

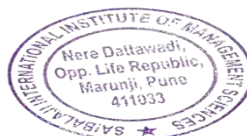


Metric 1.3.2

Percentage of students undertaking project work/field work/ internship

LIST OF SUPPORTING DOCUMENTS

| Sr. No. | Documents |
|---------|-----------------------------------------------------------|
| 1. | Summary of students undertaking Summer Internship Project |
| 2. | Syllabus of Summer Internship Project |
| 3. | List of Students undertaking Summer Internship Project |
| 4. | Certificate of Completion of Summer Internship Project |
| 5. | Sample Summer Internship Project Report |



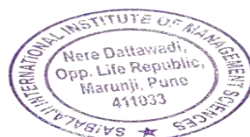

Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Summary of students undertaking Summer Internship Project as per Specialization for Academic Year 2022-23

(Data for the latest completed Academic Year)

| Sr. No. | Specialization | Number of Students |
|---------|--------------------------------------|--------------------|
| 1. | Marketing Management | 87 |
| 2. | Financial Management | 62 |
| 3. | Human Resource Management | 24 |
| 4. | Operations & Supply Chain Management | 05 |
| 5. | Business Analytics | 01 |
| | Total | 179 |



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Master of Business Administration (MBA) –Syllabus 2019 Pattern (revised)

2 year, 4 Semester Full time Programme
Choice Based Credit System (CBCS) and Grading System
Outcome Based Education Pattern

MBA I effective from AY 2022-23

MBA II effective from AY 2022-23

1.0 Preamble: The revised MBA Curriculum 2022 finetunes the MBA 2019 Pattern which was built upon the Choice Based Credit System (CBCS) and Grading System and the Outcome Based Education. The MBA Curriculum 2022 also incorporates several aspects of NEP.

2.0 Definitions:

2.1 Outcome Based Education:

2.1.1 Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies:

- a) There must be a performer – the student (learner), not only the teacher
- b) There must be something performable (thus demonstrable or assessable) to perform
- c) The focus is on the performance, not the activity or task to be performed

2.1.2 Programme Educational Objectives (PEOs): Programme Educational Objectives are a set of **broad future-focused student performance outcomes** that explicitly identify what students will be able to do with what they have learned, and what they will be like after they leave school and are living full and productive lives. Thus PEOs are what the programme is preparing graduates for in their career and professional life (to attain within a few years after graduation¹).

2.1.3 Graduate Attributes (GAs): Graduate Attributes (GAs) are the qualities, knowledge and capabilities that students are encouraged to take responsibility for developing throughout their studies and are the defining characteristics of the students passing out of the MBA program. These attributes include, but go beyond, the disciplinary expertise or technical knowledge.

2.1.4 Programme Outcomes (POs): Programme Outcomes are a set of narrow statements that describes what students (learners) of the programme are expected to know and be able to perform or attain by the time of graduation.

2.1.5 Programme Specific Outcomes (PSOs): Programme Outcomes are a set of narrow statements that describes what students (learners) of a particular specialization of the programme are expected to know and be able to perform or attain by the time of graduation. PSOs are also a function of the various course combinations offered by the Institute.

2.1.6 Learning Outcomes: A learning outcome is what a student CAN DO as a result of a learning experience. It describes a specific task that he/she is able to perform at a given level of competence under a certain situation. The three broad types of learning outcomes are:

- a) Disciplinary knowledge and skills
- b) Generic skills
- c) Attitudes and values

2.1.7 Course Outcomes (COs): A set of specific statements that describes the complex performances a student should be capable of as a result of learning experiences within a course.

2.1.8 Teaching and Learning Activities (TLAs): The set of pedagogical tools and techniques or the teaching and learning activities that aim to help students to attain the intended learning outcomes and engage them in these learning activities through the teaching process.

2.1.9 Assessment: It is the process of collecting, recording, scoring, describing and interpreting information about learning

2.1.10 Outcome Based Assessment (OBA): An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What evidence of student learning is most relevant for each learning outcome and what standard or criteria will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

2.1.11 Rubric (Assessment Rubric): A rubric for assessment, also called a scoring guide, is a tool used to interpret and grade students on any kind of work against criteria and standards.

