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Grade



SUMMER INTERNSHIP REPORT

On

Content development for On-page Search Engine Optimization

For MiStay

Submitted to:

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TABLE OF CONTENTS

Title	Page No.
Acknowledgements	3
Executive Summary	4
About the Company, SAIL, Phase1 Company	5
About the Company, MiStay	21
Project Report	22
Learnings	39
References	40

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EXECUTIVE SUMMARY

MiStay is a travel-tech startup. It has expanded exponentially. In the current digital era, Search Engines play a crucial role in the business expansion of any company. The easiest way to reach potential customers is by appearing in their searches effectively.

Blogs are an effective way to reach potential customers. The current project with the title, “Content development for On-page Search Engine Optimization” is an Experiential Learning Project. We initially had to brainstorm and research to submit 100 relevant blog titles to improve the traffic to the MiStay webpage. After the blog titles were confirmed, each one of us had to choose 100 titles from the shortlisted blog titles. The task was to write engaging blogs on the chosen titles with relevant references to the MiStay webpage and other blogs. Each blog had to be 1000 words long and mention the target keywords at least 8 times to be accepted by the various search engines. After completing the blogs, we had to promote them aggressively in various social media platforms and forums like Quora. The ultimate aim of the project was to organically increase the web page traffic, and thus expand the MiStay operations.

Phase 1 Company

STEEL AUTHORITY OF INDIA LIMITED (SAIL)

After independence in 1947, India's economy was in doldrums. Thus, the government invested in Central Public Sector Enterprises (CPSEs) to revive the economy and uplift the low industrial base. The CPSEs were established to secure the national and social priorities of the country¹. They ensured supply at affordable prices in the chosen sectors. The market balance, sustainability and stability were ensured with the help of CPSEs. These companies were essentially public enterprises. The central government had direct holding of 51% or more. As of 31st March 2018, there were 339 CPSEs (excluding insurance companies)². The number of profit making CPSEs as on 2017-18 stands at 184 with a total profit of Rs. 1,59,635 crore. (Source: Public Enterprise Survey 2017-18)³.

The CPSEs are further classified as:

1. The Maharatnas
2. The Navratnas
3. The Minratnas(I and II)

The Maharatna scheme was introduced on 19th May, 2010 to promote the large CPSEs. The scheme supported the mega CPSEs to operate at a multinational scale.

The Maharatna CPSEs are⁴:

1. BHARAT HEAVY ELECTRICALS LTD.
2. BHARAT PETROLEUM CORP.LTD.
3. COAL INDIA LTD.
4. GAIL (INDIA) LTD.
5. HINDUSTAN PETROLEUM CORP.LTD.
6. INDIAN OIL CORP.LTD.

¹ (<https://pib.gov.in/newsite/mbErel.aspx?relid=87715>, 2012)

² (<https://pib.gov.in/newsite/mbErel.aspx?relid=87715>, 2012)

³ (BSE PSU)

⁴ (BSE PSU)

7. NTPC LTD.
8. OIL & NATURAL GAS CORP.LTD.
9. POWER GRID CORP.OF INDIA LTD.
10. STEEL AUTHORITY OF INDIA LTD.

Source: Department of Public Enterprises (as on March, 2018).

Steel Authority of India Limited (SAIL) is a public sector undertaking established in 1959 and incorporated on 24 January, 1973⁵. The company is a Maharatna CPSE. The administration is majorly controlled by the Ministry of Steel. According to the annual report, the company achieved sales turnover worth Rs. 66,267 crores during the Financial Year 2018-19⁶.

SAIL is an undoubted leader in the steel industry of India. Since 1973, SAIL's operations have expanded by merging with several steel and alloy manufacturing companies and iron ore mines. Currently, SAIL has a Ferro Alloy Plant, three alloy and special steel plants, refractory manufacturing unit and five integrated steel plants under its umbrella. SAIL is also the holding company for SAIL Refractory Company Limited (SRCL). The five integrated steel plants are located at Durgapur, Burnpur, Rourkela, Bhilai and Bokaro. The three special steel plants are located at: Bhadravati, Durgapur and Salem. SAIL markets its products in the domestic market through the Central Marketing Organisation (CMO) of the company. The international market is catered with the help of International Trade Division. The Raw Materials Division administers and supervises SAIL's quarries and mines⁷.

SAIL concentrates on manufacturing and marketing iron and steel products. The company invests heavily on the research and development sector to develop innovative steel and iron products to meet market demands. The productions include a wide variety of basic and specialty steels. The productions are extensively catered to the domestic and international markets of the following sectors: construction, automotive, engineering, railways, power and defense.

The products manufactured by SAIL are as follows⁸:

⁵ (PSU Connect Media Pvt. Ltd.)

⁶ (SAIL, 2019)

⁷ (PSU Connect Media Pvt. Ltd.)

⁸ (Ministry of Steel, 2019)

1. Flats comprise mainly of hot and cold rolled coils and sheets, plates, galvanized sheets and pipes.
2. Longs majorly include the bars, rails and rods.

History:

The major milestones of the company are⁹:

1960

In Durgapur in West Bengal, the alloy steel plant was constructed under the guidance of Japanese expertise. The plant was set up with an initial capacity to produce 1 lakh TPA of ingot steel, 2.6 TPA of liquid steel and etc. The plant had modern facilities like VOD, continuous casting and VAD. The nuclear energy, defense and space sectors of the country had critical requirements of special types of steel. Thus, the plant produced special steel like armour plate, grade steel and special grade alloys to meet the strategic requirements.

1968

SAIL took charge of Maharashtra Elektros melt Ltd to expand the company's research and development division. This alliance helped SAIL increase the capacity of production of ferro manganese and other special steels. The company planned to manufacture a variety of products like ferro alloys and low carbon pig iron.

1973

The company was incorporated on 24th January, 1973.

1974

SAIL International Ltd., was incorporate in this year. The export and import businesses of steel were monitored by the company.

1978

⁹ (Money Control)

SAIL acquired Indian Iron & Steel Co. Ltd. because the company's Kulti Works had an annual capacity to produce 1.57 lakh tones of cast iron and spun pipes. Thus, SAIL became the largest producer of the mentioned products.

1982

The need to improve the cold-rolling facilities was felt staunchly by SAIL. In March, 1982 a steel plant was established at Salem in Tamil Nadu. The Salem Steel plant has the capacity to cold roll 32000 tonnes stainless steel strips. The annexation of a Sendzimir mill enhanced the capacity to production to 70000 tonnes of cold-rolled stainless steel.

1985

Amid multiple technical advancements, the transformation of the open hearth furnace to twin hearth furnace was a milestone for SAIL.

