



CERTIFICATE OF INTERNSHIP

This certificate is awarded to

SHANAYA D'SILVA

for successfully completing her internship program at TheWhyCulture,
committing and providing her services for 3648 hours in total.

The internship was conducted from February 1st to July 1st, 2020.

Kaushik Kumar
Creative Head

Rishika Desai
Founder

Shanaya Dsilva

UID- 181071, ROLL- 284

Department of Psychology

Internship Experience Report - TheWhyCulture, Mumbai.

By investing in internships, you'll give yourself the broadest spectrum of opportunities that's why, after my second year, I chose to take on a content writing internship starting 1st February 2020 to 1st July 2020. I undertook this 5-month internship at TheWhyCulture, Mumbai. This is an entertainment online platform that calls for a team of dynamic content creators to generate interesting yet informative content for its target audience.

As an intern, I was responsible for researching and executing intriguing and interactive content for a variety of subjects from recognized sources completing 3648 hours of service in total. I also worked with the content writing team on short deadlines and covered time-sensitive material providing fact-checked empirical data. Apart from just writing blog articles, I also curated and reported the relevant web content back to the head of the team, managing and coordinating with the publishing team.

Through this internship, I was able to learn about a lot of new information, facts, and a variety of domains that were very new to me through the intense reading that I went through. I was also able to cohesively work with a team, build rapport and contribute to the growth of the platform. This enriching experience has helped me broaden my thinking and most importantly, given me a sense of professionalism and a clearer view of what it meant to be in the professional world. This 5-month period has helped me understand what it takes to smoothly run a company through the uncontrollable uncertainties around. Therefore, I gained a lot of valuable insights during my internship.