2.2 Academic credit: An academic credit is a unit by which the course work (theory/ practical/ training) is measured. Each course may be allotted credits in proportion to the time expected to be devoted by the student for that course. Thus, it determines the number of hours of instructions required per week

¹ Graduation refers to passing out of the MBA programme. Graduation does NOT refer to 10+2+3/4 degree e



5. It is NOT MANDATORY for a learner to opt for Alternative Study Credit Courses. However, Faculty members may advise a student to enroll for Alternative Study Credit Course(s) after a methodical assessment of the relevant competencies of the student.
6. Institutes may stipulate additional criteria for students desirous to take up Alternative Study Credit Courses.
7. A MINIMUM of 60% of the total credits earned by a learner through ASCC shall either be from MOOCs or from Professional Certification Programmes.
8. Thus a learner may skip all Generic Elective (GE - IL) courses and skip all Subject Elective (SE - IL) courses and earn the required 22 credits entirely through ASCC.
9. The same TYPE of ASCC can be opted for multiple number of times. Norms for the same are prescribed in the relevant section later in this syllabus document. For e.g. A student may undertake 11 "Professional Certification Programs" and earn 22 credits or complete 11 MOOCs and earn 22 Credits.
10. ASCC shall be executed in online study mode / field work or project mode / certification mode.
11. A faculty guide shall be assigned for such courses. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
12. The learner shall select the ASCC that he/she desires to opt for and submit an outline of the proposed study relevant to the course. The faculty guide shall approve the proposal after considering the nature of the work, learning effort required, desired outcomes and comprehensive coverage of the topic.
13. There is no defined syllabus for the ASCC courses. Institutes shall define the syllabus and announce the same on the website.
14. Since ASCC is a guided self study course 40 - 45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
15. The start date of the ASCC such as Professional Certifications shall be after the admission date for the MBA programme and the end date of the ASCC shall be within 6 months of the start date of the ASCC, but before the completion of Sem IV.
16. The list of ASCC is provided in Annexure I.

5.7 Combination of Options: A learner may opt for any combination of earning the 22 credits assigned to Generic Elective (GE - IL) courses and Subject Elective (SE - IL) courses through

- e) Generic Elective (GE - IL) courses
- f) Subject Elective (SE - IL) courses
- g) Open Elective Courses
- h) Major + Minor specialization combination
- i) Foundation Courses
- j) Enrichment Courses
- k) Alternative Study Credit Courses

SUBJECT TO THE minimum and maximum limits of credits prescribed and, subject to institutional norms and guidelines, issued from time to time.

6.0 Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for a minimum of 8 weeks. For SIP, 1 credit is equivalent to minimum 40-45 hours of effective work. SIP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.

The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the SIP should exhibit a cross-functional orientation.

SIP can be carried out in a

1. Corporate Entity
2. NGO
3. SME
4. Government Undertaking
5. Cooperative Sector.

SIP may be

1. a research project – based on primary / secondary data
2. may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry.

It is expected that the SIP shall sensitize the students to the demands of the workplace and apply conceptual knowledge in practice..



Each student shall maintain a SIP Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured SIP report based on work done during this period. The student shall submit the SIP Progress Diary along with the SIP Report.

Students shall also seek a formal evaluation of their SIP from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the SIP and utility of the SIP to the host organization must be specifically highlighted in the formal evaluation by the company guide. The SIP evaluation sheet duly signed and stamped by the industry guide shall be included in the final SIP report.

The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and supported by –

1. Institute's Certificate
2. Certificate by the Company
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Research methodology & data analysis (In case of research projects only)
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project
10. Contribution to the host organization
11. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the SIP work.

The students shall submit a spiral bound copy of the SIP report by 15th September. The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks between 15th September to 30th September. The Panel shall comprise of two evaluators appointed by the Director of the Institute / Head of Department (for MBA departments in engineering colleges). Institutes are encouraged to involve senior alumni, industry experts, recruiters to conduct the internal viva-voce. The internal viva-voce panel shall provide a detailed assessment of the SIP report and suggest changes required, if any.

After the internal viva-voce, the student shall finalize the SIP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Institute's Certificate to the student.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th October in Sem III. One hard copy of the SIP report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper. Spiral bound copies may be accepted.

