parts, Sayali ma'am asked me to research the keywords distinctively. So, it took much longer for me to find the right keywords



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EXPERIENCE OF THE THIRD WEEK

(28.10.21 - 3.11.21)

29th October

Today's task was different. Sayali ma'am told me in the morning meeting that Akansha ma'am had gone through the social media verbiages that I submitted after correction and liked them. Some articles do not have any social media verbiages, and she wants me to write that. The topics were: 1. Core Web Vitals: What Are They And Why Are They Important? 2. Why Hiring An SEO Agency Is Beneficial For Your Business. 3. 12 Things People Want To See On Your Website 4. Advantages of local SEO for small businesses. 5. Best Practises to Optimize Your Google My Business Listing.

30th October

My topic for today was, 'How to create a landing page for your email marketing campaign'. I had to research keywords and write the article on the same day.

1st and 2nd November

Today I was given the topic, 'What are the best practices for UX writing?'. It was the most difficult topic that I came across in the entire internship. Though ma'am described what it is, I could not understand the technical aspects. Apart from Google, I had to search on Youtube too, to find out the nuances of UX writing first. Only then could I proceed with its best practices.

3rd November

I had to work until late last night and finished just in time for the morning meeting. Today, I was given the topic, 'Top 9 LinkedIn Marketing Tips,' to research keywords for, as well as write the social media verbiage for the previous content. But I couldn't do any of it because I got a headache.

4th November

I could not submit yesterday's work due to illness. I was even unsure if I could complete the writing even today. So, I informed Sayali ma'am in the morning meeting about it. She said, much to my relief that there was a 2 days holiday for Diwali, and Sunday was a holiday. Everyone was happy with the announcement.



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EXPERIENCE OF THE FOURTH WEEK

(4.11.21 - 13.11.21)

5th November

Sayali ma'am gave me the topic, 'How to stop spam comments on WordPress' to research keywords and write on. It is a nightmare for all bloggers because whenever Google finds out a webpage with too many spam comments, it lowers its position in the SERPs (Search Engine Results Pages). And this problem occurs in WordPress mostly. I learned about types of spam comments, why they are posted, and the possible ways to get rid of them.

6th and 8th November

I was given the topic, 'List of Google penalties and how to fix them'. It is a very useful topic for any website owner because Google does not show the reason for its penalties, one needs to identify it himself when they find their website ranking getting lowered consistently. In my content, I discussed all the common penalties of Google, how to identify and fix them.

9th and 10th November

Sayali ma'am gave me the topic, 'How to get your website out of the sandbox fast'. Google does not place a new website on its first page, however well optimized it be, and puts it on hold for an uncertain period of 2 to 12 months. It is called the Sandbox period. Ma'am explained that apparently, there is no solution to this problem because Google never admits this practice. But there are some useful strategies like promoting the content on social media, guest posting, using foundation links, etc. that can shorten the sandbox period. It was a easy topic to write on.

11th and 12th November

I was given the topic, 'How to create a customer journey map'. I had never heard of it. Ma'am explained why having a customer journey map is crucial for any online business. This map tracks the activities of a customer from the moment of entering the website to leaving it. These activities help to make necessary changes in the site to improve customer experience as well as sales. For example, if a large number of customers are found to add products to carts, but never place the order, it may imply that the delivery charge is too high. The concept seemed pretty hard for me, but I managed to write the content on time.

13th November

It was officially the last day of the internship, and the last meeting as well because tomorrow was a holiday. So all the three of us and Sayali ma'am were emotional. She wished me a bright future. I showed my work to Sayali Ma'am in the morning meeting for the last time. She asked me if I want to continue my work as an intern, as Akanksha ma'am has told her to ask me. I asked for time to think, and refused her later because my college was going to reopen soon.



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EXPERIENCE GAINED

In this 4-week internship in Yashaa Digital, I got to learn different aspects of Search Engine Optimization which will help me to write SEO-friendly articles in the future. I can use my expertise in my freelancing career, or rank my website high in Google's Search Engine Results Pages (SERPs) if I wish to take Affiliate Marketing as a career. Earlier in all the other internships, I had the scope to brush up my content writing abilities but did not know how to help an organization to gain more visibility online with the right content.

Another thing that I learned from this internship was how to use soft skills in the workplace. Both the Chief Content Writer Akansha Chauhan and my immediate boss, Content Manager Sayali Pawar were very good at leadership and management. I learned from them how one should deal with difficult situations like conflicts, crises, huge workloads, etc. This skill again will help me to cope and grow in the workplace. I wish to have my content writing agency in the future that will work for different clients worldwide and serve them with SEO-friendly content that Google will place on its first page.

I also learned time management by submitting 1500 word articles after proper research within 24 hours almost every day. I got to know how to research a topic to find all the necessary points, structure it properly, and do keyword research.

As I did not know what on-the-job training was while doing all the internships previous to that in Yashaa Digital, those were not as effective as it was.



CONSTRAINTS FACED

Firstly, I had to struggle a lot to get the internship. I got this one After searching for almost a month. And the most difficult part of the On-Job-Training was the deadline pressure that I had never faced before. Especially in the second week, when we were asked to research keywords, structure the article and write two social media verbiages on the same day. It seemed impossible for me to finish the task on time, and I even thought of quitting. But over time, I learned to be much more disciplined. Thirdly, I did not understand the concept of social media verbiage at first and wrote it like a promotional social media post like what I had done earlier. With the help of Akansha ma'am, I learned to write it in the right way.

ROLE OF COMMUNICATIVE ENGLISH IN ON JOB TRAINING

Communication is important in every aspect of a person's life. In the workplace, especially in the field of online, all the discussions are held in English, as it's a Pan-India venture. When I entered the professional field with this on-the-job training in Yashaa Digital, the communication skills that I had already learned in my course helped me a lot to progress.

Studying Communicative English as the major subject helped me to improve in all 4 parts of effective communication - Listening, Speaking, Reading, and Writing.

Listening:- The knowledge of active listening helped me to understand the spoken instructions much faster than the others in my group who were not Communicative English students.

Speaking:- As a student of Communicative English, I was trained to speak English fluently, and in the right way. This skill enabled me to put forth my opinion in the meetings clearly (whenever I was asked to), and talk about my doubts unhesitantly.

Reading:- In my course, I learned how to read a text correctly, which helped me in content research. I used skimming and scanning techniques whenever necessary, and so, my contents became thoroughly informative.

Writing:- All my web contents were published on the official website of Yashaa Global, which primarily targets the audience of Jacksonville. Being a student of Communicative English, I had already spent a good amount of time in writing, and so, writing 1500 words every day did not seem a Himalayan task for me. I also had a clear idea about plagiarism that helped me in writing unique content.

TOOLS USED

Google:- For finding all the information required to write each content.

YouTube:- For finding out some additional information for writing.

Google Docs:- For writing the contents.

Lark Application:- For communication.

Trello Application:- For uploading the work.

Laptop:- For surfing the internet, Communicating with the team, and typing.

Diary:- For recording my experiences.

CONCLUSION

The journey of one month of On-the-Job training has been fascinating, from searching for the best internship that will help my future career to complete that internship. I learned a lot about SEO and developed skills in writing social media verbiages and carousels. As a Communicative English student, I also applied my existing skills and knowledge. During the internship, I saw real-life examples of how to apply soft skills in the workplace, which I had previously only learned in theory. My seniors' attitudes and behaviors had a significant impact on the development of my personality. I can now proudly say that I am not the same person I was before the on-the-job training.

The praise and encouragement I received from my superiors in the company increased my confidence as a Content Writer by a factor of ten. As I previously stated, I want to be a freelance Content Writer, and the confidence gained from this on-the-job training will undoubtedly help me stand out in my career.

ANNEXURE



ZOOM MEETING ON THE FIRST DAY

WEBLIOGRAPHY

For writing the Company Profile, I visited www.yashaadigital.com and www.yashaaglobal.com
For writing all the contents, I took help from www.google.com and www.youtube.com



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JARGONS USED

Algorithm of Google:- It is a set of parameters used by Google to rank any webpage in its search results. One of the parameters is the SEO-friendly content of the webpage.

Keywords:- the words most of the users search with, to find out something. Google places the most relevant web pages that have these keywords in them, at the top of the search results.

SERP:- Search Engine Results Page - the pages that are shown on the search engine upon a search.

SEO:- Search Engine Optimization. Developing a website and its contents in such a way that it is placed at the top of the SERPs of Google.



PARTICIPANT'S PROFILE

Name- Angana Mallick

Class- Semester 5

Subject- Communication English (Major)

College Roll Number- 19/BAV/0262

CU Roll Number- 192013-13-0022

CU Registration Number- 013-1211-0263-19

College- Gokhale Memorial Girls' College

Year- 2019-2021

Endorsed by:

Charpie

Principal
Gokhale Memorial Girls' College

24 JAN 2022

Signature of the Principal

Raj Kumar Barman

Signature of the Course Head Of The Department

Sejuti Chowdhuri



Signature of the Project Supervisor

Sejuti Chowdhuri (Examiner)

Signature of External Examiner

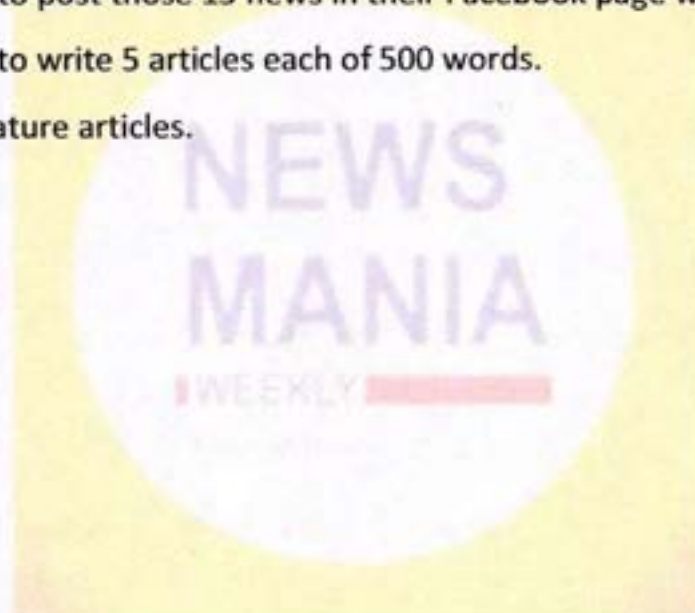
Signature of Internal Examiner



JOB PROFILE

My first ever internship was with News Mania Group . Here I was allotted several kinds of work during the one-month period.

