IGDTUW-Anveshan Foundation

IGDTUW Campus
Kashmere Gate, Delhi-110006

Six Weeks Online Internship Program - 2023

On

Web/ App Development & Digital Marketing

1. **Introduction:**

   IGDTUW Anveshan Foundation is incorporated as a Section 8 company under the Company's Act 2013, MCA, GoI. It is promoted by 'Indira Gandhi Delhi Technical University for Women (IGDTUW)' and funded by the Government of NCT of Delhi and Department of Science & Technology, GoI.

   Prime objective of IGDTUW Anveshan Foundation is to motivate and facilitate budding entrepreneurs towards their successful entrepreneurial journey, proving their success story, contributing entrepreneurial spawning and ultimately converging benefits to the society.

2. **Objectives of Internship:**

   - To Study basics of Web/ App Development in order to understand & development websites and how marketing is shifting towards digital space,
   - To provide knowledge regarding all the digital marketing aspects like SEO, SEM, Social Media and Content Marketing, Branding, Marketing Analytics,
   - Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks, and
   - Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

3. **Eligibility:**

   - Students perusing any UG/ PG/ PhD course from a recognized Indian University/ College
   - Anyone active in the entrepreneurial ecosystem, aspiring entrepreneurs, founder & promoters, Brand & Communication Managers, etc.

4. **Course Fee:**

   - INR 1500/- (to be paid by online ECS mode)
   - Copy/ Picture of online receipt is to be attached along with Application Form

5. **Internship Scheme**

    Internship has two components as mentioned below:-

Parameters	Duration (in hours)	Details	Dates
Online pragmatic sessions	32	20 hours: Web/ App Development 12 hours: Digital Marketing	May 29 to June 30, 2023
Project Report Preparation	08	Guidance to prepare Internship/ Project Report	By July 07, 2023

6. **Internship/ Project Report**

Project Work will be based upon Web Development/ App Development/ Digital Marketing or a Case Study. *Some of the suggested topics of the Project Work are mentioned below *More topics may be discussed during the online interaction (sessions)	
1.	Design and development of a mobile application (on a theme)
2.	Comparison of the application of major players in a specific industry
3.	Design and development of a complete website with web development language
4.	Design and development of a complete website with web development Tool
5.	Implementing Digital Marketing Techniques to the Website created.
6.	Market Surveys based on Digital Marketing
7.	and so on …

7. **Important Dates**

Last date to apply	:	May 24 2023
Internship Starting Date	:	May 29 2023
Internship Completion Date	:	July 07 2023
Duration of online sessions	:	May 29 to June 30, 2023
Internship/ Project Report Submission	:	July 07 2023
Certificate Distribution	:	By July 21 2023

Registration Link:

https://bit.ly/AnveshanInternship

Any queries could be emailed at anveshan@igdtuw.ac.in

8. **Bank's details for fee payment**

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3	Name & Address of the Bank Branch	Punjab & Sind Bank GGSIP University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1500/-
5	IFSC Code	PSIB0001098