Internship Report
On

Content Creation and PR

At
Purple Wings Entertainment

Submitted in partial fulfillment of the requirement for the degree of MA (JMC)

By

Vanshika Tayal

2309670003

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K.R.MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

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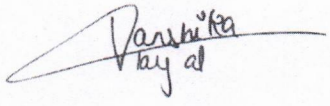
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CANDIDATE'S DECLARATION

I, Vanshika Tayal, with enrollment number 2309670003, a student of the **Masters of Arts in Journalism and Mass Communication (MAJMC)**, Semester 4th, at **K R Mangalam University**, hereby declare that I assume full responsibility for the information, results, and all other content presented within this report. I have diligently ensured to respect and uphold intellectual property rights in every aspect and have appropriately acknowledged the contributions of others that have been utilized for academic purposes.

In addition, I confirm that all sources and references have been properly cited to honor the original creators' intellectual property. I understand and acknowledge the gravity of intellectual property rights and copyrights and have made every effort to comply with these ethical standards. Should there be any inadvertent violation of intellectual property rights or copyright within this report, I, as the candidate, accept full responsibility for such infractions. My academic supervisor shall not be held liable for any partial or complete infringement of intellectual property rights or copyright that may occur.

This declaration is made to certify that the statements provided by the undersigned candidate are accurate and truthful to the best of my knowledge. I stand by the integrity and authenticity of the content and conclusions presented in this academic submission.



Vanshika Tayal
MA (JMC) 4th Semester, SJMC
2309670003
K.R. Mangalam University

OFFER LETTER BY THE ORGANISATION

PURPLE WINGS
ENTERTAINMENT

E-87, FOURTH FLOOR, ABUL FAZAL ENCLAVE 1, JAMIA NAGAR, OKHLA, NEW DELHI 110025, INDIA
CIN NO. U74300DL2021PTC377054

INTERNSHIP OFFER LETTER

Dear Vanshika,

We are pleased to extend to you an offer for the position of **Intern** at **Purple Wings Entertainment** (PWE), starting **February 13, 2025**

This internship is governed by the terms and conditions outlined in this letter, as well as the company's policies and regulations.

Position Details:

- **Duration**: The internship will run for one month, from **February 13, 2025 to March 15, 2025**.
- **Work Schedule**: You will be required to work in the office for 5 days a week, from 10:00 AM to 6:00 PM.
- **Stipend**: You will receive a monthly stipend of ₹3,000. In addition, you will be eligible for a conveyance allowance of up to ₹1,000 per month.
- **Reporting Line**: During your internship, you will be reporting directly to Ankita Chamoli, Chief Executive Officer.

Additional Information:

- Please ensure that you bring any necessary personal equipment, such as your laptop, to carry out your duties effectively.
- All office equipment and property are to be used solely for company-related work. Personal use of company resources is not permitted.

We are excited to have you on board and are confident that this internship will provide you with valuable experience and growth opportunities.
We believe you will thrive in the dynamic and supportive environment at PWE.

Best regards,
Ankita Chamoli
Chief Executive Officer
Purple Wings Entertainment

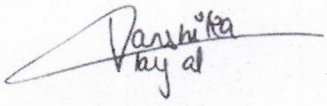


info@purplewingentertainment.com

ACKNOWLEDGEMENT

It is with great pleasure that I present this report on my experience at **Purple Wings Entertainment**, which forms part of my **MA (JMC)** program at **K.R Mangalam University**. I would like to extend my heartfelt gratitude to my supervisor, **Ms. Ankita Chamoli**, whose guidance and support were invaluable throughout my time. Her mentorship from the beginning to the successful completion of my work has been instrumental in my learning experience. I am also deeply appreciative of my colleagues and team members, whose assistance and collaboration were crucial during this period. My thanks extend to my friends who supported me throughout this endeavor.