- ❖ During the one month internship, I had to daily write 15 news.
- ❖ Then I had to post those 15 news in their Facebook page with pictures.
- ❖ Daily I had to write 5 articles each of 500 words.
- ❖ Writing feature articles.





NEWS MANIA

WEEKLY

UNIT OF AB NEWS PRIVATE LIMITED



Certificate Of Internship

PROUDLY PRESENTED TO

Angana Mallick

of Gokhale Memorial Girls College - Kolkata, WB

This certificate is presented with deep appreciation for completing her internship at News Mania - Kolkata, from

20th October 2021 to 21st November 2021

During her internship she has demonstrated her skills with self-motivation to learn new skills. Her performance fulfilled our expectations and she was able to complete the project on time.

We wish her all the best for future endeavour

Barnali Biswas

BARNALI BISWAS

(Publisher and Editor in Chief, News Mania)

www.newsmania.in | editor@newsmania.in | CFW/7899W8208MTC253551







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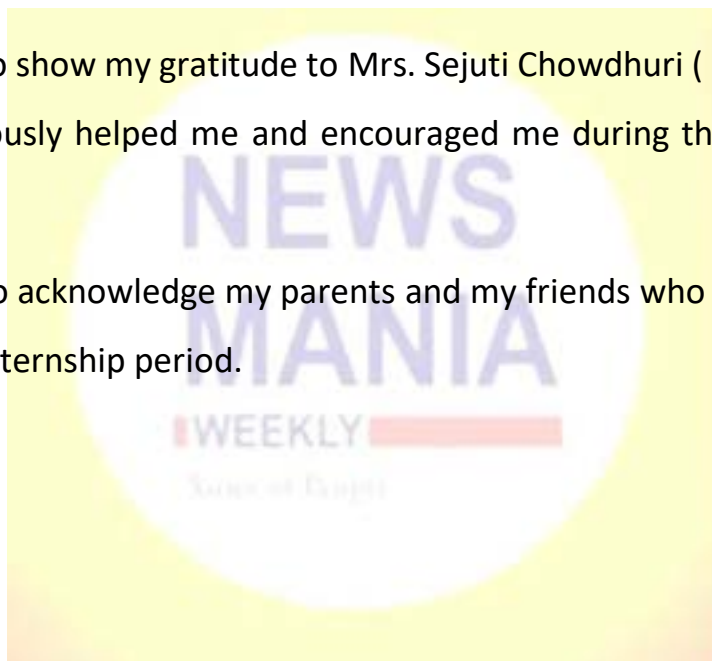


ACKNOWLEDGEMENT

I would like to express my gratitude to everyone who supported me throughout my internship period. I would like to express my special thanks to our Principal, Dr. Atashi Kapha and I sincerely thank Mr. Rajkumar Barman (Head of the Department) and Miss Monami Ghosh Faculty of CMEV.

I would also like to show my gratitude to Mrs. Sejuti Chowdhuri (Project Supervisor), who has continuously helped me and encouraged me during this whole internship period.

I would also like to acknowledge my parents and my friends who have supported me throughout this internship period.





DECLARATION

This report is based on the One-Month On-The-Job-Training as an intern in News Mania is submitted by Angana Mallick.

Roll Number: 19/BAV/0262

Registration Number: 013-1211-0263-19

The surveyor is a student of B.A. Communicative English (Major) of Gokhale Memorial Girls' College under University of Calcutta and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

Signature - _____

Date - _____



PREFACE

An internship is a period of work experience offered by an organization for a limited period of time. Where an intern or trainee who works in an organization, sometimes without pay, in order to gain work experience or satisfy requirements for a qualification. Mainly an internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for career exploration and development, and to learn new skills.

On-the-job training (OJT) is training that is delivered while an individual is performing tasks or processes related to their particular occupation. The employee typically performs tasks that are essential to their job function with the supervision of a manager, coach or mentor.

Communicative English is an approach to language teaching in which a student learns from real life interaction, which can help to reinforce the value of their studies. The course is based on four aspects, reading, writing, speaking and listening. The OJT is a part of our syllabus. The course makes every student work in an organization for a month which makes us ready for the future.



HOW I GOT THE JOB

From the very first day of my Semester 5 class, our course coordinator told us that we needed to do an internship this semester. At first, I was very confused and nervous that how will I get an internship. The next day I asked my friends where they are applying for the internship, but till then they have also not applied anywhere. After some days, some of my classmates and friends told me to apply to Internshala.

I had applied to various companies for content writing internships but some had replied and some didn't. Since I didn't get any internship in content writing so I applied for the HR internship. I gave an interview at Toptrove Foundation, but my mentor told me that if I could hire 10 people within a week, then only my internship will be extended to 1 month. I was a bit confused about this internship.

Then I contacted my brother-in-law, Samar Nath Dutta on 9th October and told him everything. Then he gave me one of his friend's numbers and told me to contact him. I told him that I needed an internship, after that he gave me another number and told me to contact him there. I contacted Barnali Biswas ma'am also my mentor, she asked me some questions, and then she told me to send my CV to her WhatsApp number. On that very day, she confirmed that I got my internship in NewsMania. At last on 21st October it was the day when I started my internship in the News Mania Group as an Intern. It was like a dream come true. This is how my journey with this well-known media house started.



MAIN PROJECT





JOB PROFILE

My first ever internship was with News Mania Group . Here I was allotted several kinds of work during the one-month period.

- ❖ During the one month internship, I had to daily write 15 news.
- ❖ Then I had to post those 15 news in their Facebook page with pictures.
- ❖ Daily I had to write 5 articles each of 500 words.
- ❖ Writing feature articles.





COMPANY'S PROFILE

News Mania" a unit of AB News Private Limited is One of the National English Weekly tabloid with a positive outlook of the society we live. Since its inception in March 2013, it has always tried to create a niche for itself by providing readers with INFOTAINMENT NEWS. Keeping all kinds of readers in mind we are trying hard to bind them together with journals based on Good News , The Pen of the Reverend, Concurrent Talks, Artizen's column , Anti Clock ,common people, Legal Facts, Politics, Business, Social nuggets, Kids section, Career, Education, Sports and Entertainment and other Current happenings. We have various Guest writers who contribute their Articles with high value of Interest and experience.

Our circulation and editions are available all over Kolkata, West Bengal, North Bengal, Jharkhand, Parts of Delhi and Mumbai, Orissa, Guwahati and Shillong. We have a very strong network world wide with our e-pages which reaches our readers directly to the Inbox and International co relations with all the major countries. Our targeted direct readers are high net corporate, Government Officials, Students, Event and Celebrities and more in the entire sphere and promise to ensure our clients a prompt coverage worldwide. We are members and associated strongly with BNI(Business Network International) Public Relation Society of India, Calcutta Journalist Club, Press Club, Kalakar Awards Foundation, Bharat Mitra Awards, Rotarians , Lions International, Various Chamber of Commerce etc.

News Mania weekly has launched with a mixed moments of joy and anxiety. Joy because our immense hard work and much awaiting excited night has paid off.

Anxiety because we are at the very pilot phase of projects and entrusted responsibilities towards our country and people. We are yet to taste the success and reach the goal of noble cause. Overcoming various hurdles, The News Mania weekly is intending to reach maximum readers in the country with the aim to reach the appreciation with the common features related to every sphere of life. Our network of public relations are strong with efficient reporters who be inclined to cover the various events and give detailed report to add mileage to their business and reach the mass. Our friendly and approachable team has the expertise and experience to support your advertisement requirements to increase the growth of your business. Our circulation team member takes personal care for the effective circulation and takes care of the availability of the newspaper in all the required regions.

Our News Mania Desk receives and welcomes letters and comments related to different political, criminal, social and legal aspects and published in our weekly after detailed scrutiny etc. We welcome the voice of Common People, publish the satire of life with the struggle and the corruption one is facing with.



JOB DESCRIPTION





WEEK'S EXPERIENCE

1ST DAY'S EXPERIENCE

(21st October)

On 20th October I received my offer letter, then from 21st October 2021, my internship got started. I was really happy and excited but I was also a little nervous as this was my very first Internship and also because I had very little idea about how a media house works. My mentor's name was Bornali Biswas (Publisher & Editor in Chief at News Mania Weekly).

On the first day, my mentor had assigned me work, where I had to write 15 short news and then I had to post that 15 news on the News Mania Facebook page. My mentor had provided me with the Facebook Page's username and password. At first, I did face some problems understanding as I was confused about how to write news, so ma'am gave me some links and told me that I can take help from those links and try to understand how to write the news.

Firstly, I gathered the news headlines of the day via news channels and the internet. At last, I was able to finish my work. Today I also learned how to use the Grammarly app, in this app I proofread the content that I have written, and after proofreading I upload it.

But while uploading the news I faced a lot of difficulties, ma'am had sent me the username and password for the Facebook page but I was very confused about whether I had created a new account or not but later I could solve this problem by seeing some videos on YouTube, that how to login in another account and I was

successful in doing it. After some time again I faced some problems when I was posting the news. I didn't understand how will I write the news all at the same time with different pictures. Then I called one of my friends she helped me to solve the problem and at last, I was able to post all the news.

Everything went well the first day and I was looking forward to more interesting works in the upcoming days.



FIRST WEEK'S EXPERIENCE

(21st October- 28th October)

My first day was really good and I enjoyed doing the internship.

22nd October

Today ma'am assigned me with a lot of work and I had to complete it all within my working hours i.e from 3 pm- 9 pm. First, I wrote 15 news and then I had to write 5 articles each of 500 words. Out of which 4 articles will be on current affairs and 1 article I can write of my choice. At first, I was very confused about what topics I should choose to write the articles on. But later with the help of the internet, newspapers, and some magazines I was able to complete my task of the day. As this was the first time and I am a slow typer so, I couldn't manage to turn in my work on time but my ma'am didn't tell me anything and politely told me to be on time from next day.