1986

The production capacities of all the plants were expanded to 4 million tonnes. In the plate mill, a new normalizing furnace was installed. Moreover, the converter shop started the vacuum arc degassing unit.

1988

SAIL acquired 60% of the shares of the Visvesvaraya Irons & Steel Co. Ltd. The company had the capacity to produce 48,000 tonnes of mild steel and 77000 tonnes of alloy and special steel.

Moreover, a blast furnace with bell-less top charging system was installed in the Bhilai Steel Plant.

1990

The plants were modernized to produce 1.9 million tonnes of crude steel.

1995

The plants were revamped and modernized. Basic oxygen furnace shop, sinter plant and continuous casting plant were stabilized under the modernization programme.

In a joint venture with L&T and CEA, USA Inc. a power project was set up at Bhilai.

1996

In April, 1996 the hot rolling operations of the mill started. Moreover, the Rowghat iron ore mines were developed for use.

1997

Steel refining unit and continuous casting machines were installed.

At Dagaon, the steel rolling mill was set up. Simultaneously, the company worked towards improving the quality of the coking coal.

1998

Coal India Limited and SAIL ventured jointly to open more coal mines because SAIL's coal demands steadily rose.

A joint venture under the name of Romelt-SAIL India Ltd was signed between three Russian companies and SAIL to produce 300000 tonnes of steel strips manufactured with Romelt technology.

The Indian Institute of Metals bestowed the extremely prestigious award, the national quality award on the Bhilai Steel Plant for the sixth time.

2000

As the domestic demand increased, SAIL gradually increased the capacity of production of hot rolled coils at Bokaro Steel Plant.

2010

The SCOPE Meritorious award for environment excellence and sustainable development was awarded to SAIL.

2011

SAIL bagged the following awards in 2011:

1. The Randstad Award, under Manufacturing Industries category for HR practices and employer branding.
2. Wockhardt Shining Star CSR award under the iron and steel sector category.
3. Golden Peacock Environment Management Award.
4. MoU Excellence Award

2013

SAIL bagged the following awards in 2013:

1. PSE Excellence Award for CSR and Sustainability
2. National Energy Conservation Award for Bhilai Steel Plant

2014

SAIL bagged the following awards in 2014:

1. PHD Chambers bestows the Good Corporate Citizen Award.
2. Bhilai Steel Plant won the National Energy Conservation Award

2017

The SCOPE award for the best HR Practices was won by SAIL again in 2017.

Business Environment:

The prices of steel were decontrolled in 1992. Since then, the demand and supply of steel in the global market determines the price of steel. This has helped create a fully competitive market for SAIL. Coking coal is scarcely available in the country. The fluctuating price of the coking coal affects the cost of production. The Steel Price Monitoring Committee monitors the price changes in the industry to prevent irrational pricing. The government has taken multiple measures like increasing the import duty to expand the domestic market. The government has also set up the Bureau of Indian Standard and Stainless Steel (Quality Control) Order, 2016 to curb and filter imports. Initiatives like Steel Scrap Recycling Policy were developed to impact imports adversely. The import of finished steel over the years is as follows:

Indian steel industry : Import of Total Finished Steel (in million tonnes)						
Category	2014-15	2015-16	2016-17	2017-18	2018-19	April-December 2019-20*
Qty	9.32	11.71	7.23	7.48	7.83	5.514
Source: Joint Plant Committee; *prov.						

Source: <https://steel.gov.in/overview-steel-sector>

The export data of steel is:

Indian steel industry : Export of Total Finished Steel (in million tonnes)						
Category	2014-15	2015-16	2016-17	2017-18	2018-19	April-December 2019-20*
Qty	5.59	4.08	8.24	9.62	6.36	6.521
Source: Joint Plant Committee; *prov.						

Source: <https://steel.gov.in/overview-steel-sector>

Nevertheless, the industry has become a major contributor of the manufacturing sector of the country. The steady increase in demand of steel has contributed to the sector's growth. The government has taken several measures to boost the growth of the sector. In 2017, the government introduced the National Steel Policy. The policy builds the path for the growth in demand and supply sides of the industry and increase the production capacity to 300 million tonnes by 2030-31¹⁰. The policy also has a vision to increase consumption 160 kgs of steel per capita. The government prefers the consumption of domestic steel instead of importing. Moreover, 100% Foreign Direct Investment (FDI) was allowed in the sector. An investment worth \$11.4 billion was witnessed from April, 2000 to September, 2019¹¹.

The Department for Promotion of Industry and Internal Trade (DPIIT) reported many investments in the metallurgy sector. Some of the major investments are:

Date	Investor	Amount	Recipient	Purpose
FY2019-20	JSW Steel	1.5 lakh tones of TMT	Railways	Metro rail projects.

¹⁰ (Ministry of Steel, 2019)

¹¹ (IBEF)

		Rebars		
October, 2019	Kamdhenu Limited	New production capacity of 60000 tonne		Kamdhenu Structural Steel
December, 2018	Vedanta Group	Rs. 20000 crore		Steel plant of 1 million tonne capacity.

In 2018, India produced 106.5MT of steel. Thus, India became the second-largest steel producer in the world. In 2003, India was the 8th largest producer of crude steel. The availability of cost-efficient labor and raw materials helped the country become the 2nd largest producer in 2018. In 2019, India produced 137.975 million tonnes of steel. India's domestic steel requirement was 66.46 million tonnes in 2019, the 3rd largest in the world. India produces maximum Sponge Iron and DRI in the world. The country also produced 6.414 million tonnes of Pig Iron. The production growths of the sector are as follows:

Indian steel industry : Production (in million tonnes)						
Category	2014-15	2015-16	2016-17	2017-18	2018-19	April-December 2019-20*
Pig Iron	10.23	10.24	10.34	5.73	6.41	4.31
Sponge Iron	24.24	22.43	28.76	30.51	34.71	28.07
Total Finished Steel^	104.58	106.60	120.14	126.85	101.29	76.33
Source: Joint Plant Committee; *prov.; For Details, please refer to appendix ^ Upto 2017-18, production of finished steel includes value added product						

Source: <https://steel.gov.in/overview-steel-sector>

According to World Steel Association (WSA), steel productions in developed countries would decrease. Trade tensions and policies would affect and escalate steel prices, globally. WSA predicts that steel production in China would decrease.

The growth in the infrastructure, automobile and railway sectors would increase the demand for steel. The various road projects across the country impacts the industry's growth positively. According to Indian Steel Association (ISA) the demand for steel would increase by 7.2%.