There shall be an external viva-voce for the SIP for 50 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The Internal & the External viva-voce shall evaluate the SIP based on:

1. Clear and concise objectives
2. Clear methodology, articulated using technical terms indicating all steps and tools
3. Citation of substantial current and good quality literature
4. Application of concepts learned in Sem I and II
5. Understanding of the organization and business environment
6. Benchmarks used / Assumptions made
7. Technical Writing & Documentation Skills
8. Interpretation of results and justification thereof and validity of the results presented
9. Utility of the project to the organization
10. Comprehensiveness and stakeholder relevance of the learning experience

Copies of SIP report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

7.0 Formative Assessment (FA) / Concurrent Assessment (CA)




Director
Sai Balaji International Institute of
Management Sciences, Pune



List of the Students undertaking Summer Internship Project for Academic Year 2022-23

(Data for the latest completed Academic Year)

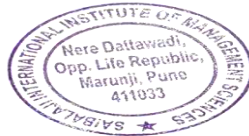
| Sr. No. | Name of the Student |
|---------|---------------------------------|
| 1 | Agarkar Sushrut Tushar |
| 2 | Agashe Sanket Prasad |
| 3 | Arpan Neogi |
| 4 | Azaharul Islam |
| 5 | Bandal Akshata Shrirang Sheetal |
| 6 | Baswaraj Jaihind Birajdar |
| 7 | Bhoyar Payal Digambar |
| 8 | Hrishikesh Bhaskar Mehare |
| 9 | Kulkarni Sumedh Ramakant |
| 10 | Narkhede Shrish Mahesh |
| 11 | Pratik Devidas Ahire |
| 12 | Rakshe Mayur Dipak |
| 13 | Raskar Rushikesh Rajendra |
| 14 | Tripathi Mudrika Shyamlal |
| 15 | Abhishek Panchariya |
| 16 | Aditi Chafle |
| 17 | Aditya Mohan Kadam |
| 18 | Akshay Ajay Maslekar |
| 19 | Akshay Subhash Gadhe |
| 20 | Amanagi Lavanya Pradeep |
| 21 | Anamika |
| 22 | Anurag Kumar Annu |
| 23 | Avanee Shukla |
| 24 | Bagul Manish Vijay |
| 25 | Bhadade Piyush Mohan |
| 26 | Bhavarth Harsh |
| 27 | Dhonde Shubham Ankush |

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| 28 | Diware Rajendra Rambhau |
| 29 | Dofe Akshata Dilip |
| 30 | Gejas Ashok Wanjari |
| 31 | Gitesh Uttam Ghosh |
| 32 | Harshika Harigovinda Watthighare |
| 33 | Ishwar Vilas Nirmal |
| 34 | Jadhav Atish Dhanraj |
| 35 | Janjal Ajay Bhanudas |
| 36 | Jumde Atharv Vijay |
| 37 | Jyoti Sharma |
| 38 | Kad Nayan Madhukar |
| 39 | Karale Ishwar Shivshankar |
| 40 | Karan Mahesh Patil |
| 41 | Katre Bhushan Surajlal |
| 42 | Kunal Parag Wankhade |
| 43 | Mahadik Aniket Vinayak |
| 44 | Mahale Saurabh Vilas |
| 45 | Mane Vikram Vijay |
| 46 | Manish Prabhakar |
| 47 | Manthan Gajanan Moyje |
| 48 | Mapari Ankit Pradip |
| 49 | Meshram Kalpesh Shamrao |
| 50 | More Shreya Shrikant Shraddha |
| 51 | Navin Pradip Wankhade |
| 52 | Nikita Rupsen Saudagare |
| 53 | Patil Nitin Anil |
| 54 | Patil Pratik Digambar |
| 55 | Pavan Shuddhodhan Ingle |
| 56 | Phansekar Suyog Sunil |
| 57 | Pise Saurabh Pravinarao |
| 58 | Pramod Dadasaheb Patil |
| 59 | Pranit Ganpat Langote |
| 60 | Pranjali Ramrao Jadhav |
| 61 | Priyanka Pradeepsingh Chauhan |
| 62 | Raipurkar Sanket Mukund |
| 63 | Raipurkar Yash Ramesh |
| 64 | Rathod Ishwar Parshram |
| 65 | Ravi Kumar |
| 66 | Rudrani Raju Sapate |
| 67 | Sahil Kshirsagar Sakhare |
| 68 | Saket Raju Lamture |
| 69 | Sakshi Jitendra Sardar |
| 70 | Sanchita Chandrabhan Mohadikar |
| 71 | Saumya Chaturvedi |