23rd October

Today also I had to write 15 short news and 5 articles. As I was not able to complete my task on time the previous day so, today I planned a new strategy to complete it on time. In the morning I complete my news writings and then during my working hours that is from 3 pm-9 pm, I complete my articles, and then I post the news on Facebook. However, today by applying this new strategy I was able to turn in my work on time.

After I had turned in my work, ma'am told me that the news I was posting was not properly posted. I told ma'am that I was confused about how to post the news. Later, ma'am called me and explained to me that how to post the news.

24th October

As today is Sunday, so it's half day for me. Ma'am told me that on Sunday's I have to write only 15 short news and didn't have to write 5 articles.

25th – 28th October

The following days I had to do the same task. On 25th October ma'am gave me a pdf file where I saw that my article got published, I was very happy. By the end of the first week, I noticed that I had improved my time management skills, previously I already had good time management skills but this internship has helped me to improve it more.



SECOND WEEK'S EXPERIENCE

(29th October- 5th November)

29th- 30th October

I had to do the same task. As I was writing short news and articles every so my vocabulary was improving slowly. Also I got to know a lot of new things by writing articles on current affairs.

31st October

As today is Sunday, I have to write only 15 short news and didn't have to write 5 articles. Later, in the evening ma'am gave me a topic to write upon 'Freedom Fighters born in November', and told me to submit it by Wednesday, November 3. Ma'am told me to write the article with correct and specific information because the article will go for publication under the Azadi ka Amrit Mahotsav in the Ministry of information and broadcasting.

1st- 3rd November

The following days I only wrote 15 short news and posted them along with that I also had to do some research work for the topic that ma'am gave me. It was really hard to find freedom fighters who were born in November, so I asked ma'am whether I could write the names of Indian revolutionaries or the active participants of Independence or not. Ma'am told me I can write both and along with that I have to mention some unsung participants also. On 3rd November I submitted the article.

4th November

As today is Diwali, so ma'am told me that I can work for half day today and also told me to write only one article on Diwali. I was very enthusiastic to write this article because after Durga puja, Diwali is my favourite festival. Along with this I had to post 8 short news instead of 15 short news.

5th November

Today I had to write 15 short news and 5 articles. Out of 5 articles three I wrote on current affairs and two articles on travel blog.

THIRD WEEK'S EXPERIENCE

(6th November- 13th November)

6th November

Today I had to write 15 short news and 5 articles. Out of 5 articles three I wrote on current affairs and two articles on travel blog.

7th November

As today is Sunday, I have to write only 15 short news and didn't have to write 5 articles.

8th November- 12th November

The following days I had to do the same task everyday. However, as I was writing articles on current affairs I got to know a lot new information and schemes that were going to launch recently, different Border laws that going to reinforce etc.

13th November

Today ma'am gave me a feedback of my work. Ma'am told me that I was doing my work very sincerely. But recently, the news that I was posting in the Facebook page with pictures were not posted properly. Ma'am said that the pictures need to be cropped correctly, otherwise it is not looking good. Soon after the feedback I rectified myself.

FOURTH WEEK'S EXPERIENCE

14th November – 21st November

This was my last week at work. The last few days were spent in the same manner doing the everyday task.

14th November

Today it was Sunday so I had write to 15 short news along with that I also had to write an article on children's Day as it was children's day. The word limit of the article was 500 words.

15th November

Today ma'am told me to write articles on travel blog instead of current affairs and along with that 15 short news. I was excited to write the travel blogs as travelling is one of my hobby.

16th November- 20th November

The following days I had to do the same task. I noticed something that the news I have posted in the Facebook page was gathering a lot of viewers and by seeing that I was very happy and even the articles I wrote were getting published in the website. So I was very happy to see my progress and success in this internship.

LAST DAY'S EXPERIENCE

21st November

21st November is the last day of my internship at News Mania, I can't believe 4 weeks have flown so fast. In this one month, the internship work had become a habit. My daily routine had completely changed and it was a strange feeling that it was finally going to end from the next day. I have many mixed emotions about this journey coming to an end. This one-month internship gave me a broader outlook of how a media house or rather any corporate sector works. Even if I don't plan to work in any media house in the future still this Experience was needed.

I have learned a lot about myself and I have pushed myself to do things I don't want to do, and I have been introduced to knowledge that I never knew about. I have expanded my knowledge and I have become more confident in myself and my potential.

Through this internship, I improved myself a lot such as in vocabulary, time management, writing, and many other ways. I had also developed a new habit during the internship phase, I used to read newspapers daily so that I could write the news and articles accordingly, but earlier I didn't have this habit. I'm thankful for this experience because it helped me figure out my weakness and change it into my strength.

After I had done my work I sent a message to ma'am saying that it was a nice experience working under you and thank you, ma'am, for giving me this opportunity. My mentor Miss Barnali Biswas was very helpful , cooperative and her behavior was also very good.

I feel that the experience I have gained through this internship will help me forever.



EXPERIENCE GAINED

My internship as a content writer in News Mania has been the most rewarding and motivational experience. By the end of four weeks, the most valuable thing I gained from my workplace is experience. The opportunity to work in a media house for a month made me experience things that were very new to me.

Due to this internship I have gained a good habit, I have started to read the newspaper daily, which I didn't do earlier. It has helped me to improve my reading, writing, and time management skills. Moreover, it has also helped me to learn a lot of new things, at first I didn't know how to post news on the Facebook page but through this internship, I learned it.

Another important thing about this one-month internship is it has made me responsible. It has taught me to take up responsibilities and I have also learned to complete all my works within the given deadline. Also, my vocabulary has improved as I was using the Grammarly app to rectify myself.

Overall this internship has helped me a lot to improve myself.



CONSTRAINTS FACED AND SOLUTIONS FOUND

During my one month on the job training process , I did come across certain problems. The major reason I faced some problems were because of my inexperience in the field of media.

- ❖ While uploading the news I faced a lot of difficulties, ma'am had sent me the username and password for the Facebook page but I was very confused about whether I had created a new account or not but later I could solve this problem by seeing some videos on YouTube, that how to login in another account and I was successful in doing it.
- ❖ Another problem that I faced was understanding how to post all the news with the different pictures at the same time. I called one of my friends she helped me to solve the problem. But the problem was not solved correctly, ma'am told me that the news I was posting was not properly posted. I told ma'am that I was confused about how to post the news. Later, ma'am called me and explained to me that how to post the news.
- ❖ At first, I was not able to turn in my work on time as I couldn't finish them on time and I was a slow typer. So to adjust my time I had changed my work strategy and divided my task time. In the morning first I used to complete the 15 short news, then in the afternoon, I would start with the articles. In this way, I managed my time and was able to finish my task on time.

We improve ourselves by overcoming challenges and obstacles. Keeping this in mind I prepared myself and overcame each obstacle.





ROLE OF COMMUNICATIVE ENGLISH IN ON JOB TRAINING

Communicative English is important as it can help a person to see value in their studies, in a meaningful way. Strengthening your communication skills in English is necessary, and is a powerful tool that can be used for business, travel or simply to have a conversation in a different country. By improving on your communicative English, you are enabling yourself to not only hold a conversation in your target language, but you are also developing the required skills to go forth and develop a natural approach to language learning and vocabulary acquisition moving forward, on your own.

Enhanced communication skills in English can result in not only an improved social life, but also better job opportunities in the future. From job interviews to the actual professional world, communication skills are very crucial, and being proficient in English means being able to communicate clearly and effectively. Moreover, in job interviews most interviewers conduct interviews in English so that they can understand a person's English fluency. Employers would be happy to interview and recruit who have both communication skills in English and job skills.

English being the most commonly used language in the corporate world; the knowledge of English is one of the most important employability skills.

Knowledge of English is much sought after in the corporate world. Proper

English does not mean only the ability to make grammatically correct sentences. It means other related skills for effective communication like presentation skills, convincing and negotiation skills and interpersonal skills using that language.

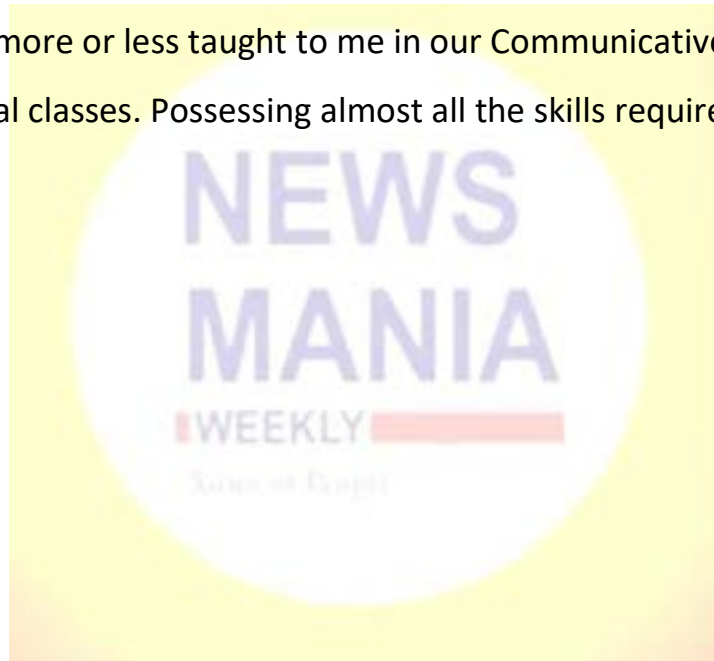
Thus, Communication skills are very much essential for one's professional growth. The ability to express fluently in both written as well as oral form of language is very much essential for the career growth. However, learning Communicative English as a subject is one of the prime goals nowadays.

Speaking of myself, I was an introvert student from my school days but taking Communicative English as a subject it has helped me a lot to communicate with others. It has helped me to overcome my shyness and has helped me to gain confidence. The theory and practical lessons given by my professors in the Communicative English classes proved to be very handy and useful during each day of my internship. They benefited me in the following ways:

- ❖ **Reading:** The reading skills I possessed helped me during my internship. Such as, intensive reading is used for paying complete attention to every word and understand it fully. Another one is skimming, when you want to go over information quickly. Thus, these two reading method have helped me a lot to complete my day to day task and articles that needed research.
- ❖ **Writing:** My writing skills were applied when I had to write 15 short news and 5 articles.