The Ministry of Steel is promoting research and development in the sector by facilitating the establishment of the Steel Research and Technology Mission of India. The government is investing Rs 200 crore initially for the development of the institute. The institute is an amalgamation of the public and private companies of the sector. These initiatives would help Indian steel to compete with high grade global steel. The country is projected to manufacture 128.6 million tones of finished steel by 2021¹².

MAJOR PRODUCTS

SAIL caters to a wide range of customers with a vast variety of products¹³. Some of the major products are:

1. **Semi-finished products: Blooms, Billets and Slabs.** The products can be processed further as per requirement. The customers can also specify the required micro-alloying and macro-alloying of the products¹⁴.
2. **Structural steel** is further classified into **Beams/Joists, Channels, Angles, Crane Rails and Z-type sheet-piling section.**
3. **Bars, Rods, Wire Rods and Rebars.** The purchaser can specify the quantity of Nitrogen and Silicon content of the products¹⁵.
4. The major **hot rolled products** are **Coils and Sheets.**
5. **Steel Plates** of all shapes and sizes can be ordered.
6. The **Cold Rolled products** include **Coils and Sheets.**
7. The **Galvanised Products** like **Plain or Corrugated Sheets and Coils.**
8. The **Pet Products: Pipes, Electrical Steels and Tin Plates.**
9. The products specifically meant for the railways like **Rails, Axles, Wheels and Wheel Sets.**

¹² (IBEF)

¹³ (SAIL)

¹⁴ (SAIL)

¹⁵ (SAIL)

10. **Special Steel Products** include a variety of alloy steel products, stainless steel products and other special steel products.
11. **Pig Iron.** The purchasers can define the micro-alloying composition of the products.
12. **Parallel Flange Beams and Structural steel.**
13. **Fertilizers: Calcium Ammonium Nitrate**, locally called **Sona**,
Ammonium Sulphate, locally called **Raja**.
14. **Coal Chemicals: Benzene, Toluene, Xylene, etc.**

POSITIONING

SAIL is positioned as manufacturer of high-quality high-grade steel. All the factories follow international standards of productions and the products are ISO certified. Globally, the company has become a name to be reckoned with.

DISTRIBUTION

The company has set up the Central Marketing Organization. The organization is certified as per the ISO 9001:2015. The company has successfully developed a strong enterprise resource planning system with an inter-connected network of 4 Regional Offices, 23 Departmental Operational Warehouses, 20 CA Yards Operational Warehouses, 10 Operational Customer Contact Offices and 37 Branch Sales Offices.

All across the country, SAIL has opened multiple shops with the name, “**Apna SAIL**”.

The company has started the Rural Dealership Scheme to reach the remote parts of the country.

The Central Marketing Organization has a separate department for international trade. The department is known as the International Trade Division. This unit is also certified under ISO 9001:2015.

CUSTOMERS

The customers of SAIL are classified under the following segments:

- Projects
- Construction
- Heavy engineering
- Fabrication
- Tube manufacturers
- Cold-reducers
- Auto segment
- Cycle
- Drum & Barrel
- Container
- White goods
- Transportation (oil/gas/water)
- Coated sheet manufacturers
- Wire drawers
- Agricultural equipment

Source: <https://sail.co.in/which-are-major-customer-segments-serviced-sail>

Besides the above mentioned sectors, the Defense sector and Railways department are regular customers of SAIL.

Some of the notable customers of SAIL are:

1. L&T
2. Tata Group
3. Lahmeyer India
4. WBSEDCL
5. M. N. Dastur & Co.
6. Various State Municipal Corporations
7. Lloyd's Insulations

COMPETITORS

Some of the major competitors of SAIL are:

1. JSW Steel
2. Tata Steel
3. Hindalco
4. NMDC

5. Jindal Steel
6. KIOCL

FINANCIAL PERFORMANCE

As per Annual Report of 2018-19 the annual financial performance of the company:

Your Company achieved sales turnover of ₹66,267 crore during the Financial Year 2018-19, which is higher by 16% over previous year. The position of loss in the previous year 2017-18 at ₹(-) 482 crore was reversed and your Company posted a Profit after Tax (PAT) on standalone basis at ₹2,179 crore in FY19. The consolidated profit after tax of the Company stood at ₹2,349 crore for FY19 as against ₹(-) 281 crore in FY18. The persistent strategic approach to improve operational profitability assisted SAIL to improve the EBITDA in FY19 to ₹10,283 crore, almost doubling over the performance of ₹5,184 crore in FY18.

Source: <https://sail.co.in/sites/default/files/investor/SAILAR201819.pdf>

The dividend divisions of the company for the last few years are as follows:

Dividends Declared		
30/05/2019	22/08/2019	Rs.0.5000 per share(5%)Final Dividend
29/05/2015	11/08/2015	Rs.0.2500 per share(2.5%)Final Dividend
02/02/2015	18/02/2015	Rs.1.7500 per share(17.5%)Interim Dividend RD date has been Revised from 19/02/2015
04/02/2014	18/02/2014	Rs.2.0200 per share(20.2%)Interim Dividend

Source: [https://economictimes.indiatimes.com/steel-authority-of-india-\(sail\)-ltd/infocompanydividends/companyid-11974.cms](https://economictimes.indiatimes.com/steel-authority-of-india-(sail)-ltd/infocompanydividends/companyid-11974.cms)

INDUSTRY CLASSIFICATION

India is a developing country. Like every other developing country, the construction and infrastructure sectors of India are developing. Steel is an essential material in the construction and infrastructure sector. Hence, the growth scope of the industry is bright. The industry is currently growing at a compound annual growth rate of 7.5%.

INDUSTRY STRUCTURE

The National Steel Policy 2017 was established with the vision to develop a self-sustaining steel industry of global standards.

The National Steel Policy 2017 had a mission to increase the demand of steel. The increase in demand implies infrastructure growth of the country.

The steel industry is highly competitive because it is a booming industry. Everyone is working hard to grab their share of the pie.

EXTERNAL ENVIRONMENT

Multiple other industries are related to the production of steel. With the growth of the economy, various industries are sprouting which are dependent on steel. This would positively impact the growth of the steel industry.

ORGANISATION STRUCTURE

The organization structure of SAIL is extremely centralized. In the current era of digitization and innovation, junior employees are encouraged to think out of the box for innovative methods. But, decisions are always taken on the basis of seniority. Every decision must be approved by a senior official before implementation.

The organization has a sustainable work culture. It is extremely evident because the organization survived for so many years.

The company has followed international standards in the factories. They have received international recognition for the efforts.

7S Framework

The McKinsey 7S Framework assesses the seven essential factors that affect the growth of an organization.

