

Summer Internship 2026 at Eligo CS: BBA Students of COE Sanjauli Gain Practical Industry Exposure

Company: Eligo CS Shimla

Period :12 May 2026 to 25 June 2026.

The Centre of Excellence Government College Sanjauli continues to strengthen its commitment towards experiential learning and industry-oriented education by providing students with valuable opportunities for practical exposure. As part of this effort, three BBA students—**Kashish, Srishti, and Aman**—completed a **Summer Internship Program at Eligo CS from 12 May 2026 to 25 June 2026.**

The internship offered the students an excellent platform to bridge the gap between classroom learning and professional practice. During the training period, the interns worked in diverse domains of sales, marketing, and digital business operations, gaining first-hand exposure to contemporary industry practices.

Each student was entrusted with specialised responsibilities according to their assigned role. Kashish worked as a LinkedIn Sales Strategist, where she developed skills in lead generation, prospect identification, professional networking, and client communication. As a Social Media Manager, Srishti gained practical knowledge in social media management, audience engagement, and digital communication strategies. Aman served as an SEO Strategist, acquiring expertise in SEO (search engine optimization) techniques and methods to enhance online visibility.

In addition to their specific roles, the students received hands-on training in CRM management, customer relations, lead management, data organisation, and the use of digital business tools. The internship further strengthened essential professional competencies such as communication skills, teamwork, analytical thinking, problem-solving ability, and time management.

This industry exposure enabled the students to apply concepts learned through their BBA curriculum in real-world business settings and gain valuable insights into professional work culture and industry expectations. The internship experience significantly contributed to their academic growth, career preparedness, and the development of industry-relevant skills.

The successful completion of this internship reflects the institution's continuous efforts to promote practical learning, skill enhancement, and stronger industry-academia collaboration. Such initiatives play an important role in preparing students to meet the evolving demands of the professional world



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