- ❖ **Speaking:** My speaking skills were applied on the day of the interview. Also my speaking skills were applied when ma'am used to call me and explain me.
- ❖ **Listening:** Listening skills were applied when ma'am used explain me something, or give me instructions.

To conclude, Communicative English played a major role during my one-month On job training. All the skills I needed to work as an intern in the media house was more or less taught to me in our Communicative English theory and practical classes. Possessing almost all the skills required to work in News Mania.





TOOLS REQUIRED

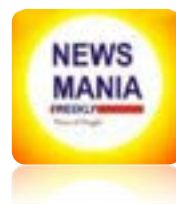
- ❖ **Pen** for writing important points and articles.
- ❖ **Personal Dairy** for writing down my daily work.
- ❖ **Mobile** for typing short news, articles and mailing my task to my mentor. Also communicating with my mentor. And also access to internet.
- ❖ **Google** to do my research for writing articles and every other work.





CONCLUSION

In conclusion, this internship has been a very useful experience for me. I can safely say that my understanding of the job environment has increased greatly. It has helped me overcome my weaknesses and has resulted in an upliftment of my entire personality. However, I do think that there are some aspects of the job that I could have done better and that I need to work on and I need to build more confidence in myself. Also, the technical parts of the job were a bit flawed and I was asked multiple times to correct it. The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated.



ANNEXURE



Psychological problems among Adolescent.



Adolescent (13-19 years) teenagers and teenagers have had the greatest emotional and social changes, including academic pressure, stress, in various peer-related difficulties, exposure to mental health problems, growing psychological and social self-reliance, adolescents from adverse experiences are at risk factors that may impact their psychological health, as well as their well-being during adolescence and for their physical and mental health in adulthood.

In the current psychological problem is increasing rapidly, the growing teenage is the only one report from INCEP and that the IFT teenagers, the teenage is affected with mental problems. It means the teenagers of India from age 13 to 19 years old, 1.5 are suffering from depression, around 100 other psychological problems.

But why the increasing number of psychological disease among adolescent is increasing very fast but depressed, at the same time affected people doesn't want to undergo a counseling session. But experts suggest if the problem is severely affected and persistent that a support should be given for psychological disease that people should definitely need a professional or undergo a counseling session.

There are various types of psychological disease for youth are Depression, Anxiety, Obsessive Compulsive Disorder, eating disorder, bipolar disorder, schizophrenia, etc. In the current depression is growing, adolescents with emotional issues are also exposed to various problems, such as stress, anxiety, etc. But why the increasing number of psychological disease among adolescent is increasing very fast but depressed, at the same time affected people doesn't want to undergo a counseling session. But experts suggest if the problem is severely affected and persistent that a support should be given for psychological disease that people should definitely need a professional or undergo a counseling session.

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By: Ananya Mishra

Farmers protest 2020



Last year, thousands of farmers have taken to the streets as they were not satisfied with the new agricultural laws that were set by the government, which the government says harm and boost the growth. But the protest has not ended, the farmers are still protesting.

India's parliament passed three controversial agricultural bills, sparking farmers' protests across the country.

The three bills – the Farmers' Produce Trade and Commerce (Promotion and Protection) Bill 2020, the Farmers' Organisation and Protection Agreement on Price Assurance and Fairness Bill 2020 and the Interest-Free Commodity Loans Bill 2020 – became law after they were signed by President Ram Nath Kovind.

The government says that the law will be very helpful to the farmers as it will allow them to sell their produce, not only their goods, but also their services, and enter into contracts with buyers at a pre-agreed price. The country has been its largest food producer since 1947, but the law has not been able to help it.

However, due to this law, large scale protest was started by the farmers, and the protest has spread to various parts of the country. These protests have taken place between the central government and the state governments.

The law was passed by the Parliament in September 2020 and January 2021, and was implemented on January 1, 2021. It was implemented on January 1, 2021, and was implemented on January 1, 2021.

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India is set to cross 'Historic' 100 crore Vaccine Doses



On Thursday (October 25) India's health sector is 100 crore vaccine doses. India achieved a major milestone in its vaccination programme against COVID-19 as the cumulative vaccine doses administered in the country surpassed the 100 crore mark on Thursday.

Meeting the vaccination objectives as a triumph of Indian science, enterprise and collectiveness of 100 crore Indians, Prime Minister Narendra Modi said the country has a bright future. Thus, the rapid vaccination drive which has been completed in just nine months after the government embarked on the mammoth vaccination drive in the second-most populous country in the world.

The Centre is set to mark the day with numerous events, including the release of a book and an audio-visual film by health minister Harshvardhan at the Fort, said officials. At times like

will cover the entire part of the world across five with stages of Prime Minister Narendra Modi and health care workers with the slogan 'Jai Shree Ganesh Hanuman' (The country will win, so will our soldiers), which again is reminiscent under the brand name of the Bharat Shakti, will provide free medicines to all the health care workers at the Ministry and the health workers in the field. It is a great day for the health care workers in the field, and the health workers in the field, and the health workers in the field.

Mumbai health sector is celebrating going on the completion of 1 billion vaccine doses. Prime Minister Narendra Modi gave a special address on the second dose along with that he also says he is proud of the health workers who are the backbone of the health sector.

The World Health Organization (WHO), which relies heavily on India for supplies for its global vaccine sharing platform (COVAX), congratulated the country for meeting the benchmark, according to health. India's progress must be viewed in the context of the country's enormous health challenges and efforts to ensure that these challenges are not a global crisis, said Prime Minister Singh, regional director WHO South East Asia. He said the progress is not the work that India is doing. India's vaccine doses are making a growing gap between the number of people who have been fully vaccinated and those that have not just one day. The country has only given two shots to nearly 11 per cent of the population of about 1.4 billion, according to its vaccination or its comparison, 51 per cent have had a single dose, making it one of the highest figures in the world for vaccine doses.

There is the only other country to have achieved such a milestone in vaccine doses in the past few decades, in June 2019, when India's only other country to have a population of more than 1 billion.

The biggest challenge is to ensure full vaccination of health care workers and frontline workers. Another big priority is to ensure that the vaccine is given to the people of the field. It is a great day for the health care workers in the field, and the health workers in the field, and the health workers in the field.

By Anjana Mishra

Parambikulam Tiger Conservation Foundation accolades



www.TigerHeritage.com © 2021 from the TigerHeritage Group

The Parambikulam Tiger Conservation Foundation has been the first to be awarded the TigerHeritage Group's TigerHeritage Award for its conservation efforts in the region and its commitment to the conservation of tigers in the region. The award is given to the organization that has made the most significant contribution to the conservation of tigers in the region.

Award: TigerHeritage Award

The award is given to the organization that has made the most significant contribution to the conservation of tigers in the region. The award is given to the organization that has made the most significant contribution to the conservation of tigers in the region.

Parambikulam Tiger Conservation Foundation

The Parambikulam Tiger Conservation Foundation is a non-profit organization that has been established to conserve the Parambikulam Tiger Reserve. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956.

Objective of the Foundation

The main objective of the foundation is to conserve the tiger and its habitat in the Parambikulam Tiger Reserve. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956.

Is it a UNESCO World Heritage Site?

The Parambikulam Tiger Reserve is a UNESCO World Heritage Site. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956. The foundation is a registered society under the Companies Act, 1956.

Conclusion

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By Anjana Mishra



WEBLIOGRAPHY

While pursuing to complete my file, I have consulted the following website:

- ❖ <https://www.newsmania.com>
- ❖ <https://www.hult.edu>
- ❖ <https://www.deccanherald.com>



PARTICIPANT'S PROFILE

NAME - ARPITA CHATTORAJ

CLASS - 5TH SEMESTER

SUBJECT - COMMUNICATIVE ENGLISH(MAJOR)

ROLL NUMBER – 19/BAV/0263

REGISTRATION NUMBER – 013-1211-0258-19

COLLEGE – GOKHALE MEMORIAL GIRL'S COLLEGE

YEAR – 2021

ENDORSED BY:


SIGNATURE OF THE PRINCIPAL

Principal
Gokhale Memorial Girls' College

24 JAN 2022

Raj Kumar Barman

SIGNATURE OF THE HEAD OF THE DEPARTMENT

Sejuti Chowdhuri

SIGNATURE OF THE PROJECT SUPERVISOR

Sejuti Chowdhuri (Examiner)

SIGNATURE OF THE
EXTERNAL EXAMINER

SIGNATURE OF THE
INTERNAL EXAMINER



INTERNSHIP CERTIFICATE



CERTIFICATE OF INTERNSHIP

ARPITA CHATTORAJ

DIGI STREAKS SOCIAL MEDIA MARKETING INTERNSHIP

In recognition of outstanding contribution made during
October 24, 2021 to December 4, 2021 Digi Streaks Internship
Program

vibha

Vibha Vimal
COO,
DIGI STREAKS

Ankush

Ankush Baniya
FOUNDER & CEO,
DIGI STREAKS

Certificate no - DS321883808374

Digi Streaks
Work for yourself

ACKNOWLEDGEMENT

I would like to give my special thanks to everyone who has helped me throughout my internship. I acknowledge with thanks the kind of patronage, loving inspiration and valuable guidance during my project work. I express deep and sincerity to those whose encouragement, suggestion and very constructive criticism have contributed immensely to the evolution of my ideas to the project.

I would like to show my gratitude towards Dr. Atashi Karpfa (Principal) and Mr. Raj Kumar Barman (Head of the Department) for providing me with the college Reference. I sincerely thank Miss Monami Ghosh (Faculty, Department of Communicative English) who through her vast experience and knowledge has guided me towards the completion of this project.

I would like to extend my hearty gratitude and acknowledgment towards Smt. Sejuti Chowdhuri (Project Supervisor) whose continuous support helped me complete my project.

I would like to thanks my colleagues and Ankush Baniya sir (Head of Digi Streaks Company) to give encouragement and motivate me throughout my internship.

Lastly I would like to thank University of Calcutta for including 'One month Job Training' in our syllabus.

DECLARATION

This report is based on the One Month-On-The-Job-Training as an intern in the Digi Streaks is submitted by Arpita Chatteraj.