I am grateful to everyone who played a role in helping me complete this project. I would like to express my profound appreciation to my parents and siblings for their unwavering support and encouragement. Their strength and moral support have been the foundation of my success, and I dedicate this study to them, cherishing their blessings and good wishes.



Vanshika Tayal
2309670003
MA (JMC) 4th Semester

ABOUT THE ORGANISATION

Purple Wings Entertainment is a dynamic video production agency based in Noida, India, established in 2021. Founded by RJ Naved Khan and Shaista Khan, the company has swiftly gained recognition for its innovative and client-centric approach to digital storytelling.

PURPLE WINGS
ENTERTAINMENT

Vision & Mission

Vision: To empower brands by delivering compelling visual narratives that resonate with audiences and elevate brand identity.

Mission: To provide tailored video production and digital marketing solutions that align with client objectives, ensuring quality, creativity, and impactful storytelling.

Services Offered

Purple Wings Entertainment offers a comprehensive suite of services:

- **Content Creation**: Crafting engaging videos that capture brand essence.
- **Influencer Marketing**: Collaborating with influencers to amplify brand recognition.
- **SEO & Digital Marketing**: Enhancing online visibility through strategic digital campaign.
- **Branding and Identity**: Developing cohesive brand identities that stand out.

- **Digital Images & Videos**: Producing high-quality visual content for various platform.

Operational Area

Operating primarily from Noida, Uttar Pradesh, Purple Wings Entertainment serves clients across India, offering both on-site and remote services to cater to diverse business needs.

The Story Behind Purple Wings Entertainment

The name "Purple Wings" symbolizes creativity, ambition, and the freedom to soar beyond conventional boundaries. "Purple" often represents imagination and inspiration, while "Wings" denote the ability to transcend limits, reflecting the company's commitment to innovative and boundary-pushing storytelling.

Core Values

- **Client-Centricity:** Prioritizing client needs and visions in every project.
- **Creativity:** Fostering innovative approaches to storytelling.
- **Integrity:** Maintaining transparency and honesty in all dealings.
- **Excellence:** Striving for the highest quality in every deliverable.
- **Collaboration:** Working closely with clients and partners to achieve shared goals.

Strategic Approach

Purple Wings Entertainment adopts a holistic approach to digital content creation:

- **Understanding Client Goals:** Engaging in thorough consultations to grasp client objectives.
- **Tailored Solutions:** Designing customized strategies that align with brand identity.

- **Leveraging Technology:** Utilizing cutting-edge tools and platforms for content production.
- **Continuous Improvement:** Regularly updating methodologies to stay ahead in the digital landscape.

Impact and Achievements

Since its inception, Purple Wings Entertainment has made significant strides:

- **Diverse Portfolio:** Successfully executed projects across various industries, showcasing versatility.
- **Client Satisfaction:** Built a reputation for exceeding client expectations through dedicated service.
- **Industry Recognition:** Acknowledged for innovative approaches in video production and digital marketing.

Practical Training

Internship Overview – Purple Wings Entertainment (PWE)

As part of the MA (JMC) curriculum at K.R. Mangalam University, I completed a **one-month internship** (13th January – 13th February 2025) at **Purple Wings Entertainment**, a leading video production and digital marketing agency based in Noida. My internship combined roles in **content creation** and **public relations/sales**, providing hands-on exposure to the fast-paced media environment.

Daily Responsibilities

Content Writing & Digital Strategy:

- Created and scheduled engaging content for PWE's social media platforms (Instagram, Facebook, etc.).
- Curated scripts and captions aligned with the brand voice.
- Collaborated with the design and video team to produce campaigns that boosted audience engagement.

PR & Sales Pitching:

- Identified potential clients and pitched them advertising/collaboration proposals.
- Drafted personalized brand communication emails and PR outreach messages.
- Supported in crafting sales decks and PR kits to present to clients.
- Managed follow-ups, negotiated deliverables, and helped secure partnerships.

