

Institute of Management, Nirma University



**Summer Internship Project
Final Report**

Submitted By:

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Submitted To:

Asst. Prof. Tirthank Shah

Internship Organization:

D B Corp Ltd. (Homeonline.com)



**Dainik Bhaskar
GROUP**

Date of Submission: 12th July, 2021

Author of the Report

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Organization Name

- DB Corp Ltd. (Homeonline.com)

Project Title

- Product Enhancement
- Quality Audit

Organization Address

- FC -10 & 11 Film City, Sector 16A, Noida (U.P)

Date of the Report

- 12th July, 2021

Purpose of Report

- To understand and report the learning's during the tenure of internship at DB Corp Ltd.

Prepared for

- Institute of Management, Nirma University

Faculty Guide

- Asst. Prof. Tirthank Shah

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Acknowledgement

The internship opportunity I had with DB Corp Ltd. was a great chance for learning and professional development. Therefore, I would like to thank DB Corp Ltd. for providing me this opportunity to work with organization and enhance my knowledge.

I am also grateful to Institute of management, Nirma University (IMNU) for providing me the opportunity to go through the internship programme that helped me get insights into functioning of a highly prestigious organization.

I would also like to convey my heartiest thanks to Mr. Melvin Dsa, Mr. Prashant Tiwari and Mrs. Meenakshi from DB Corp Ltd. for continuous guidance and encouragement through the summer training.

Finally I would like to express my deepest gratitude to my faculty guide Asst. Prof. Tirthank Shah for the precious guidance and support which was extremely valuable in enhancing my experience as an intern.

Executive Summary:

This report aims to describe my learnings and experience during the two month summer internship programme at DB Corp Ltd. (homeonline.com) in the role of operations intern.

DB Corp Ltd. is a very renowned brand in print media industry and has been expanding into various other sectors. Homeonline.com is the real estate portal division and wholly owned subsidiary of DB Corp Ltd.

As an operations intern I got chance to work with the product enhancement team for the first month and with the quality audit team for the second month. I got to know about various benchmarks and aspects of real estate industry and also about the functioning of an internet company.

Introduction

Organization Name: **DB Corp Ltd. (Homeonline.com)**



Organization Business Sector:

Dainik Bhaskar Group is India's Largest Newspaper Group has a readership of 1.96 Cr (Source:IRS Q2 2012). It includes flagship Hindi daily newspaper – Dainik Bhaskar, Gujarati daily – Divya Bhaskar, Marathi daily – Divya Marathi, also includes MY FM (FM Radio Channel in 17 Cities across 7 States) and IMCL (Digital Media). The diversified group also has strong presence in other sectors like Power Generation Distribution, Textile, Malls, Hotel, Real-Estate and Printing.

About the Company:

Homeonline.com is a subsidiary of Dainik Bhaskar Group. It aims to provide next-gen services customized specifically to address the problems being faced during home search and in pre & post buying services supported by the up-to- date and authentic information provided on the website.

It is a unique digital platform which offers 360-degree solution to customers for all their property needs. The portal is completely devoted to meet every requirement of the customer. Customers can find expert advice to all the queries and specific information like property news, legal and loan guidance, home tips and home décor. Homeonline.com provides credible information with maximum properties on the portal.



Target segment for the company is tier 2 & tier 3 cities because other competitor companies have established themselves in metro cities and is successfully catering to the demand. Whereas a large segment of the market was untapped and huge scope for the business growth resides in tier 2 & tier 3 cities and Homeonline.com has been successful in capturing those markets. The company follows a subscription based revenue model.

Services offered by the company:

- Property buying :- Residential/Commercial/Luxury segment
- Property rental :- Residential properties for rent
- Property on lease:- Commercial property for lease
- Property selling or renting:- Free posting or package based
- Home buying guide/ home tips
- Home design/ customization advice
- Home search officer:- Personalized assistance for seekers

Department, Role and contribution

I was selected for the Quality & Data analyst profile. So to give me a comprehensive experience, the internship was divided into two parts and I was exposed to working of two different departments. For the first month I was working on the product enhancement and user engagement. In the second month I was shifted to Quality analysis department.

It was a work from home internship. Meetings and discussions were held on video conferencing platform. Other regular communications were made on mails, messaging apps or phone calls. Daily update of the day's tasks was to be done on web based spread sheet (created by the organization guide).