The McKinsey 7S Framework of strategy for SAIL is:

1. **Strategy**¹⁶: SAIL had the vision to be a world-class corporate and market leader of the steel industry in India. The company revamped their strategy by working on utilization of warehouses, branding and marketing.
2. **Structure**: The company has a centralized hierarchical organization structure.
3. **Systems**: SAIL is a manufacturing company and majority of the work is done in factories. The state-of-the-art factories are well-equipped with latest technologies. The managers also use many high-tech programs and schedulers to keep track of the production.
4. **Shared Values**¹⁷: The organization promotes innovation and learning of the employees. The employees are given opportunities to grow and encouraged with proper rewards. Corporate governance and business ethics are highly valued by the organization. The company puts in a lot of effort to maintain healthy relations with customers. The after-sales services are provided diligently to build stronger ties.
5. **Style**: The style of leadership is centralized and hierarchical. Every decision is taken after approval from the senior officials.
6. **Staff**: The organization requires both highly skilled and unskilled labor. The highly-skilled professionals are required for the official desk-jobs. The unskilled laborers are trained to work with machines in the factories.
7. **Skills**: The employees are trained to use high-tech state-of-the-art machines. They are even trained on the various ISO standards the company follows for production of world-class steel.

¹⁶ (SAIL, 2019)

¹⁷ (SAIL, 2019)

PORTER'S FIVE FORCES

The tool was developed by Michael Porter, a professor in Harvard Business School. The tool helps to ascertain the exact business environment of the organization. Once the exact environment is understood, the growth strategies can be determined accordingly.

The Porter's five forces for SAIL are:

1. **Competitors:** SAIL sure has some really strong competitors like JSW Steel, Tata Steel and Jindal Steel. The steel industry is a booming profitable industry. Hence, it is quite heavily populated with many companies trying to grab a share of the pie.
2. **Supplier Power:** SAIL has done a lot of backward integration and they are not heavily dependent on any supplier. The major requirements of SAIL are coking coal and other elements. They have strong tie-ups with many of their suppliers as well. The suppliers do not have much power because the prices are heavily regulated by the government.
3. **Buyer Power:** The buyers do not have much power because the prices are heavily regulated. Moreover, the buyers are generally big organizations and they purchase in bulk. SAIL maintains healthy relations with the customers by providing quality after-sales services.
4. **Threat of Substitutes:** A variety of materials like plastic might soon become a substitute of steel. With the advance of technology, many materials might become strong and sturdy enough to replace steel. 3D Printing is another big threat to the steel industry.
5. **Threat of New Entrants:** The threat of new entrants remains quite strong. The infrastructure and construction sectors of the country are on the rise. Evidently, SAIL needs to be vigilant and innovative.

PROBLEMS

Every company has their fair share of problems.

Some of the major problems SAIL is facing currently are:

1. The lockdown is affecting the company adversely. Many orders have been cancelled. Thus, SAIL is facing serious cash-crunch. They cannot shut down factories completely because it is not easy to restart a blast furnace suddenly to resume work.
2. The company has a wide network of buyers, suppliers, plants and offices. Hence, they have to be extremely efficient with the supply-chain system. Sometimes, they do face a lag in the supply-chain of the entire organization. Thus, it can be said that the company is facing supply-chain issues.
3. There is a dearth of coking coal in the country. Moreover, the production cost is very high because of expensive input materials. The prices of the end-products are heavily regulated. Hence, the profit margin of the company is considerably low¹⁸.

SOLUTIONS

Well, every problem has a solution. Though the below-mentioned are not full-proof, they can still be viable solutions.

1. Well, almost every company is facing adverse effects of the lockdown. Once the virus is slightly contained, the industries would regain working capacity slowly. After the lockdown period, the Central Marketing Organization of SAIL must work more rigorously to sell more products. It is important to produce products with the same vigor and promote them diligently.
2. SAIL needs to improve their supply chain system to become more efficient.
3. The company needs to negotiate tax rates with the government. Plenty of iron ore is found in the country. But, coking coal is imported. The import tax rates on coking coal needs to be decreased. The government also needs to regulate the production taxes.

¹⁸ (Economic Times, 2019)

MiStay

MiStay is founded by alumni of IIT Madras in April, 2016. The basic idea for founding the company was to break the fixed hotel timing normalcy. MiStay operates on the idea that a traveler must only pay the hotel room rent only for the hours required and not for the entire day. It is backed by Axilor Capital, Kris Gopalakrishnan (Founder of Infosys) and various industry professionals. Currently, the company is operational in approximately 90 Cities in India with around 1500 hotel partners. MiStay has featured in the list of "Top 5 Websites globally for Hourly or Day-use Hotels". It is one of the fastest growth travel-tech startups in the country. The company has carved out a space for itself in the microstay domain of business.

The company basically acts as a technical platform to help users search and book hotels by the hour.

Work Culture

One of the **seven missions** of the company is to **have fun**. Consequently, it is easy to understand that MiStay has a vibrant work culture. Due to the coronavirus pandemic lockdown, everyone was working from home. Else, the company indulges in group fun activities, every Saturday. They did try to conduct it online, but, it was not very engaging. Hence, they gave up on it soon. The company is still a start-up. Hence, there are only handful employees. Pranav and Sandeep are the Co-founders of the company. They interact with each employee personally. They motivate everyone to give their best to the work at hand. While working, we all felt at one with their visions. It was an extremely encouraging and motivating group to work with.

As a content writing intern, my work was mainly with the digital marketing department. As we proceeded with work, I learnt the tricks of understanding the keywords for search engine optimization. Thus, we generated the relevant blog titles.

Each intern had submitted 100 blog titles. But, we could only complete 60 blogs each. Sandeep was completely considerate of our challenges.

PROJECT:

Content development for On-page Search Engine Optimization

The ultimate goal of the assigned project was to organically generate traffic to the MiStay webpage and consequently expand operations. To achieve the goal, we interns had to write 100 relevant engaging blogs with adequate reference to relevant keywords, MiStay webpage and other internal blog posts.

The internship started on 29th April, 2020. The duration was roughly 2 months.

The daily journal of the internship is as follows:

Day	Date	Activity	Remarks/ Links
1	29-04-2020	Sandeep Jaiswal, Co-founder of MiStay, organized a welcome meet over Zoom. During the meeting we introduced ourselves and interacted with our fellow interns. Sandeep explained the project and the expectations. We were further instructed to install Zoom and Flock applications for ease of communication. At the end of the meeting, we were instructed to submit 100 relevant blog titles by 30 th April. It was a brainstorming and research-based task.	N.A
2	30-04-2020	Researched and brainstormed all day. Researched through the contents of peers like MakeMyTrip and OYO Rooms to get idea of relevant blog posts. With Sandeep's help, we also navigated through websites like BuzzSumo, which helped us to understand current trending topics. Finally, we managed to complete the target of 100 blogs each.	The 100 blog titles (Not all were shortlisted in the final list, though.)