Challenges Faced & Solutions

Challenge	Solution Implemented
Balancing content creation with active brand pitching	Created a detailed schedule and prioritized tasks daily to manage both responsibilities efficiently

Challenge	Solution Implemented
Adapting tone and language for different brands	Researched each brand's values and communication style before drafting proposals
Limited response from initial PR pitches	Customized messaging and followed up with updated content that matched the client's vision

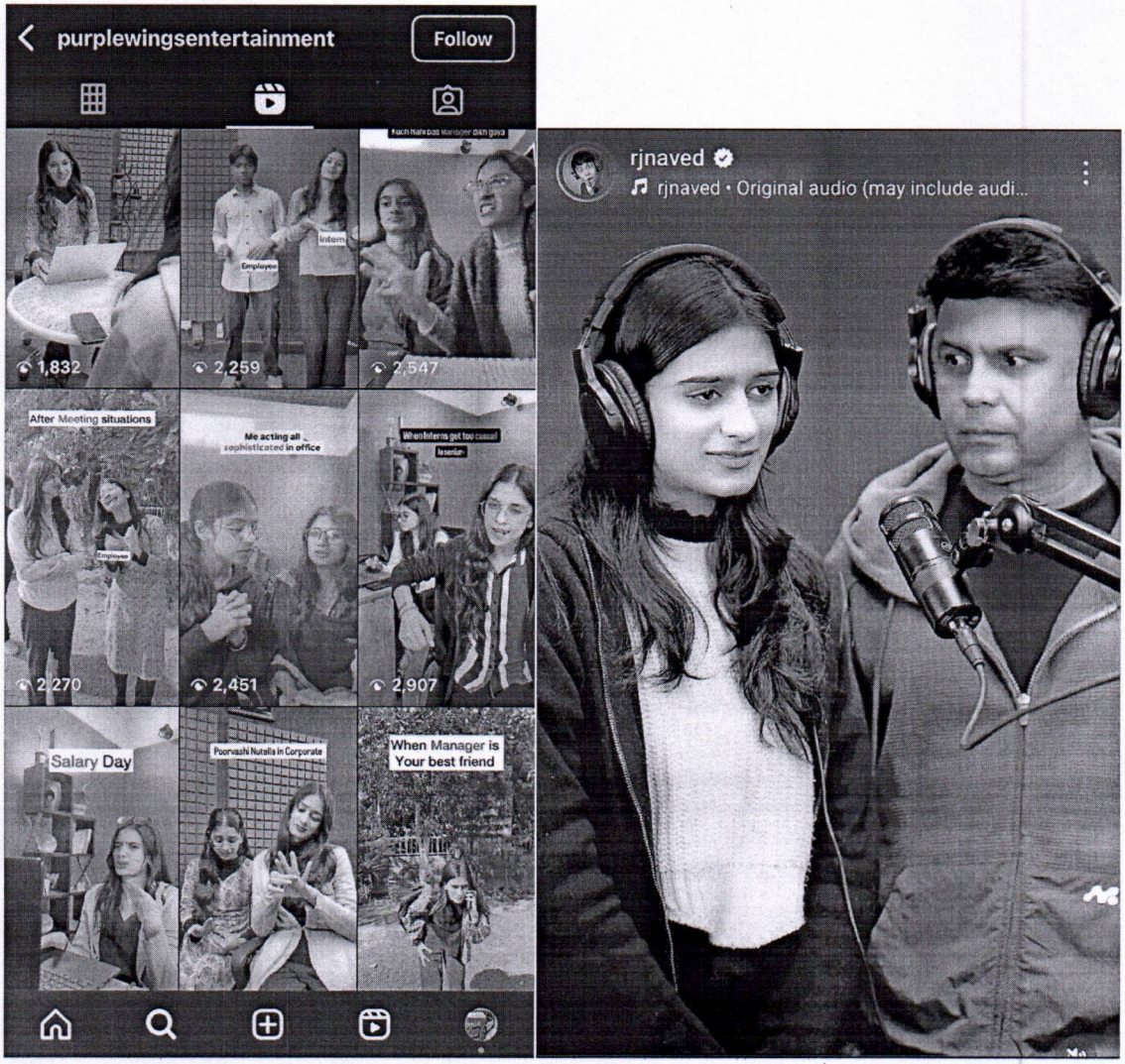
Achievements

- Secured multiple brand pitches by crafting persuasive outreach content.
- Successfully contributed to a notable campaign proposal, appreciated by the team.
- Developed original and interactive content ideas for social media which increased engagement metrics.
- Received positive feedback from the supervisor for consistent creativity and initiative.