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| 72 | Shikalgar Saddam Abdul |
| 73 | Shreyash Pradip Darve |
| 74 | Sonali Anantrao Sarwade |
| 75 | Songire Rohit Pradip |
| 76 | Swati Suman Sahoo |
| 77 | Tanya Priyadarshini |
| 78 | Tejas Diliprao Padoliya |
| 79 | Tushar Chauhan |
| 80 | Vaishnav Ravindra Kolhe |
| 81 | Vishe Snehal Arun Kavita |
| 82 | Vivek Shantaram Gadling |
| 83 | Vivekanand Dnyaneshwar Jadhav |
| 84 | Abhishek Mohanty |
| 85 | Hrikesh Sunil Mane |
| 86 | Prakash Singh Chauhan |
| 87 | Shivshankar Janardhan Lahudkar |
| 88 | Birnale Ganesh Kashinath |
| 89 | Chavhan Rakesh Maruti |
| 90 | Ilhe Shubham Dinkar |
| 91 | Joshi Pratibha Kamalakar |
| 92 | Maske Poonam Bhagwandas |
| 93 | Mohammad Iqbal Mohammad Salim Sahiggra |
| 94 | Nadar Vijay Rajkumar |
| 95 | Nikhil Sunil Songire |
| 96 | Padile Sanyam Balaji |
| 97 | Pooja Ghanshyam Sharma |
| 98 | Sahil Dwivedi |
| 99 | Samiksha Tarun Tembhurne |
| 100 | Satyajit Sanjay Shinde |
| 101 | Shipra Kushwaha |
| 102 | Yadav Avadhut Udayrao |
| 103 | Aditya Dnyandeo Lahudkar |
| 104 | Aditya Prakash |
| 105 | Aishwarya Lalesh Sawaji |
| 106 | Alok Raj |
| 107 | Anshul Rajendra Ramteke |
| 108 | Atharva Ravindra Mahalle |
| 109 | Bhalekar Sanket Krishna |
| 110 | Doiphode Chetan Ganesh |
| 111 | Fartade Aniket Rupchand |
| 112 | Harish Kumar Verma |
| 113 | Harsh Pal |
| 114 | Himanshu Bhandarkar |

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| 115 | Jadhav Gaurav Sunil |
| 116 | Kadam Vishal Dadasaheb |
| 117 | Kajol Jagdish Choudhari |
| 118 | Kamble Nilesh Sunil |
| 119 | Kamble Vivek Shivaji |
| 120 | Khushboo Harish Thawani |
| 121 | Kolhe Roshani Balasaheb |
| 122 | Kumawat Pushpendra Laxmi Narayan |
| 123 | Lahamge Meghana Arun |
| 124 | Mahankale Akshada Vijay |
| 125 | Mahima Ajay Chouksey |
| 126 | Malgaya Prafull Laxminarayan |
| 127 | Manas Behere |
| 128 | Megha Motiram Raut |
| 129 | Mishra Anagh Jitendra |
| 130 | Mohit Vilas Barad |
| 131 | Mulla Moin Ashpak |
| 132 | Nandraj Rajendra Gaikwad |
| 133 | Nehete Abhishek Anil |
| 134 | Nikhil Yuvraj Khamankar |
| 135 | Pallavi Mohanrao Tayde |
| 136 | Prajwal Yogeshwarrao Takarkhede |
| 137 | Prasad Vitthalrao Birajdar |
| 138 | Radhika Rajesh Biyani |
| 139 | Rathod Vedant Vikas |
| 140 | Roshan Kumar |
| 141 | Rushikesh Ramkrushna Thakare |
| 142 | Satao Ashish Nivrutti |
| 143 | Shaikh Kaif Arif |
| 144 | Shinde Pornima Dattarao |
| 145 | Sulgudle Prathviraj Baswaraj |
| 146 | Suyash Shrikrishna Shirole |
| 147 | Tattapure Abhijeet Sadashiv |
| 148 | Vivek Upadhyay |
| 149 | Jayant Mishra |
| 150 | Ashutosh Rout |
| 151 | Bhagat Tanay Sanjay |
| 152 | Indrajit Janardan Kadam |
| 153 | Langhi Vijay Vasant |
| 154 | Palve Dnyaneshwar Navnath |
| 155 | Shivani Manish Lonkar |
| 156 | Tabade Anand Kalyan |
| 157 | Vengal Saikumar Satish |