3	01-05-2020	May Day Holiday	
4	02-05-2020	Our accounts were set up in the blog medium of the company. We spent the entire day figuring out the application and sorting the technical issues since we were connected remotely from home.	
5	03-05-2020	Sunday	
6	04-05-2020	Sandeep organized the “Content Writing Team Catchup”. In the meeting over Zoom he explained the method to write Search Engine Optimization friendly blog posts. The entire task of writing 100 relevant blogs in 2 months was explained. In the meantime the blogs were shortlisted and we had to choose 100 of them.	
7	05-05-2020	Wrote the blog: “A Guide to Keep Children Engaged During lockdown”	https://www.mistay.in/travel-blog/a-guide-to-keep-children-engaged-during-lockdown/
8	06-05-2020	Peer-reviewed the following blog: “Disconnect To Connect Better: 7 Indian Destinations To Unwind And Destress Yourself”	https://www.mistay.in/travel-blog/disconnect-to-connect-better-7-indian-destinations-to-unwind-and-destress-yourself/
		Wrote the blog: “The best vacation for the socially conscious traveller”	https://www.mistay.in/travel-blog/the-best-vacation-for-the-socially-conscious-traveller-2/

9	07-05-2020	Peer-reviewed the blog: “5 Smart Strategies To Travel Solo”	https://www.mistay.in/travel-blog/5-smart-strategies-to-be-followed-by-a-solo-traveler/
		Wrote the blog: “8 reasons why one must visit Mumbai during Ganesh Chaturthi”	https://www.mistay.in/travel-blog/8-reasons-why-one-must-visit-bombay-during-ganesh-chaturthi/
10	08-05-2020	Peer-reviewed the following blog: “10 Best multiplayer games You Can Play Online With your Friends During Quarantine”	https://www.mistay.in/travel-blog/10-best-multiplayer-games-you-can-play-online-with-your-friends-during-quarantine/
		Wrote the blog: “7 reasons to visit Kolkata during Durga Puja”	https://www.mistay.in/travel-blog/why-one-must-visit-kolkata-during-durga-puja/
11	09-05-2020	Peer-reviewed the blog: “Top 10 things to do in Gurgaon”	https://www.mistay.in/travel-blog/top-10-things-to-do-in-gurgaon/
		Peer-reviewed the blog: “The To-Do List: A complete travel guide for your First Solo Trip”	https://www.mistay.in/travel-blog/the-to-do-list-a-complete-travel-guide-for-your-first-solo-trip/
		Wrote the blog: “4 major reasons to visit Mysore during Vijayadashami”	https://www.mistay.in/travel-blog/why-one-must-visit-mysore-during-vijayadashami/

12	10-05-2020	Peer-reviewed the blog: “Top 7 things to do in Lucknow: Food, Shopping, Sight seeing and more”	https://www.mistay.in/travel-blog/top-7-things-to-do-in-lucknow-food-shopping-sightseeing-and-more/
		Peer-reviewed the blog: “10 new TV series You must Binge watch this Lockdown”	https://www.mistay.in/travel-blog/10-new-tv-series-you-must-binge-watch-this-lockdown/
		Wrote the blog: “Why one must visit hill top festival in Goa”	https://www.mistay.in/travel-blog/why-one-must-visit-hill-top-festival-in-go-a-2/
13	11-05-2020	Peer-reviewed the blog: “7 places in India for thrilling Adventures”	https://www.mistay.in/travel-blog/7-places-in-india-for-thrilling-adventures/
		Wrote the blog: “4 major places to visit during the Carnival in Goa”	https://www.mistay.in/travel-blog/why-one-must-visit-the-carnival-in-go-a/
14	12-05-2020	Peer-reviewed the blog: “Green Home: 10 Plants you should definitely have at your place”	https://www.mistay.in/travel-blog/green-home-plants-you-should-definitely-have-at-your-place/
		Wrote the blog: “4 major places to visit during Chhath Puja in Bihar”	https://www.mistay.in/travel-blog/enjoy-chhath-puja-in-bihar/
15	13-05-2020	Peer-reviewed the blog: “7 most amazing roadside cafe's you need to check out in Bangalore when on your next roadtrip”	https://www.mistay.in/travel-blog/7-most-amazing-roadside-cafes-you-need-to-check-out-in-bangalore-when-on-your-next-road-trip/
		Wrote the blog: “8 ways to enjoy Onam in Kerala”	https://www.mistay.in/travel-blog/8-ways-to-enjoy-onam-

			in-kerala/
16	14-05-2020	Peer-reviewed the blog: “Foodie's Guide: The list of 11 best food joints in Chandni Chowk”	https://www.mistay.in/travel-blog/foodies-guide-the-list-of-11-best-food-joints-in-chandni-chowk/
		Wrote the blog: “The complete guide to celebrate Pongal in Tamil Nadu”	https://www.mistay.in/travel-blog/the-complete-guide-to-celebrate-pongali-in-tamil-nadu/
17	15-05-2020	Peer-reviewed the blog: “Mountains are calling: 8 step guide for a backpacker”	https://www.mistay.in/travel-blog/mountains-are-calling-a-backpackers-guide-to-trekking/
		Wrote the blog: “7 hacks to dance Garba like a pro”	https://www.mistay.in/travel-blog/dance-garba-like-a-pro/
		Wrote the blog: “14 steps you must follow to travel safely after the coronavirus pandemic lockdown”	https://www.mistay.in/travel-blog/travel-essentials-amid-the-coronavirus-pandemic/
18	16-05-2020	Peer-reviewed the blog: “7 point checklist: The most important things for a Road Trip”	https://www.mistay.in/travel-blog/7-point-checklist-the-most-important-things-for-a-road-trip/
		Wrote the blog: “7 places in India every Yoga Traveller must visit”	https://www.mistay.in/travel-blog/the-places-in-india-every-yoga-traveller-must-visit/
		Wrote the blog: “A date with the Bengal Tiger in the Sundarbans”	https://www.mistay.in/travel-blog/a-date-with-the-bengal-tiger-in-the-sundarbans/