Learning Outcomes

- **Content Strategy & Social Media:** Gained real-world skills in content planning, creation, and digital storytelling.
- **Brand Pitching & Client Handling:** Understood the fundamentals of marketing communication, persuasion, and client acquisition.
- **Public Relations:** Learned how to build and maintain brand relationships through personalized outreach.
- **Team Coordination & Time Management:** Juggled multiple responsibilities while contributing effectively in a team-based creative environment.
- **Digital Marketing Knowledge:** Gained insight into branding, influencer marketing, and audience engagement techniques.

WORKSAMPLE


purplewingsentertainment
Follow
1,832
Employee
Intern
2,259
2,547
After Meeting situations
Employee
2,270
Me acting all ... sophisticated in office
2,451
When Intern's get too casual
Intern
2,907
Salary Day
Poorvashi Nutalls in Corporate
When Manager is Your best friend
rjnaved
rjnaved • Original audio (may include audi...


8,378


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GURUGRAM OFFICE OPENING



Conclusion

My internship at **Purple Wings Entertainment** was a significant and enriching phase of my academic journey as a Master's student in Journalism and Mass Communication. Over the course of one month (13th January to 13th February 2025), I had the opportunity to work in a dynamic, fast-paced media environment that allowed me to apply theoretical knowledge in real-world scenarios and develop practical skills essential for the industry.

Purple Wings Entertainment, known for its creativity in video production, digital marketing, and brand storytelling, offered me exposure to multiple facets of content creation, social media management, client communication, and PR strategy. My role involved content writing, handling social media posts, scripting for digital campaigns, and engaging in client outreach and brand pitching. These tasks helped me gain a hands-on understanding of how modern-day content strategies are built and executed for diverse audiences.

Throughout the internship, I was guided and supported by a professional team that fostered learning and encouraged initiative. I faced several challenges—such as meeting tight deadlines, adapting content for various brand tones, and effectively communicating with clients—which ultimately helped me become more focused, versatile, and confident. I learned how to work collaboratively, manage time effectively, and approach tasks with creativity and strategic thinking.

This internship has not only enhanced my communication and writing skills but also introduced me to the essentials of digital branding, influencer marketing, and campaign ideation. Moreover, it has significantly improved my understanding of content as a core element in brand-building and media influence. I also witnessed how storytelling, design, and client servicing work hand-in-hand in the media industry.

INTERNSHIP COMPLETION CERTIFICATE

PURPLE WINGS
ENTERTAINMENT

E-87, FOURTH FLOOR, ABUL FAZAL ENCLAVE 1, JAMIA NAGAR, OKHLA, NEW DELHI 110025, INDIA
CIN NO. U74300DL2021PTC377054

Wednesday , 5th March '25

SUB: INTERNSHIP COMPLETION LETTER

We are pleased to confirm that **Ms. Vanshika Tayal** has successfully completed her internship with **Purple Wings Entertainment** from **February 13 to March 15, 2025.**

During her internship, she actively participated in various research and content-related activities.

Her inquisitive nature and dedication stood out, demonstrating a strong eagerness to learn and contribute effectively to the company's functions.

She consistently put in her best efforts to achieve optimal project outcomes.

It was a pleasure working with Ms. Vanshika, and we sincerely wish her success in all her future endeavors.

Ankita Chamoli
Chief Executive Officer

info@purplewingentertainment.com