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| 158 | Aishwarya Mohan Dayma |
| 159 | Aishwarya Suresh Rao Bagde |
| 160 | Dhuri Apiya Ashok |
| 161 | Gade Utkarsh Balu |
| 162 | Gaikwad Snehal Bhimrao |
| 163 | Himanshu Prakash Sakhare |
| 164 | Kajal Dinesh Dhapke |
| 165 | Nimmy Mathew Vennamattathil |
| 166 | Pawar Kalyani Arun |
| 167 | Ravina Vishwas Rao Wagh |
| 168 | Redij Chinmay Ashutosh Apurva |
| 169 | Rupal Rajendra Meshram |
| 170 | Shivani Singh |
| 171 | Snehal Vinod Tale |
| 172 | Barbee Bhowmik |
| 173 | Shivani Basweshwar Patil |
| 174 | Atul Singh |
| 175 | Nalawade Akshay Anil |
| 176 | Rohit Mahadeo Dhakre |
| 177 | Shrutika Sainath Bondarde |
| 178 | Wayadande Ashish Ganapati |
| 179 | Anilkumar Namdeorao Chavhan |




Director
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of Management Sciences
Pune

List of the Students undertaking Summer Internship Project for Academic Year 2021-22

| Sr. No. | Name of Students |
|---------|----------------------------------|
| 1 | Utkarsh Singh |
| 2 | Datir Liladhar Balkrushna |
| 3 | Adkar Satish Dashrath |
| 4 | Aashna Chouksey |
| 5 | Aathira Anil Nair |
| 6 | Abhay Lal Keshri |
| 7 | Ananya Singh |
| 8 | Ashwary Verma |
| 9 | Atharva Sharma |
| 10 | Avinash Keshavrao Borkar |
| 11 | Bhasme Ankita Adinath |
| 12 | Bhonde Pratik Vasant |
| 13 | Chandan Prabhakar Rao Takarkhede |
| 14 | Chavan Sourabh Ashok |
| 15 | Chinmay Kailas Gawnar |
| 16 | Chirag Singh |
| 17 | Dhane Swapnil Ashok |
| 18 | Dhole Vaishnavi Ravi |
| 19 | Furquan Ahmad Deshmukh |
| 20 | Gaikwad Rajeshwari Rajendra |
| 21 | Gajendra Bhalchandra Gandale |
| 22 | Garud Raturaj Sunil |
| 23 | Gole Ashwini Kishor |
| 24 | Gouranga Chandra Dash |
| 25 | Himanshi |
| 26 | Hitesh Balkrushna Torawane |
| 27 | Jadhav Tanmay Abhay |
| 28 | Jagtap Ankush Zipru |
| 29 | Jaiswal Anantkumar Arvind |
| 30 | Jaiswar Dharendra Ramkesh |
| 31 | Jitendra Dilip Patil |
| 32 | Junarkar Sourabh Ishwar |
| 33 | Kakade Jitendra Kiran |
| 34 | Kate Gaurav Prakash |
| 35 | Khakadkar Rushikesh Dattatray |
| 36 | Khandare Kunal Mohan |
| 37 | Mohammed Shoyal Khatri |
| 38 | Narayan Motiram Gaikwad |
| 39 | Narwade Ganesh Kishor |
| 40 | Nikhil Shashikant Ghanwat |
| 41 | Padmane Chetan |
| 42 | Pansande Ganesh Ramchandra |
| 43 | Parab Sadashiv Vasant |
| 44 | Parikshit Milindrao Kohale |
| 45 | Patil Sanket Khanderao |
| 46 | Pawar Suyash Sudhir |
| 47 | Pawar Vikramsih Vijaykumar |
| 48 | Phadtare Manohar Ramchandra |

