



DIGITAL LIBRARY: MEETING THE NEEDS OF ACADEMIC FRATERNITY

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ABSTRACT

Mozo hunt is a digital media house that website is just like a Digital library, it is an online learning platform that provides the best reading material and knowledge to academics. Founded in 2021 with the goal of making knowledge sharing easy. Mozo hunt helps the students and teachers to better understand and remember their projects, assignments, and case studies. Mozo hunt has since grown into a top destination for professional content. Now mozo hunt is one of the most trusted websites for Indian universities because it supports students on their unique learning journey as they seek help and resources to understand.

INTRODUCTION

Mozo hunt is a digital media house that website is just like a digital library. Students can subscribe or contribute their own resources to access millions of learning materials, including practice problems and study guides. Build knowledge quickly with concise, well-presented content from top experts.

It Provides Study Resources:

1. HR, finance-related case studies
2. Projects reports
3. Newspapers
4. Health and diet-related magazines,
5. Fashion and style magazines
6. Assignments related to finance and management.

I learned and studied during the internship here.

CONVINCING AND COMMUNICATION SKILLS

During my internship, I learned how to convince the Consumer of our company products. Persuasion skills help me to increase sales. During my internship, I improve my communication skills.

SALES AND MARKETING SKILLS

This internship project helps me to sharpen my sales and marketing skills and use them in a better way. These skills help me to complete my sales target effectively and efficiently. Good convincing and communication skills helps me to reach and complete the sales target and with the help of these my sales and marketing skills improved.

CHALLENGE IN DIGITAL LIBRARY MARKETING

It is very difficult to convince the consumer telephonically because most of the time customers don't want to lessen or if any customer lessens then he/she can't take any step towards our product.

Digital library marketing is keeping our users informed about the resources and services that match their needs this thing is also a challenge.

Convincing customers with the help of social media was also a challenge because sometimes he /she were not taking our conversation seriously or sometimes he /she were not able to understand the offerings.

CONCLUSION

Mozo hunt Pvt Ltd is a cloud-based digital publishing and distribution platform that helps publishers, authors, students, teachers content aggregators, service providers, educational

institutions, and corporate, etc, to produce, import, sell, manage and deliver content across devices is digitally accessible formats in a secure environment. With this internship project, I developed my skills and knowledge with a better experience also. With this intership, I found my weakness and strength also.

MoZo hunt helps the students to improve their knowledge and skills and provide good learning skills also and helps to get success in life and good career opportunities.