19	17-05-2020	Spent the day completing the Phase 1 report which I had left mid-way on 28 th April, since this internship started on 29 th April.	Completed the Phase 1 report and the Summer Project Registration Form.
20	18-05-2020	Peer-reviewed the blog: “10 places that are just a day long drive away from bangalore”	https://www.mistay.in/travel-blog/10-places-that-are-just-a-day-long-drive-away-from-bangalore/
		Peer-reviewed the blog: “5 Romantic destinations in India for the Honeymooners”	https://www.mistay.in/travel-blog/5-romantic-destinations-in-india-for-the-honeymooners/
		Wrote the blog: “7 beautiful pagodas in India, every traveller must visit”	https://www.mistay.in/travel-blog/7-beautiful-pagodas-in-india-every-traveller-must-visit/
		Wrote the blog: “9 hacks for the vegan traveller”	https://www.mistay.in/travel-blog/the-ultimate-travel-guide-for-the-vegan-traveller/
21	19-05-2020	Peer-reviewed the blog: “10 of the most scenic roadtrips in India”	https://www.mistay.in/travel-blog/10-of-the-most-scenic-road-trips-in-india/
		Wrote the blog: “8 books every traveler must read”	https://www.mistay.in/travel-blog/8-books-every-traveller-must-read/
		Wrote the blog: “10 common travel mistakes everyone must avoid”	https://www.mistay.in/travel-blog/10-common-travel-mistakes-everyone-must-avoid/
22	20-05-2020	I started to write the blog, “Top 9 hacks to travel in a limited budget”. The cyclone Amphan hit Kolkata around 4 pm. My locality	Could not complete a blog.

		lost access to electricity by 4:30 pm. Consequently, I had to stop working on the blogs.	
23	21-05-2020	No electricity or internet connectivity.	
24	22-05-2020	Electricity was restored but there was no internet connectivity. Hence, could not write any blogs.	
25	23-05-2020	Internet was not restored yet.	
26	24-05-2020	Internet was not restored.	
27	25-05-2020	Peer-reviewed the blog: “10 famous temples in India worth visiting”	https://www.mistay.in/travel-blog/10-famous-temples-in-india-worth-visiting/
		Peer-reviewed the blog: “The top 10 things to do in Pune”	https://www.mistay.in/travel-blog/the-top-10-things-to-do-in-pune/
		Wrote the blog: “Top 9 hacks to travel in a limited budget”	https://www.mistay.in/travel-blog/top-9-hacks-to-travel-in-a-limited-budget/
28	26-05-2020	Peer-reviewed the blog: “8 Best pubs in Bangalore for the weekend Blitz”	https://www.mistay.in/travel-blog/8-best-pubs-in-bangalore-for-the-weekend-blitz/
		Peer-reviewed the blog: “10 little known food outlets in Bangalore that are bang for your buck”	https://www.mistay.in/travel-blog/10-little-known-food-outlets-in-bangalore-that-are-bang-for-your-buck/

29	27-05-2020	Peer-reviewed the blog: “7 food outlets in Kolkata that are a must visit”	https://www.mistay.in/travel-blog/7-food-outlets-in-kolkata-that-are-a-must-visit/
		Peer-reviewed the blog: “7 little known food outlets in Pune that are bang for your buck”	https://www.mistay.in/travel-blog/7-little-known-food-outlets-in-pune-that-are-bang-for-your-buck/
		Wrote the blog: “14 Karnataka delicacies you must taste”	https://www.mistay.in/travel-blog/14-karnataka-delicacies-you-must-taste/
30	28-05-2020	Peer-reviewed the blog: “10 fun places in bangalore for the Ultimate enjoyment”	https://www.mistay.in/travel-blog/10-fun-places-in-bangalore-for-the-ultimate-enjoyment/
		Peer-reviewed the blog: “10 things you can do to keep you in shape while travelling”	https://www.mistay.in/travel-blog/10-things-you-can-do-to-keep-you-in-shape-while-travelling/
		Wrote the blog: “Top 14 delicacies of Kerala you cannot miss”	https://www.mistay.in/travel-blog/top-14-delicacies-of-kerala-you-cannot-miss/
31	29-05-2020	Peer-reviewed the blog: “5 Pleasant ways to surprise your live-in partner”	https://www.mistay.in/travel-blog/5-pleasant-ways-to-surprise-your-live-in-partner/
		Peer-reviewed the blog: “7 mistakes you should never make while travelling solo”	https://www.mistay.in/travel-blog/7-mistakes-you-should-never-make-while-travelling-solo/

		Wrote the blog: “Top 14 delicacies of Madhya Pradesh”	https://www.mistay.in/travel-blog/top-14-delicacies-of-madhya-pradesh/
32	30-05-2020	Peer-reviewed the blog: “6 Things to do on a Business Trip”	https://www.mistay.in/travel-blog/6-things-to-do-on-a-business-trip/
		Peer-reviewed the blog: “9 things your partner won't tell you but needs”	https://www.mistay.in/travel-blog/9-things-your-partner-wont-tell-you-but-needs/
		Wrote the blog: “Top 15 delicacies of Maharashtra”	https://www.mistay.in/travel-blog/top-15-delicacies-of-maharashtra/
33	31-05-2020	Peer-reviewed the blog: “7 beautiful road trips from Jaipur that will inspire wanderlust”	https://www.mistay.in/travel-blog/7-beautiful-road-trips-from-jaipur-that-will-inspire-wanderlust/
		Peer-reviewed the blog: “6 hidden hill stations in South India that redefine summer vacations”	https://www.mistay.in/travel-blog/6-hidden-hill-stations-in-south-india-that-redefine-summer-vacations/
		Wrote the blog: “Top 14 delectable delights of Tamil Nadu”	https://www.mistay.in/travel-blog/top-14-delectable-delights-of-tamil-nadu/
34	01-06-2020	Peer-reviewed the blog: “8 places in India that you should visit only if you have a guardian angel”	https://www.mistay.in/travel-blog/8-places-in-india-that-you-should-visit-only-if-you-have-a-guardian-angel/
		Peer-reviewed the blog: “7 Weekend Getaways That Are Cheaper Than A Night Out In Delhi!”	https://www.mistay.in/travel-blog/7-weekend-getaways-that-are-cheaper-than-a-night-out-in-delhi/