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| 49 | Potdar Janak Manikprabhu |
| 50 | Prajwal Prakash Lokhande |
| 51 | Prajwal Pravin Penshanwar |
| 52 | Prayas Suresh Kale |
| 53 | Rahane Tushar Digambar |
| 54 | Rahul Shashikant Jadhav |
| 55 | Rajankar Ashish Chandrakant |
| 56 | Ravi Rajan Pandey |
| 57 | Rede Pravin Bhagawat |
| 58 | Rutuja Kishorroao Gawande |
| 59 | Sagar Shrikant Pathak |
| 60 | Saloni Raju Choudhari |
| 61 | Sanjana Pandhari Khapekar |
| 62 | Sarwade Nikhil Nishikant |
| 63 | Shevade Devendra Prashant |
| 64 | Shinu Philipose |
| 65 | Shivani Padmakar Sahare |
| 66 | Sikkalgar Mohd Junaid Abdul Rafique |
| 67 | Singh Aditya Surendra |
| 68 | Subodh Prabhakar Wagh |
| 69 | Surendra Santbali Chourasia |
| 70 | Tushar Bharadwaj |
| 71 | Tushar Kumar |
| 72 | Vaibhav Dilip Jasudkar |
| 73 | Vaishnavi Manohar Badwe |
| 74 | Wasnik Nikita Sunil |
| 75 | Yadav Rohit Ramashankar |
| 76 | Abhishek Sunil Tiwari |
| 77 | Achandy Jenifer Jacob |
| 78 | Afrin Haseem Rahman |
| 79 | Akshay Dilip Parkhe |
| 80 | Arif Parvej Mohammad Rafiq |
| 81 | Atharv Prakash Vinkare |
| 82 | Avinash Sudhakar Shiware |
| 83 | Bhosale Darshan Deepak |
| 84 | Birari Siddharth Ashok |
| 85 | Chalmewar Somesh Ganpatrao |
| 86 | Chandrani Ghosh |
| 87 | Charpe Nikita Shyampant |
| 88 | Chetana Sanjay Prajapati |
| 89 | Chinmay Pradiprao Talwekar |
| 90 | Dalvi Saurabh Rajendra |
| 91 | Danish Mumtaz |
| 92 | Darshan Dharmendra Mehta |
| 93 | Debasis Dash |
| 94 | Dharmale Yash Gajananrao |
| 95 | Dheeraj Ramesh Matey |
| 96 | Dhongde Shripat Dattu |
| 97 | Dongre Dipti Dushyant |
| 98 | Farse Pratik Ramchandra |
| 99 | Gaurav Ramesh Belekar |
| 100 | Harsh Dharmendra Mehta |
| 101 | Harsh Sharma |
| 102 | Harsha Maheshwari |
| 103 | Hrishikesh Gajanan Jaulkar |