Methodology

While working on product enhancement during the first phase of internship I was working on the websites backend which requires dealing with data. In the beginning of internship sufficient training was provided to carry out daily allotted tasks on our own. Personal ID and password was provided created on domain of homeonline.com which had access to websites backend where data could be edited. Daily update of task completed was posted on a web based spreadsheet (created by organization guide) at end of each day, which assisted in monitoring the tasks completed by me and the progress in product enhancement.

The primary tasks were to:

- Acquire data from primary or secondary data sources
- Analyzing the data and maintaining databases/data systems on the basis of acquired data
- Creating of unlisted projects on the website
- Mapping of projects that are already listed on the website

On the first day after training I was able to acquire data for only 12 projects that were into consideration. But with increasing fluency, experience and constant support from the organization guide I was able to acquire and analyze data more rapidly and the end count stood at 1000+ projects from the database of the company at rate of 45 to 55 per day, which helped in increasing the user engagement.

During the second leg of the internship I was shifted to Quality audit department. It started with the necessary training where I got to learn about various aspects such as technical and finance related to real estate. As a part of the training a list of properties was provided for performing trail audit based on the benchmark and predefined standards. After the completion of training and imparting the necessary working knowledge required in quality audit of the listings on the website the task sheet was allotted on a daily basis to perform the quality audit. Certain degree of autonomy was given while auditing the properties. The audit score sheet(fig.1) was provided by the organization guide and the score of audit had to be recorded in the given format only. The process of auditing included:

- Quality Audit of listings on the website.

- Quality Audit of images, content etc. present on the website.
- Identifying the errors impacting the process & take corrective/preventive action
- Analyzing the data & preparing quality reports & dashboards on timely basis.

	A	B	G	H	I
1	Auditor Name	Shubham Mishra			
2	City	Gwalior			
3	Property Key	XHJ6K3T9LK79			
4	Audit Date	18/6/21			
5	Owner type(individual)	Individual			
6	Property Type	VILLA / INDIVIDUAL HOUSE			
7	Property Posted BY	sarita.kumari@homeonlinecc.com			
8	Property Details Correct and relevant	85.71%			
9	Price mentioned in property is correct (as per Sqft or as per location)	Yes			
10	Size of Property is relevant as per BHK (eg. carpet area, built up area)	Yes			
11	Complete address/landmark captured correctly(no spelling mistakes)	No			
12	Project name available and Correct	Yes	85.71%	Need to Fill Manually	
13	Additional Property Details	90.00%		Number of Fields Available	Number of Fields Completed
14	Additional property details Filled	9	90.00%	10	9
15	Images	80.00%			
16	Images available in property (min. max no. need to be decided))	Yes			
17	Relevant images/correct images/ images are not Duplicate/ Image posted with correct angle and Cropped if required	Yes			
18	Images does not have water mark/ Other details should not be mentioned in images/ No clear physical appearance.	No			
19	Images posted are clear and are not blur/Lighting conditions followed	Yes			
20	Descriptive/Relevant Captions mentioned in images	Yes	80.00%		
21	Completion Score	50.00%			
22	Completion score min. is achieved by listing(min. 80%)(LCS)	Yes	50.00%		
23	Overall Score	88.50%	89%		

Fig.1-audit score sheet

Before the end of the internship a presentation was to be prepared drawing comparison between homeonline.com and other major competitors. The presentation was prepared based on the USP and other distinguishing features of competitor websites. The presentation also contained observations and suggestions. The following suggestions were made:

- Creation of a Wikipedia page for homeonline.com, this could help in building brand reputation, will add a level of credibility, provide more exposure & improved visibility. A Wikipedia page could also helps in better SEO ranking.
- A valuation tab could be added for the sellers, depicting the current price trend. It would help sellers in projecting a fair price for their house.

Observations

The training provided at the organization is in a holistic manner. The organization guides were ever ready for the queries and overcoming any problem related to work. During the internship I got to learn about the functioning of an internet company and real estate sector. Other than it I also got to know about the working of efficient organization, working under pressure since there were strict deadlines for tasks. During the quality audit part of the internship I also had no room for error in the work since it was directly connect to the listings on the website and hence a job with extra responsibility. Though being in a work from home setup the training programme was designed in the manner to get maximum output and providing more insights to interns by exposing them to different domains and giving them a taste of actual work culture along with sense of responsibilities.

Conclusion

The overall experience of working with DB Corp Ltd. was satisfying and has helped me gaining insights into the industry. It helped me increased my knowledgebase and needless to say there is much more to learn and improve upon. It has given me confidence and vision to explore the field further and make way into this industry. Also I have learned the importance of time-management skills and about the work culture of an efficient organization.

References

1. <https://www.homeonline.com/> Retrieved July 10, 2021.

Annexure