		Wrote the blog: “12 underrated hidden tourist attractions of Mumbai that you must visit”	https://www.mistay.in/travel-blog/12-underrated-hidden-tourist-attractions-of-mumbai-that-you-must-visit/
35	02-06-2020	Peer-reviewed the blog: “7 Offbeat getaways from Pune on a shoestring budget”	https://www.mistay.in/travel-blog/7-offbeat-getaways-from-pune-on-a-shoestring-budget/
		Peer-reviewed the blog: “10 best weekend getaways from Hyderabad very few people know about”	https://www.mistay.in/travel-blog/10-best-weekend-getaways-from-hyderabad-very-few-people-know-about/
		Wrote the blog: “12 unexplored tourist attractions in Delhi you must visit”	https://www.mistay.in/travel-blog/12-unexplored-tourist-attractions-in-delhi-you-must-visit/
36	03-06-2020	Peer-reviewed the blog: “Top 8 romantic destinations in and around Pune for that perfect date”	https://www.mistay.in/travel-blog/top-8-romantic-destinations-in-and-around-pune-for-that-perfect-date/
		Peer-reviewed the blog: “A complete guide to see Chennai within 48 hours”	https://www.mistay.in/travel-blog/a-complete-guide-to-see-chennai-within-48-hours/
		Wrote the blog: “Top 10 underrated tourist attractions in Kolkata”	https://www.mistay.in/travel-blog/top-10-underrated-tourist-attractions-in-kolkata/
37	04-06-2020	Peer-reviewed the blog: “11 steps to become a successful travel blogger”	https://www.mistay.in/travel-blog/11-steps-to-become-a-successful-travel-blogger/

		Peer reviewed the blog: “7 Secrets for a Successful Long Distance Relationship”	https://www.mistay.in/travel-blog/7-secrets-for-a-successful-long-distance-relationship/
		Wrote the blog: “Top 11 unexplored hidden treasures of Chennai”	https://www.mistay.in/travel-blog/top-11-unexplored-hidden-treasures-of-chennai/
38	05-06-2020	Peer-reviewed the blog: “Mumbai street food: 12 best things to eat”	https://www.mistay.in/travel-blog/mumbai-street-food-12-of-the-best-things-to-eat/
		Peer-reviewed the blog: “10 Nightlife spots in Gurgaon that you should surely hit up for a crazy night”	https://www.mistay.in/travel-blog/10-nightlife-spots-in-gurugram-that-you-should-surely-hit-up-for-a-crazy-night/
		Wrote the blog: “Top 16 Gujarati delicacies you must taste”	https://www.mistay.in/travel-blog/top-16-gujarati-delicacies-you-must-taste/
39	06-06-2020	Peer-reviewed the blog: “10 Best Museums In Delhi”	https://www.mistay.in/travel-blog/10-best-museums-in-delhi/
		Wrote the blog: “Top 18 must-have local foods in Andhra Pradesh”	https://www.mistay.in/travel-blog/top-18-must-have-local-foods-in-andhra-pradesh/
		Wrote the blog: “Top 9 underrated tourist spots in Bangalore”	https://www.mistay.in/travel-blog/top-9-underrated-tourist-spots-in-bangalore/
40	07-06-2020	Peer-reviewed the blog: “10 Famous Places To Visit In Mumbai”	https://www.mistay.in/travel-blog/10-famous-places-to-visit-in-mumbai/

		Wrote the blog: “18 must-taste Goan delicacies”	https://www.mistay.in/travel-blog/the-local-delicacies-of-go/
		Wrote the blog: “15 Haryanvi delicacies you must enjoy in Haryana”	https://www.mistay.in/travel-blog/15-haryanvi-delicacies-you-must-enjoy-in-haryana/
41	08-06-2020	Peer-reviewed the blog: “11 little known food outlets in Hyderabad that are bang for your buck”	https://www.mistay.in/travel-blog/11-little-known-food-outlets-in-hyderabad-that-are-bang-for-your-buck/
		Wrote the blog: “Top 7 underrated tourist attractions in Jaipur”	https://www.mistay.in/travel-blog/top-7-underrated-tourist-attractions-in-jaipur/
42	09-06-2020	Peer-reviewed the blog: “5 Best Places To Visit In Karnataka”	https://www.mistay.in/travel-blog/5-best-places-to-visit-in-karnataka/
		Wrote the blog: “5 major precautions to take in Paharganj”	https://www.mistay.in/travel-blog/5-major-precautions-to-take-in-paharganj/
43	10-06-2020	Peer-reviewed the blog: “9 no-nonsense travel tips for the busy entrepreneur”	https://www.mistay.in/travel-blog/9-no-nonsense-travel-tips-for-the-busy-entrepreneur/
		Wrote the blog: “Top 8 ways to enjoy the Delhi Summers”	https://www.mistay.in/travel-blog/top-8-ways-to-enjoy-the-delhi-summers/
44	11-06-2020	Peer-reviewed the blog: “8 Mysterious Places In India that will freak you out”	https://www.mistay.in/travel-blog/8-mysterious-places-in-india-that-will-freak-you-out/
		Wrote the blog: “Top 7 ways to enjoy monsoons in Delhi”	https://www.mistay.in/travel-blog/top-7-ways-to-enjoy-

			monsoons-in-delhi/
45	12-06-2020	Peer-reviewed the blog: “9 step complete guide to Nail the Dinner date at home”	https://www.mistay.in/travel-blog/9-step-complete-guide-to-nail-the-dinner-date-at-home/
		Wrote the blog: “Top 7 places to shop in Delhi”	https://www.mistay.in/travel-blog/top-7-places-to-shop-in-delhi/
46	13-06-2020	Peer-reviewed the blog: “9 Best Street Food from all over India”	https://www.mistay.in/travel-blog/9-best-street-food-from-all-over-india/
		Wrote the blog: “Top 7 markets to shop in Kolkata”	https://www.mistay.in/travel-blog/top-7-markets-to-shop-in-kolkata/
47	14-06-2020	Peer-reviewed the blog: “7 Best Offbeat Places worth exploring near Mumbai”	https://www.mistay.in/travel-blog/7-best-offbeat-places-worth-exploring-near-mumbai/
		Wrote the blog: “Top 8 markets to shop in Bangalore”	https://www.mistay.in/travel-blog/top-8-markets-to-shop-in-bangalore/
48	15-06-2020	Peer-reviewed the blog: “7 mesmerizing road trips From Chennai”	https://www.mistay.in/travel-blog/7-mesmerizing-road-trips-from-chennai/
		Wrote the blog: “Top 8 markets to shop in Chennai”	https://www.mistay.in/travel-blog/top-8-markets-to-shop-in-chennai/
49	16-06-2020	Peer-reviewed the blog: “7 best cafes in Mumbai for the perfect date”	https://www.mistay.in/travel-blog/7-best-cafes-in-mumbai-for-the-perfect-date/