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| 104 | Jadhav Akshada Sanjay |
| 105 | Jadhav Akshay Babruvan |
| 106 | Jain Rishita Anil |
| 107 | Kaknale Mahima Prakash |
| 108 | Khandare Amol Sanjay |
| 109 | Karke Prasad Hanumant |
| 110 | Karmajit Barik |
| 111 | Kazi Abrar Alam Toufik |
| 112 | Kiran Sharma |
| 113 | Madhav Mundra |
| 114 | Mahabale Shailesh Madhukarrao |
| 115 | Mane Govind Madhukar |
| 116 | Mohit Nitin Kadao |
| 117 | Nagare Prajakta Macchindranath |
| 118 | Nidhi Dheeraj Singh |
| 119 | Nidhi Shivshankar Awaze |
| 120 | Patil Aishwarya Shamrao |
| 121 | Patil Dipak Sanjiv |
| 122 | Pawar Harshada Tulshiram |
| 123 | Premkumar Chandrashekhar Raikar |
| 124 | Rahul Kumar Gond |
| 125 | Raibole Ashwini Ramdas |
| 126 | Rathod Priyanka Ramkrushna |
| 127 | Rupal Nagendra Kohad |
| 128 | Sagar Sachin Sarpotdar |
| 129 | Sameer Dilip Londhe |
| 130 | Samir Altaf Sheikh |
| 131 | Samta Khiyaldas Chhugwani |
| 132 | Sarika |
| 133 | Sawant Thoravi Magan |
| 134 | Sharvari Dani |
| 135 | Shelar Udit Nandkishor |
| 136 | Shinde Pranit Pandurang |
| 137 | Shivani Sachin Gharat |
| 138 | Shubham Devidas Bijwe |
| 139 | Swamiraj Sanjay Ingawale |
| 140 | Thakur Jayraj Dipaksingh |
| 141 | Tushar Vijay Patil |
| 142 | Vishvesh Kant Shukla |
| 143 | Wankhede Gaurav Vitthal |
| 144 | Yadav Santosh Raghunath |
| 145 | Yash Harish Chandankhede |
| 146 | Aditya Rajesh Mune |
| 147 | Ashwini Kishor Ukekar |
| 148 | Badghare Ashna Sudhir |
| 149 | Borade Kiran Dnyaneshwar |
| 150 | Damal Pranjali Sunil |
| 151 | Gadewar Shrutika Sanjay |
| 152 | Joshi Purva Rajendra |
| 153 | Kale Ganesh Sanjay |
| 154 | Katkar Akshata Ashok |
| 155 | Mehta Alok Navneet |
| 156 | Prarthana Surendra Bhelonde |
| 157 | Raipure Rushikesh Gajanan |
| 158 | Raveena Rajendra Naikar |

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| 159 | Roshni Kalihari |
| 160 | Shubham Nagpure |
| 161 | Sui Zehan Mindo |
| 162 | Tejas Baban Sudrik |
| 163 | Harshal Rameshwar Bhivgade |
| 164 | Laddha Govind Sanjay |
| 165 | Mayank Sanjiv Dhargave |
| 166 | Paunikar Pranali Jeevan |
| 167 | Rishabh Nemichandraji Lodha |
| 168 | Mehul Krushnakant Patil |
| 169 | Pratik Ashok Dombale |
| 170 | Raikar Kirti Chandrashekhar |
| 171 | Saquib Zaya |
| 172 | Aayush Pandey |
| 173 | Aldar Akshay Dattu |
| 174 | Chetanya Singh Dabi |
| 175 | Gaikwad Rajendra Kishanrao |
| 176 | Hake Shubham Shankarrao |
| 177 | Harshavardhan Vitthalrao Suradkar |
| 178 | Kajol Pandey |

List of the Students undertaking Summer Internship Project for Academic Year 2020-21

| Sr. No. | Name of Students |
|---------|----------------------------|
| 1 | N MD.RAFEEQ |
| 2 | RAHUL HARCHANDANI |
| 3 | ANIKESH KUMAR |
| 4 | HARSHITA BANSAL |
| 5 | VERYWELL SYNDOR |
| 6 | SANKET CHAUKSEY |
| 7 | PRASHANT KOLHE |
| 8 | GOPAL VASUDEO BHAKARE |
| 9 | AKASH PAWAR |
| 10 | AKASH DHANOKAR |
| 11 | ASHUTOSH TIWARY |
| 12 | ABHISHEK SAWANT |
| 13 | SHRISTI CHAURASIA |
| 14 | OMKAR RAJESH DAHIWELKAR |
| 15 | SHRUTI SURESH PATIL |
| 16 | SACHIN BHANDARE |
| 17 | AYUSHI SINGH |
| 18 | ANIMESH SINGH |
| 19 | AQUEEB ANTULE |
| 20 | PUTHIRIKATTIL ANANDU AJITH |
| 21 | VIJAY JOSHI |
| 22 | EKTA PARDHE |
| 23 | NAMRATA PANJABI |
| 24 | PAYAL KAMDE |
| 25 | PRASHANT BHUTE |
| 26 | RUSHIKESH VISHNU KATE |
| 27 | SAMEEP JAIN |
| 28 | SUSHMITA SAHA |