Roll Number – 19/BAV/0263

Registration Number – 013-1211-0258-19

The surveyor is a student of B.A Part III Communicative English (Major) of Gokhale Memorial Girl's College under University of Calcutta and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

Signature: _____

Date: _____



PREFACE

An internship is a period of work experience within an organization or company, usually undertaken by university students or recent graduates. Internships can be full time or part time, paid or unpaid, and can last from a month or more, depending on the department and company in question. When it comes to securing that all important graduate job offers, it's no longer enough to just have a good degree. Relevant work experience via an internship is now just as important as exam results for our future career and is one of the key attributes sought by employers taking freshers.

With the emphasis firmly on training, internships give students real life experience of the workplace and field they hope to break into. This not only helps us gain critical work skills and decide if the career we are about to experience is right for us, it also enables us to make valuable work contacts and acts as an important stepping-stone to securing a job and climbing the first rung on the career ladder. One of the main objectives of an internship is that, it exposes us to a particular job or profession. Another benefit of an internship is developing business contacts. It builds the resume.

On the Job training is usually the most effective way to learn the skills needed for a job. On-the-job training typically involves verbal and written instruction and demonstration, and hands-on practice and imitation, while also including mentoring from an experienced employee or supervisor, who can pass on company-specific knowledge and skills. Employees being trained on-the-job are working in their real work environment, gaining experience and working through challenges that are a part of their everyday jobs. They learn general skills that apply to any job, but also specific skills that apply directly to the company they work for.

Communicative English is a major course introduced by UGC under

Calcutta University. The OJT is a part of the syllabus. The course makes every student work in a media house for a month which makes us ready for the future.

The OJT gives us a professional experience. The experience is submitted in the form of project as a part of Paper VII. The experience we gain from the training benefits us in the future. Every corporate sector now days looks for an experience, thus this will fulfil the criteria. Also, this brings out the eligibility and capability of the students. For example, if I wish to work in a media house in the future my internship in India Today will be very effective. This was my first exposure to professional procedures and it helped to increase a sense of responsibility and objectively towards a corporate situation.



INTERNSHIP CERTIFICATE



Digi Streaks
Work for yourself

HOW I GOT THE JOB

From the very first day of my college I was aware of internship as a part of the curriculum in the final year of my course. As a student of Communicative English, I knew internship was one essential part of our course and our professors had made it very clear from the very first day.

In my final year, the college gave me my college reference letter and I started making a list of the media houses and companies I was planning to apply. Our course coordinator also provided us with a list of some media houses and corporate company. I started calling up the media houses and the corporate houses visited them to drop my CV. Also, I mailed them the soft copies. The first call I received was from India Today's office.

I had dropped my CV in some of the top media houses and corporate companies and I was very happy to receive the first call from DIGI STREAK companies. They took my interview on telephone and said me to wait for 2days for the selection list.

After 2 days I got selected as a social media marketer.



WEEK'S EXPERIENCE

1ST WEEK EXPERIENCE

On first week they gave me the links of the app and asked me to register those app by 30 people. I had some difficulties in convincing people to register those app and I have to give screenshot to the manager of those 30 people.

2nd WEEK EXPERIENCE

On the second week I did able to convince people to register apps. They gave me task one day after to complete it by 24 hours. It was fun at the same time a sense of responsibility to complete task on time. Every week Ankush Baniya Sir on gmeet talk to all the interns about their problem they are facing in doing tasks and given solution to us.

3Rd WEEK EXPERIENCE

On gmeet Ankush Baniya Sir told all the interns to tell people the use of apps and also they can earn by many apps then they will register apps. This has helped a lot making people convince to register apps.

4TH WEEK EXPERIENCE

Though on the last week Ankush sir told us to complete all the pending tasks to complete and on the last date Ankush sir gave us farewell bidding to all the interns present in the company.



EXPERIENCE GAINED

I had a lot of enjoy in doing the job as a social media marketer. I had learnt a lot while doing the job. It taught a sense of responsibility to complete tasks on time and also time management skills. It taught me how through communication skills we can convince people.



CONSTRAINTS FACED AND SOLUTION FOUND

- I did had some problem in convincing people in registering the app.
- I had a problem in completing the tasks on time.
- Ankush Sir told us that if we say the use of the apps and also people can earn by those apps people will be eager to register those apps.
- Through this knowledge many people did register those apps and also I was able to complete work on time.

ROLE OF COMMUNICATION IN ON JOB TRAINING

Enhanced communication skills in English can result in not only an improved social life, but also better job opportunities in the future. From job interviews to the actual professional world, communication skills are very crucial, and being proficient in English means being able to communicate clearly and effectively.

In job interviews, most interviewers conduct interviews in English. Interviewers quickly make judgments and give great importance to first impressions. Poor skills in the language can mean smaller chances of landing a job. On the other hand, being proficient in the language can help one leave a good first impression which means higher chances of getting the position one is applying for. English is the most commonly used language in the business world. Most job interviews are done in English. Most business contracts are written

in English. Handling international business deals require effective skills in English. English is the preferred business language because it is an exact language. It allows a person to say what he or she wants to say without having to argue about the meaning. However, using incorrect tenses, prepositions, and the like will make one's statement less accurate. So, in order to have an increased competence in the professional world, one should have a very good grasp of the English Language. Thus, learning Communicative English as a subject is one of the prime goals nowadays. Hence, Communication has played an important role on my ON -JOB- TRAINING. Through communication skills I had able to communicate with people and able to complete my tasks on time.

All the skills I needed to work as an intern in the corporate job was more or less taught to me in our Communicative English theory and practical classes.

TOOLS USED

- Google, used to find uses of apps and importance of the app.
- Google play, to install apps.
- Mobile, to send apps link to 30 people.