		Wrote the blog: “Top 8 markets to shop in Hyderabad”	https://www.mistay.in/travel-blog/top-8-markets-to-shop-in-hyderabad/
50	17-06-2020	Peer-reviewed the blog: “7 best bars and Pubs in Chennai: The beach city”	https://www.mistay.in/travel-blog/7-best-bars-and-pubs-in-chennai-the-beach-city/
		Wrote the blog: “Top 9 markets to shop in Mumbai”	https://www.mistay.in/travel-blog/top-9-markets-to-shop-in-mumbai/
51	18-06-2020	Peer-reviewed the blog: “8 lakes in and around Bangalore that are a perfect outing”	https://www.mistay.in/travel-blog/8-lakes-in-and-around-bangalore-that-are-a-perfect-outing/
		Wrote the blog: “Top 7 ways to overcome post-travel blues”	https://www.mistay.in/travel-blog/top-7-ways-to-overcome-post-travel-blues/
52	19-06-2020	Peer-reviewed the blog: “11 Weird but effective ways to deal with a bad day”	https://www.mistay.in/travel-blog/11-weird-but-effective-ways-to-deal-with-a-bad-day/
		Wrote the blog: “Top 10 lesser known Bangalore facts”	https://www.mistay.in/travel-blog/top-10-lesser-known-bangalore-facts/
53	20-06-2020	Peer-reviewed the blog: “5 Best Amusement Parks In India”	https://www.mistay.in/travel-blog/5-best-amusement-parks-in-india/
		Wrote the blog: “6 mystical events that occurred in Delhi”	https://www.mistay.in/travel-blog/6-mystical-events-that-occurred-in-delhi/
54	21-06-2020	Peer-reviewed the blog: “7 little known food outlets in Delhi that are bang for your buck”	https://www.mistay.in/travel-blog/7-little-known-food-outlets-in-delhi-that-are-bang-for-your-buck/

			bang-for-your-buck/
		Wrote the blog: “6 Food Items Everyone Should Add to their Diet For A Healthier Lifestyle Post-Covid”	https://www.mistay.in/travel-blog/top-6-essential-foods-to-include-in-your-diet-post-covid/
55	22-06-2020	Peer-reviewed the blog: “7 romantic things to do for couples in Mumbai”	https://www.mistay.in/travel-blog/7-romantic-things-to-do-for-couples-in-mumbai/
		Wrote the blog: “6 ways to upgrade your skills this quarantine”	https://www.mistay.in/travel-blog/6-ways-to-upgrade-your-skills-this-quarantine/
56	23-06-2020	Peer-reviewed the blog: “6 best places for a foodie to visit in Delhi”	https://www.mistay.in/travel-blog/6-best-places-for-a-foodie-to-visit-in-delhi/
		Wrote the blog: “6 trending work outs that you can include while staying home during this pandemic”	https://www.mistay.in/travel-blog/6-trending-work-outs-that-you-can-include-while-staying-home-during-this-pandemic/
57	24-06-2020	Peer-reviewed the blog: “7 must-visit tourist destinations in Maharashtra”	https://www.mistay.in/travel-blog/7-must-visit-tourist-destinations-in-maharashtra/
		Wrote the blog: “Top 7 ways to overcome the lockdown blues”	https://www.mistay.in/travel-blog/top-7-ways-to-overcome-the-lockdown-blues/
58	25-06-2020	Peer-reviewed the blog: “7 hidden places in Goa that are unexplored even today”	https://www.mistay.in/travel-blog/7-hidden-places-in-go-a-that-are-unexplored-even-

			today/
		Wrote the blog: “7 Things That Couples Should Discuss More Often For A Helthy Reltionship”	https://www.mistay.in/travel-blog/7-things-that-couples-should-discuss-more-often-for-a-healthy-relationship/
59	26-06-2020	Wrote the blog: “Top 5 tips for the students travelling for an exam”	https://www.mistay.in/travel-blog/top-5-tips-for-the-students-travelling-for-an-exam/
		Wrote the blog: “Top 5 reasons to avoid travelling at night”	https://www.mistay.in/travel-blog/top-5-reasons-to-avoid-travelling-at-night/
60	27-06-2020	Wrote the blog: “Top 6 games we could have won gold had they been in the Olympics”	https://www.mistay.in/travel-blog/top-6-games-we-could-have-got-gold-had-they-been-in-the-olympics/
61	28-06-2020	Wrote the blog: “Top 6 ways to maintain mental balance during the pandemic”	https://www.mistay.in/travel-blog/top-6-ways-to-maintain-mental-balance/
62	29-06-2020	Wrote the blog: “Top 7 Essentials to Carry for Post-Corona Traveling”	https://www.mistay.in/travel-blog/top-7-essentials-to-carry-for-post-corona-travelling/
		Wrote the blog: “Top 6 food habits everyone must follow”	https://www.mistay.in/travel-blog/top-6-food-habits-we-should-follow/

		Wrote the blog: “Top 8 travel accessories to travel smartly in 2020”	https://www.mistay.in/travel-blog/top-8-travel-accessories-to-travel-smartly-in-2020/
63	30-06-2020	Wrote the blog: “Life After Corona: Top 6 Ways Our Daily Life Might Shape Post-Pandemic”	https://www.mistay.in/travel-blog/life-after-corona-top-6-ways-our-daily-life-might-shape-post-pandemic/
		Wrote the blog: “7 trending habits that people acquired staying home during this pandemic”	https://www.mistay.in/travel-blog/7-trending-habits-that-people-acquired-staying-home-during-this-pandemic/

LEARNINGS

The summer project definitely did have a profound impact on my learning graph. I learnt multiple technical and soft skills. Besides the corporate exposure and a composite growth, some of the notable learning of the internship is as follows:

1. **Inter-personal skills:** Over the multiple meetings, I definitely did learn communication and inter-personal skills. As I expressed my problems and helped to solve the obstacles of my fellow interns, I honed my soft skills.
2. **Writing Skills:** As I wrote one blog after the other to complete 100 engaging and relevant blogs in 2 months, my writing skills improved many folds.
3. **Search Engine Optimization:** In a bid to find 100 relevant blogs, I tried to understand the mechanism of the Search Engines so that whenever anybody searches for hourly hotels in any place in India, the web pages of MiStay are displayed at the top of the list. I also tried to understand the art of writing engaging relevant blogs which could organically increase the web page traffic for MiStay.
4. **Understand Peers:** The major competitors of MiStay are OYO Rooms, Airbnb and MakeMyTrip. While searching for relevant engaging blog posts, I tried to understand the operations of the competitors. I also referred to their variety of travel blogs for suggestions. MakeMyTrip and OYO Rooms has already become household names. I tried to understand the ways in which MiStay could carve a name for itself. I had to write the blogs to glorify hourly hotels and dayuse hotels over the concept of booking hotels for the entire day. The idea was definitely to reach maximum number of people and explain the idea and benefits of hourly hotels over regular ones.

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