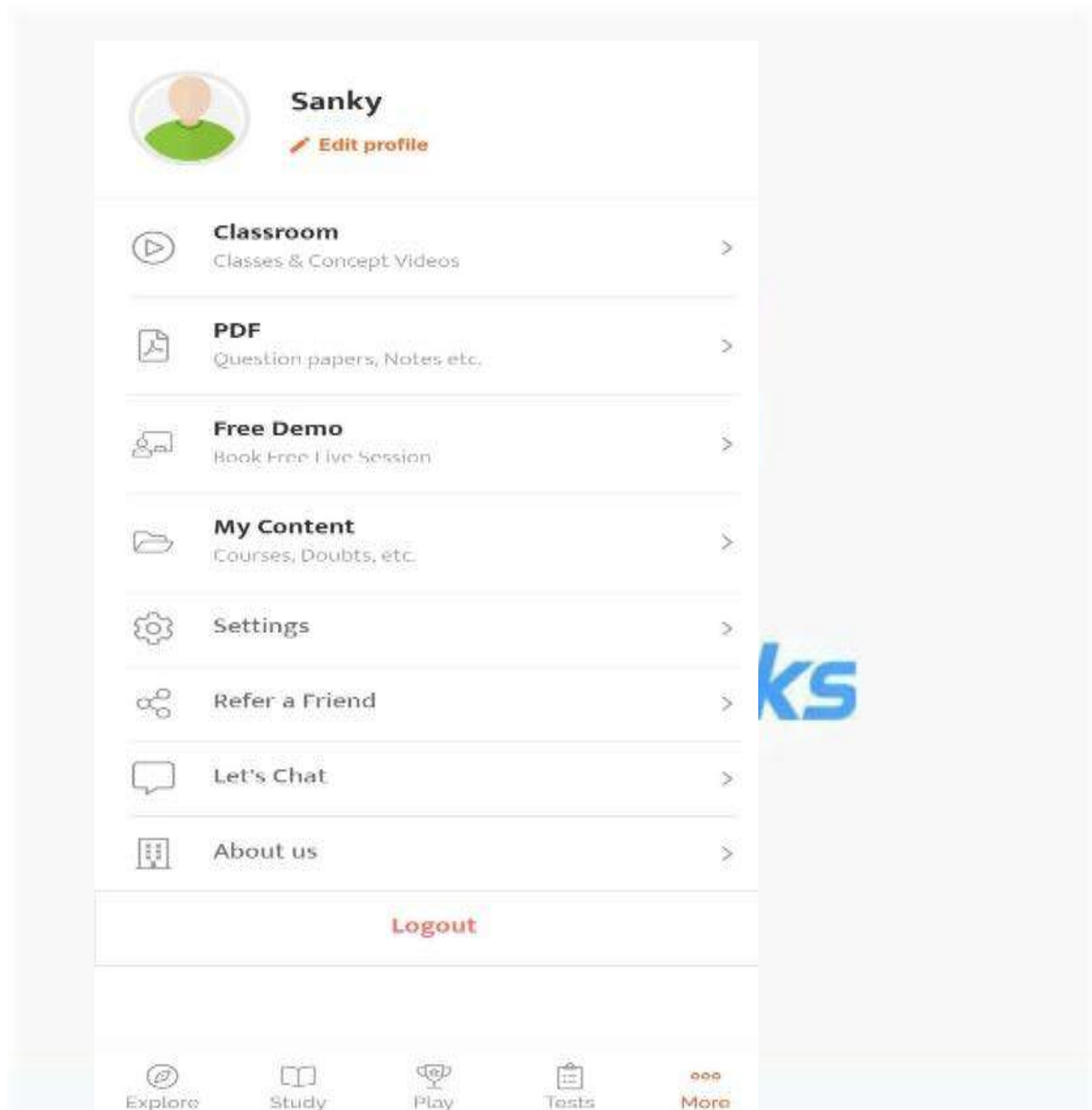


CONCLUSION

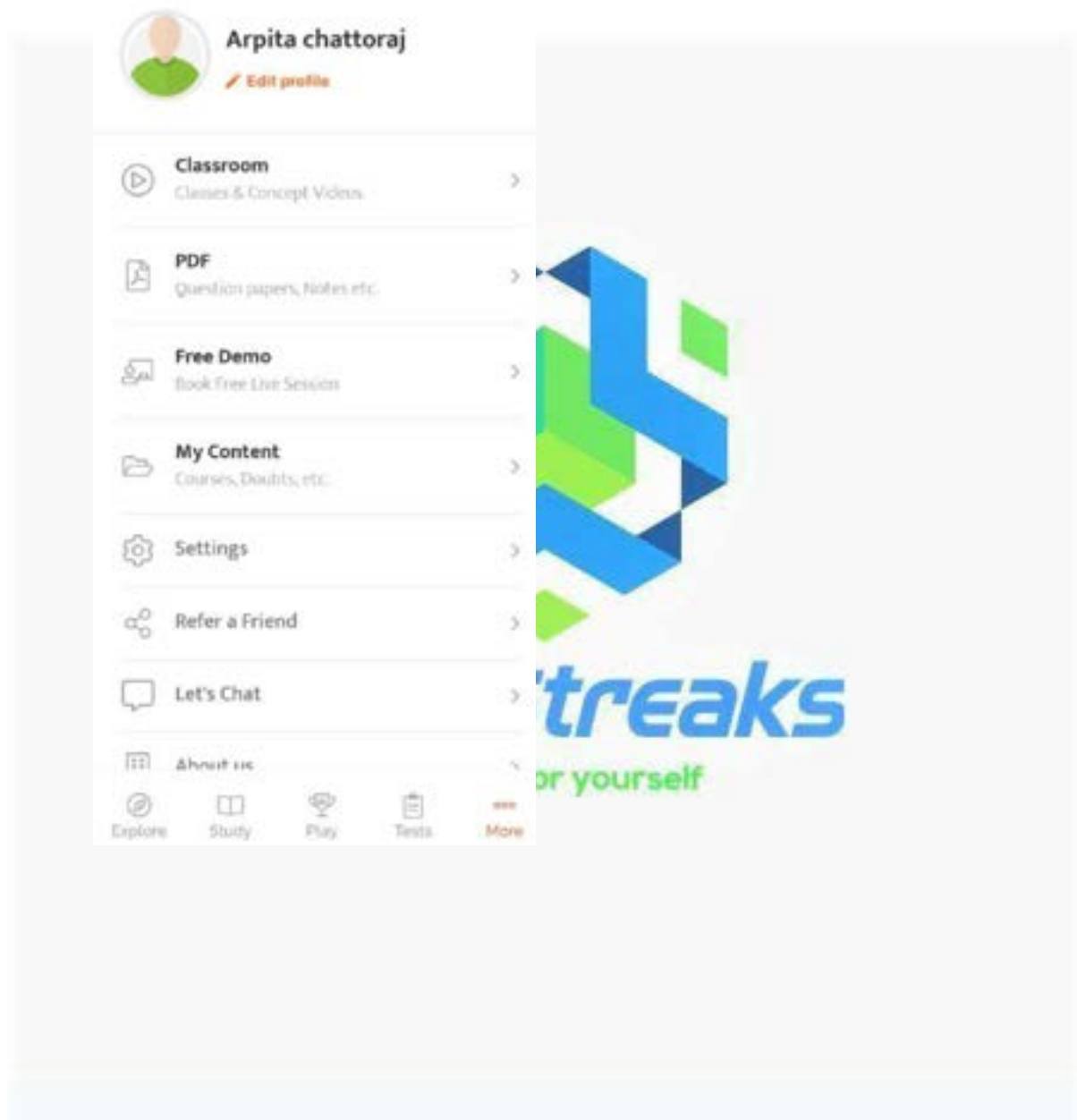
The culmination of this project brought not only immense knowledge and practical knowhow but also resulted in an upliftment of my entire personality. Through this entire one month On-The-Job Training communication had played a very important role in my job. It gave me a lot of experience on how a corporate world looks and how it works. And how the process of communication, it is helped to convince people.



ANNEXURE



ANNEXURE





WEBLIOGRAPHY

While pursuing to complete this I have consulted of the following websites:

- INTERNSHALA
- WWW.DIGI STREAKS.IN



Digi Streaks

Work for yourself



PARTICIPANT'S PROFILE

NAME : ANAMIKA MAJUMDER

SEMESTER : V

SUBJECT : COMMUNICATIVE ENGLISH

ROLL NUMBER : 19/BAV/00268

REGISTRATION NUMBER : 013-1211-0270-19

COLLEGE : GOKHALE MEMORIAL GIRLS' COLLEGE

YEAR : 2021

Endorsed by :

Signature of the Principal

Principal
Gokhale Memorial Girls' College

Signature of the Course Co-ordinator

24 JAN 2022

Signature of the Project Supervisor



Signature of External-Examiner

Signature of Internal-Examiner

JOB PROFILE :

My first ever internship was with Muskurahat Foundation as a fundraising intern. Here I was allotted several kinds of work during the one-month period but the focus of my task was to raise funds for the organization.

- My role was to run a fundraising campaign through my own network, pitching the cause to friends, family, co-workers, relatives, classmates etc. I was guided thoroughly about how to raise funds. The funds were raised through Muskurahat's website with a transparent and systematic process followed throughout the internship.
- We interns, were not provided with any leads or contacts for the internship. But from Muskurahat's end, we were to be guided from scratch. They shared all the required training modules, resources, and information. We learned how to run a successful campaign, pitching, marketing, etc over the period of one month . These surely helped us to proceed well and find potential donors.
- Since it was a work from home internship, the working hours were very flexible. Three to four hours a day, was enough to complete the tasks associated to us. We were also allowed to work at our own convenience and pace.
- As you proceed with the internship, you will be required to send weekly updates to your fundraising mentor about your progress and further plans.
- As doing this internship was part of my semester 5 examination, I separately texted our mentor Samay Gada and let him know how this internship was very important to me and how great it would be if I were to be included in some of the tasks related to the social media marketing section. He listened to my concerns very carefully and agreed to give me some extra tasks, which was really kind of him. Eventually I was given the task to write captions for 2-3 of Muskurahat's Instagram post. It was a different experience than fundraising but equally exciting to me.

CERTIFICATE GAINED FROM INTERNSHIP



CERTIFICATE GAINED FROM INTERNSHIP



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ACKNOWLEDGEMENT

I would like to thank everyone who supported and guided me during this internship period. I am grateful to everyone for giving me guidance, criticising my work in a very constructive manner and providing insights which helped me a lot during my internship.

I would like to express my gratitude to our Principal Dr. Atashi Kapha , for providing me with the College Reference Letter and having our back throughout the whole process. I sincerely thank our professor Mrs. Sejuti Chowdhury (Supervisor) whose encouragement, vast experience and knowledge has guided me both ably and successfully towards the completion of this project. It has given all of us the strength and confidence to complete this project without any difficulty.

I would like to thank HRs and managers of Muskurahat Foundation for being so friendly and helpful. I would also like to thank all the faculty members of the Department of Communicative English. Special thanks to my parents and classmates for their unceasing encouragement and support.

Lastly, I would like to thank the University of Calcutta for including “One Month on the Job Training” in our syllabus that helped us to gain a lot of experience from the professional world which we can later apply in our real job scenario.

DECLARATION

This report is based on the One-Month-On-The-Job-Training as an intern in Muskurahat Foundation, is submitted by **Anamika Majumder**.

Roll Number: 19/BAV/00268

Registration Number: 013-1211-0270-19

The surveyor is a student of B.A. Semester V, Communicative English (Major) of Gokhale Memorial Girls' College under University of Calcutta and has pursued the internship in partial fulfilment of the requirement for the Communicative English (Major) course.

PREFACE

An internship is a period of work experience within an organisation or company, usually undertaken by university students or recent graduates. Internships can be full time or part time, paid or unpaid, and can last from a month or more, depending on the department and company in question. When it comes to securing that all important graduate job offers, it's no longer enough to just have a good degree. Relevant work experience via an internship is now just as important as exam results for our future career and is one of the key attributes sought by employers taking freshers. With the emphasis firmly on training, internships give students real life experience of the workplace and field they hope to break into. This not only helps us gain critical work skills and decide if the career we are about to experience is right for us, it also enables us to make valuable work contacts and acts as an important stepping-stone to securing a job and climbing the first rung on the career ladder.

One of the main objectives of an internship is that, it exposes us to a particular job or profession. Another benefit of an internship is developing business contacts. It builds the resume.

On the Job training is usually the most effective way to learn the skills needed for a job. On-the-job training typically involves verbal and written instruction and demonstration, and hands-on practice and imitation, while also including mentoring from an experienced employee or supervisor, who can pass on company-specific knowledge and skills. Employees being trained on-the-job are working in their real work environment, gaining experience and working through challenges that are a part of their everyday jobs. They learn general skills that apply to any job, but also specific skills that apply directly to the company they work for.

Communicative English is a major course introduced by UGC under Calcutta University. Preparing the OJT is a part of the syllabus. The course makes every student work in a corporate or media house for a month which makes us ready for the professional field after graduation. The OJT gives us a professional experience. The experience is submitted in the form of project as a part of our CC12. The experience we gain from the training benefits us in the future. Every corporate sector now

days looks for an experience, thus this will fulfil the criteria. Also, this brings out the eligibility and capability of the students. For example, if I wish to work in a media house in the future my internship in India Today will be very effective. This was my first exposure to professional procedures and it helped to increase a sense of responsibility and objectively towards a corporate situation.

HOW I GOT THE JOB

The internship included in our 5th semester curriculum didn't come as a surprise to us. we were completely aware and well informed about the on-job training that we were supposed to do. As we are the student of Communicative English department, our professors made sure to let us know from the very first day, how essential and helpful this internship was going to be for us. During our fifth semester, we again had several classes where our professor Mrs Sejuti Chowdhuri explained to us in details what steps were supposed to take to get the internships that we desire. Though we were prepared for offline internships, due to the Covid scenario most of us, including me, obtained for online internships via Internshala, myCaptain, LinkedIn etc.

During the 1st and 2nd week of September I made my cv via Internshala and started to apply to for internships under several organization. I received the first reply from a Mumbai-based Non-profit organization called Muskurahat foundation. the Hr then called me for a call-based interview. After the interview she told me she will let me know whether I am selected or not via email. I was not sure whether I will get that internship or not so I kept applying for internships under other organizations and kept giving interviews. I received an email from Muskurahat Foundation on 16th September and it was the offer letter. I got offer letters from other organizations as well but as I liked the guidance, I was getting from the people in Muskurahat Foundation more, I decided to complete my internship from there only. After I accepted the offer letter, I was added to a WhatsApp group with the other interns in it. That is how my internship with the NGO started.

MAIN PROJECT

JOB PROFILE :

My first ever internship was with Muskurahat Foundation as a fundraising intern. Here I was allotted several kinds of work during the one-month period but the focus of my task was to raise funds for the organization.

- My role was to run a fundraising campaign through my own network, pitching the cause to friends, family, co-workers, relatives, classmates etc. I was guided thoroughly about how to raise funds. The funds were raised through Muskurahat's website with a transparent and systematic process followed throughout the internship.
- We interns, were not provided with any leads or contacts for the internship. But from Muskurahat's end, we were to be guided from scratch. They shared all the required training modules, resources, and information. We learned how to run a successful campaign, pitching, marketing, etc over the period of one month. These surely helped us to proceed well and find potential donors.
- Since it was a work from home internship, the working hours were very flexible. Three to four hours a day, was enough to complete the tasks associated to us. We were also allowed to work at our own convenience and pace.
- As you proceed with the internship, you will be required to send weekly updates to your fundraising mentor about your progress and further plans.
- As doing this internship was part of my semester 5 examination, I separately texted our mentor Samay Gada and let him know how this internship was very important to me and how great it would be if I were to be included in some of the tasks related to the social media marketing section. He listened to my concerns very carefully and agreed to give me some extra tasks, which was really kind of him. Eventually I was given the task to write captions for 2-3 of Muskurahat's Instagram post. It was a different experience than fundraising but equally exciting to me.

COMPANY PROFILE :

Muskurahat Foundation is an Non-profit Organization based in MUMBAI, established in 2014 by Himanshu Goenka with a vision to help children living in slums, orphanages and shelter homes. Muskurahat envisions a world where children become socially responsible citizens. Through their different programs, they focus on the holistic development of children at-risk, primarily in shelter homes.

Website : <https://muskurahat.org.in/virtual-summer-internship/>

Industries : Non-profit Organization Management

Company size : 51-200 employees

Headquarters : Mumbai, Maharashtra

Type : Non-profit

Founded : 2014

Specialties : Non Profit, Youth Empowerment, Child Welfare, Education, Women Empowerment, Community Development, Learning, Mental Health, and Education for children

Location (Primary) :

Ground Floor, Sidham Bunglow, Prem Lane, Off. Mahakali Caves

Plot No. 97 Sher E Punjab, Andheri East

Mumbai, Maharashtra 400093, IN

STAFF PATTERN :

Core Team

Founder-President	Himanshu Goenka
Co-founder - Vice President	Ayush Khandelwal
Vice-President (strategy)	Sneha Powar

Operations

Head – Partnership & Expantion	Nehal Das
Manager – Child Developement	Pranali Panchal
Manager - Operations	Dhruv Goenka

Communications

Head – Marketing & Communications	Tritham Ray
Executive - Content	Anam Mirajkar
Executive - Design	Dhwani Shah

Fundraising

Senior Manager	Samay Gada	Samay has been associated with Muskurahat for a very long time and now leads the fundraising department. He holds a bachelors in investment management and has over 4 years of experience in business management in consumer retail products but transitioned to the social sector to utilise his skills for the betterment of children.
Executive – Fundraising Operations	Pratisha Patel	Pratistha manages operations and communications for Muskurahat's fundraising initiatives. She holds a bachelors of Social Work from Nirmala Niketan and has over 3 years field work experience associated with organizations like SNEHA, MESCO etc.
Manager - Operations	Manasi Hindlekar	-

Finance & HR

Executive- HR	Maitri Joshi
Executive – Finance	Sonali Poman

JOB DESCRIPTION

WEEK'S EXPERIENCE

1ST DAY'S EXPERIENCE :

(16th September, 2021)

On the day that we received our offer letter, we were asked to join a Whatsapp group, where we were going to receive all the instructions related to the internship. On the first day of my internship under Muskurahat Foundation, our mentors and HRs sent us a welcoming message and we, the interns, were asked to introduce ourselves. After the introduction was over, our mentor Samay Gada let us know that they are going to organise a zoom meeting in the evening at around 6 p.m. to do a virtual meet-and-greet with all the interns.

The meeting started at sharp six in the evening. After everyone joined, our mentor, Samay Gada started by giving a brief introduction. He then told us in details about the organization, that we were doing internship under. It was great to know about Muskurahat, how it all started, how it is going, in depth. Samay then explained to us in details what fundraising actually is and how muskurahat is completely going on based on the donated funds. He told us that fundraising typically refers to efforts of gathering funds to operate and run a Non-profit organization, or for social work. Non-profit organizations play a vital role in the society as they solve major problems and help those who are in need. Other organizations like retail businesses, multinational companies, etc. have the money to run the organization and operate projects through selling products and services, or by the funding from investors. To make a difference, to solve problems, to help those in need, an NGO raises funds to carry out its operations. He also gave us thorough details about the methods muskurahat uses to teach and grow the children mentally. In the end he added "Hence, as a FUNDRAISER, you'll be the backbone of Muskurahat Foundation. The higher the amount we raise as a team, the greater the impact." This made me realise how important us interns were to the Foundation and this fact itself motivated me enough to do my best throughout the internship.

The meeting ended after a little QNA session, where interns were getting to resolve their doubts about the organization as well as the internship.

1ST WEEK'S EXPERIENCE :

(16th-23rd September, 2021)

During the first three to four days, I realised that the task of approaching people for donation was not as easy as I thought it to be . I faced quite a bit of difficulties and was dissatisfied with my performance. In our online fundraising internship, we were instructed by our HR that we will have to give updates to the senior manager Samay Gada on an weekly basis. Even after a week, I could not collect any amount and was feeling very embarrassed to give such an unfruitful update. But when I got a reply where he assured me that it is completely normal to feel lost during the first few days and there is nothing to worry, I was relieved.

He asked me to do my best on the second week and also told me that if I ever feel stuck at any point, there are training modules available on the dashboard of Muskurahat's fundraising site, which has practical solutions to common concerns that a intern might encounter or experience during the whole internship period.

He personally explained to me in details once again what the role of a good fundraiser was. As a fundraiser, I will be raising funds for the projects of Muskurahat Foundation. Qualities like Persuasion, Story-telling, communication skills, and presentation skills will be put to test. My role will be to reach out to as many people as possible through your personal connections and portraying the ideology, execution, and impact of the project. Even if it was an online internship and I was talking to my mentor over text messages, I never felt unheard or not understood, which really impressed me.

Remembering the suggestions made by our mentor, I went through all the modules provided on the website and it somehow boosted my confidence level and I was determined to do good next week. I tried to understand what were the mistakes I made in the past few days and tried my best to find the solutions to those problems. I realised that I was too shy to approach people about this matter but eventually I made myself understand that it is my job to raise funds for this NGO, and by the end of the month if I am able to collect even a total of Rs.1000, that will be at least of some help to the organizations. This positive thought process helped me to perform better in the next few weeks.

2ND WEEK'S EXPERIENCE :

(24th September-1st October,2021)

During this second week I had a plan in my mind. I tried on finding more people who can donate to the muskurahat foundation through posting about it on my online media profiles. I sorted out a list including my friends, my parents' colleagues and our neighbours and reached out to them in order to collect funding. I have asked my friends to further look for people who are willing to fund the NGO. With the valuable help of my friends and family, I finally succeeded in collecting a round amount of Rs. 1050 in the second week of my internship.

On the 29th of September, the senior manager of fund-raising, Samay Gada, held an online meeting for all the interns in order to teach us more about fund-raising. The topic for that day was , "How can the donor trust us ?". Mr. Samay Gada had given us valuable knowledge about this. He told us that Muskurahat Foundation is a government certified NGO under the Bombay Public Trust and is totally audited and legal on every ground. The NGO is also 80G certified under the income tax Act which means that the donor gets tax exemption. For gaining trust of donors, an official site is also present for people to find information about which is www.muskurahat.org.in.

It is a 7 year old organisation which is trusted by a wide range of people and helps the children in need.

With this set of information I gathered, it made it easier for me to get donors from the next time.

3RD WEEK'S EXPERIENCE :

(2nd -7th October,2021)

The third week was really productive for me as I return to put all the knowledge i had gathered about fund-raising to use. With the help of my friendsand family, I found many more donors who are willing to fund the NGO. Since the NGO is really reliable, the donors readily agreed to donate with a little bit of convincing.

In this week, I tried to make a brave approach by going to me neighbours' houses in order to collect fund. As I was not acquainted with this kind of experience, I had to muster up a lot of courage to do it. While I told people about the NGO , some people were really enthusiastic about funding while the others didn't really hear me out. Even when I didn't really collect a lot, I had earned knowledge about funding. I collected a total of Rs 1000 in the third week which I was not expecting at all. In the weekend, the fund representative of Muskurahat Foundation checked upon us and asked us about this week's experience individually. This kind of evaluation was really helpful as they were really supportive in every way.

In this week, I did another interesting job through this internship. As I was very interested in content writing I requested my mentor Mr. Samay Gada whether I can contribute something to their Instagram page and told him I was very interested in writing captions. I explained to him how this internship is a part of my core course 12 in college and he agreed to talk to the content team immediately. He gave me the chance to write for two of their Instagram post, which was not much but it of course gave me a lot of thrill and a whole new experience.

4TH WEEK'S EXPERIENCE :

(8th -18th October,2021)

During the fourth week of my internship, Mr. Samay Gada, senior manager of fund-raising in Muskurahat Foundation, taught us about the "Code of Conduct on Social Media". Even though our internship had almost come to an end, there was still some teaching that had to be done so that all the interns get a precise and proper idea about fund-raising. Thus, Mr. Samay Gada took the initiative to provide us knowledge based on this so that we can face any kind of problems in future if we take up such internships again. In this lesson, we were taught about the Do's and Don'ts while funding for a NGO.

We were taught that we should help a donor with technical support if he or she is facing any technical issues while funding. We should also let the donors know about tax exemption and the legal rights of the NGO. We were strictly prohibited from forcing the donor, share wrong information about the NGO, uploading random pictures when broadcasting about the NGO and creating campaigns on any other platforms.

Mr. Samay Gada also taught us about the code of conduct while promoting on social media. He told us about the things that should be kept in mind while using social media to promote the campaign. They are using pictures from Muskurahat's Instagram and Facebook page only, using content only from the provided PDFs and websites, getting approval from the banner manager before posting material on social media. We were advised not to message random people for donations without getting a reference from someone you know. LinkedIn should not be used as it creates a bad impression for the organization.

Other than the learnings, I kept collecting as much fund as possible by the end of the week. In the last week it was hard to find any new donors because I had already communicated with every possible person I could communicate with. But I did not give up and continued to do my job by approaching people. That is how the last week of my internship came to an end.

LAST DAY'S EXPERIENCE :

(18th October, 2021)

18th October was the last day of my internship. As online internships are very different from offline internships, as Muskurahat is a Mumbai based NGO and most of the interns under Muskurahat Foundation, were from different parts of India, it was an impossible task to gather up and celebrate the last day of the internship. We did not have any cake cutting ceremony and certainly did not receive any gifts but the most pleasing thing happened on this day.

As it was the last day, the main team of Muskurahat, decided to make it a little special for us interns. Senior manager of fundraising, as well as our mentor Samay Gada informed us that we are going to have one last zoom meeting together in the noon, at around 3 o' clock.

Before starting the meeting our mentor gave us details about how to give our final update. If any of us had any more donations coming in, we were asked to take two more days, and then send the details. Interns with consistent performance have an option to extend the internship for one week.

He also let us know that if we wanted to work with Muskurahat again, we could apply for volunteering at www.muskurahat.org.in/register.

At 3 o' clock in the noon the meeting started, and we were surprised to see the children on our mentor's screen. Few members of the team were present at a shelter home and organized the video call from there so we could see them for the last time. It was a very emotional moment for me and I felt really glad that I did my internship from this non-profit organization. The children were asked to say hello to us. Some of them were shy, some were giggling throughout and some were very excited. It was such a pleasant experience, at least for me and I will always remember the innocent smiles I saw on the faces of the children.

EXPERIENCE GAINED :

- **Communications Skills:** Communication is the No.1 requirement to shape your career. This internship revolves around communication as you will be bridging the gap between the NGO and the Donor.
- **Persuasion skills :** Influencing people, and selling your idea is not easy. It is a skill that takes time to build and this internship is an opportunity to influence people to contribute towards helping those in need. Through this internship I learned how to pursue a person about a certain topic or product without making them feel uncomfortable or irritated.
- **Marketing Skills :** Marketing, as we know, is a crucial tool to sell an idea, product, or a service. We need to focus on selling an IDEA.
- **Being confident in talking with new people :** Due to my introverted personality it was really difficult for me to approach new people and communicate with them about a certain topic. But after doing this internship for a month, I gained a lot of confidence in my communication skills. As this internship was 90% based on communication, I learned a lot from it and I can proudly say that I am a more confident person now.
- **Writing skills :** As I wrote captions for some of Muskurahat's official Instagram page, I gained confidence in my writing skills as well. It was my first time writing on a professional platform for a renowned organization and I really had a lot of fun while creating the contents.

CONSTRAINTS FACED

AND SOLUTIONS FOUND :

- At first I could not understand how to start the campaign and if I had to just share the provided link with the donors. As a solution our mentor asked us to carefully go through all the learning modules. He said that sharing the link in your network will barely help and that is why I will never know if the donor is genuinely inclined to donate or simply ignoring the messages for something random. So making an effort and take an initiative to approach the donors personally was the best way. Thinking of ways I can involve them in engaging conversations, pursue them by asking questions, and take constructive feedback was the way to run the campaign successfully.
- Some of the potential donors were asking more clarity from me so I asked my mentor what can I do to give them more clarity as he said I can use voice notes, give reference material to the donor, start conversations and should not hesitate to call/ text them. That's when they will start feeling more confident, and will trust that their money is going in for a right cause.
- I was confused when I did not get any more response from some of the donors who let me know that they are going to donate. When I discussed this issue with my mentor he said that he was familiar with such incidents. It is normal for donors to respond to our initial conversation, but they either don't remember or don't respond back positively. Sometimes it is because the donor has postponed it, as its natural behaviour, or is hesitating to donate. He suggested me an effective followup strategy that can really become the deciding factor. He said , "If you haven't sent any update about the Muskurahat Foundation, share it with the donor. It could be anything related to our ongoing activities or new initiatives. Use strong narratives along with photos. Share stories and narratives I share with the group. You can find them on our Instagram page as well." It really help me in the future interactions with donors. If you think the donor is having a hard time trusting the NGO, share more information on how the NGO will maintain transparency, and accountability about how the

donation is being utilised. And then, to not make it sound very forceful, you can send polite reminders to the donors. Talk to them, use voice notes, take feedback and think of ways you can more strongly engage them.” It really help me in the future interactions with donors.

- Some donors had doubt about the authenticity of the NGO so I failed to convince them. As a solution mentor asked me to give the donor more calirty about the organization. He asked me to to explain how Muskurahat Foundation is one of the NGOs that rely only on crowdfunding for its operations. It's rare in India. The support we get from our donors through their hard-earned money is extremely valuable to us, as thats what makes it possible for us to help our children on such a level. Hence, we take transparency and accountability very seriously.

On the other hand, all our donors get access to a dashboard, where they can track the progress of the child they support. The donor will be able to access the mental health report, graphs of Academics marks, values and skills. With our robust monitoring and evaluation system, we make sure that the curriculum developed for the children is resulting in their progress. Hence, we make sure that the progress is visible to our donors as well. In addition to that all our donors receive newsletters every month, updating them about the activities of the NGO, and how the money is being used. They also receive Annual reports, which are extensive reports of the impact we are creating and our operations. And I was taught that, it's okay, people will have questions about the legitimacy of the NGO. Unfortunately, there are NGOs which are not transparent. And people should be aware of that. My role is to ensure that the donor knows about the points mentioned above, and that Muskurahat takes accountability and transparency seriously.

ROLE OF COMMUNICATIVE ENGLISH IN ON JOB TRAINING :

Improved communication skills in English can result in a very upgraded social life and also helps to apply for better job opportunities in the future. Communicative skills are very important in fields like job interviews, presentations, and in the actual professional world. Being fluent and proficient in English helps one to communicate clearly and effectively with more confidence.

Job interviews are mostly conducted in English by interviewers which is why one should really have a good knowledge about communication through English in order to secure a job. Interviewers are quick to make judgments and give importance to first impressions. If communication skills through English language is poor, one has really less chance to get a good job, while being proficient in the language can help one leave a good first impression on the interviewer. This further means higher chances of getting the position one is applying for.

As the most commonly used language is English, it has great validity in the business world. Starting from business contracts to deals to public announcements, the use of English is issued. Therefore while handling international business deals, one should have the required communication skills in English. English being an exact language, allows a person to express things without explaining the meaning as this language is easily understandable. However, using incorrect tenses, prepositions, and the like will make one's statement less accurate as English should be delivered or communicated precisely. So, in order to stand out in the professional world, one should have a very good grasp of the English Language and incredible communication skills.

As for myself, being introverted and unaccustomed to communication in a professional level, Communicative English has really helped to gain more proficiency in English. Being a student of Communicative English, my communication skills have also improved which helped me to communicate with many people easily. The theory and practical lessons given by my professors in the

Communicative English classes was very useful and knowledgeable. These notes had helped me quite a lot during my internship.

Reading: The reading skills I possessed helped me go through the Pdfs, modules, PPTs etc. and daily instructions provided to me via Whatsapp.

Writing: My writing skills were applied when I was asked to write the captions for Muskurahat's official Instagram page.

Speaking: My speaking skills were applied since the very first day of my interview. During the internship, my speaking and interactive skills were useful while communicating with both my mention and the potential donors. It was also needed when I had to talk to the strangers whom I had to convince. Speaking skills were very important while having face to face conversations with the people reagarding the fundings.

Listening: Listening skills were applied when I had to listen to the instructions given by my mentor and HRs, before proceeding onto my tasks. I also had to listen to the donors very carefully before making suggestions to them. Good listening skill was really important to avoid any unwanted conflict or misunderstanding with people I was communicating with.

To conclude, Communicative English played a major role during my one-month on job training. Many of the skills I needed to work as an intern in the Muskurahat Foundation, were more or less taught to me in our Communicative English theory and practical classes.

TOOLS USED :

- **Pen** : To write down the information collected about donations, donors, tasks etc. throughout the whole process
- **Laptop** : For typing
- **Personal Diary** : For penning down my day to day experience
- **Mobile** : To communicate with the mentor, HRs via Whatsapp, joining zoom meetings, communicating with potential donors
- **Google** : For detailed information about my organization
- **MS Word** : For writing down captions for Instagram posts

CONCLUSION

The culmination of this project brought not only immense knowledge and practical knowhow but also resulted in an upliftment of my entire personality. The first-hand experience of working in a print media house gave a scope of amassing eventful experiences of the entertainment world. I am very thankful to the entire team and the institution for making me a part of it and giving me a scope to harness my potential and improve my world view.

ANNEXTURE



290 likes

muskurahat.foundation Our children learn visually by listening to stories and developing language skills through activities that integrate written, visual, and kinesthetic modes of communication using art as a medium.

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muskurahat.foundation There is a gap between the education provided in cities and the education provided in rural areas and as a result, in rural areas, many parents are reluctant to send their children to schools because they consider education to be non-beneficial as neither the textbooks nor the curriculum is relevant to their life situation while hours spent at workplace generate income and support the family.

Opportunities for families from under-served communities are scarce since they do not have the resources to school and train their children, forcing them into the never-ending cycle of poverty. Muskurahat Foundation aims to work with children from under-served communities, ensuring their safe space, skills development, and academic learning. Our goal is to ensure that children get the right upbringing, schooling, and support so that they have choices and opportunities when they grow up. This will not only help them be in a better place, but will break the cycle of poverty for the coming generations.

This Dhan Ushan contribute towards providing quality education to children.

WEBLIOGRAPHY

<https://muskurahat.org.in/internship-program>

Muskurahat Foundation | LinkedIn

Ngo for Social emotional learning | ngo for skill development
(muskurahat.org.in)

<https://muskurahat.org.in>