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| 29 | DIPALI SATISH ZANZANE |
| 30 | RAJKUMARI RAJBHAR |
| 31 | R SOUJANYA |
| 32 | ROSHAN AHIRE |
| 33 | SAURABH DWIVEDI |
| 34 | SAGAR KUMAR PANDEY |
| 35 | SREEMOYEE GANGULY |
| 36 | ANUBHAV SHRIVASTAVA |
| 37 | DNYANESHWAR GADEKAR |
| 38 | SHAIKH AAKIB SIRAJUDDIN |
| 39 | SALMAN AHMED |
| 40 | NITESH NAMDEV APTEKAR |
| 41 | JAYMEET SOLANKI |
| 42 | SWAGAT GAHUKAR |
| 43 | TALE KETKI JYOTIBA |
| 44 | RAHUL RAJ |
| 45 | PAYAL CHAUDHARI |
| 46 | AKSHAY MADHUKAR BHARANE |
| 47 | AKASH DNYANOBA ROTE |
| 48 | ANIKET TAKWANE |
| 49 | TUSHAR TAKWANE |
| 50 | AKSHAY WALKE |
| 51 | SHUBHAM THORAT |
| 52 | PRATIK PAWAR |
| 53 | SHUBHAM KULLOLLI |
| 54 | PRATIK RAGHUWANSHI |
| 55 | SUMIT ASWAR |
| 56 | ABHISHEK VINODE |
| 57 | AMOL LAHARE |
| 58 | UTKARSH SINGH |
| 59 | MANOHAR HARIDAS BHOSALE |
| 60 | SHRIKANT TALE |
| 61 | SHUBHAM BHIMSINGH MATHUR |
| 62 | PRATIBHA BHARAT TORMAL |
| 63 | SADASHIV HAUSARAO JARE |
| 64 | CHINMAY RAVSAHEB SHAHANE |
| 65 | AJINKYA RAJENDRA DUBEY |
| 66 | MUKUL VIJAY KAPADE |
| 67 | SUYOG PATIL |
| 68 | SURAJ PATIL |
| 69 | MAHESH DESHPANDE |
| 70 | SHREEDHAR DESHMUKH |
| 71 | CHAITANYA WASANKAR |
| 72 | AAMIR AMEEN SHEIKH |
| 73 | MD FAIYAZ |
| 74 | ANKUSH THAKUR |
| 75 | RIVESH CHERPURKAR |
| 76 | UPENDRA KURMI |
| 77 | SHIKHAR SINGH |
| 78 | MANGESH NANDURKAR |
| 79 | NAMDEV KHEDKAR |
| 80 | TEWAR KANNAN MURGUN |
| 81 | KASHINATH GHATKE |
| 82 | SHRUTI MISHRA |
| 83 | AMAN REDDY |

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| 84 | AYUSH MISHRA |
| 85 | SUNIL YADAV |
| 86 | YOGESH SUNIL DARADE |
| 87 | SUJAL SINHA |
| 88 | ROHAN KANOJIA |
| 89 | HARSHAD DINESHRAO PATHE |
| 90 | RESHMA RAJENDRA |
| 91 | MEGHA CHOUDHARY |
| 92 | LOKESH RAJESH DESHMUKH |
| 93 | SHUBHAM SURYAWANSHI |
| 94 | PRANEET NIKAM |
| 95 | ADITYA CHAVANKE |
| 96 | APURVA WADKUTE |
| 97 | SUMANT JOGDAND |
| 98 | GAURAV GADEKAR |
| 99 | ANIKET TAKLE |
| 100 | SAGAR PALKAR |
| 101 | NAGESH KADAM |
| 102 | NEHA MARGANWAR |
| 103 | ROHAN GUJAR |
| 104 | SHUBHAM PASARATE |
| 105 | ROHIT BIDIAN |
| 106 | AMUL SONAWANE |
| 107 | BHAVNA PAWAR |
| 108 | PARAG GHOGRE |
| 109 | SANKET MANOHAR PAWAR |
| 110 | RAICHEL VARGHESE |
| 111 | SRIKANT SHANKARACHA |
| 112 | NITIN KUMAVAT |
| 113 | SURAJ TERKAR |
| 114 | VIKRAM RITHE |
| 115 | AKASH TARAPURE |
| 116 | PAVAN MUNDADA |
| 117 | SURAJ VISHWAKARMA |
| 118 | VAIBHAV GNDHARE |
| 119 | MANGESH ISHWAR ANVEKAR |

List of the Students undertaking Summer Internship Project for Academic Year 2019-20

| Sr. No. | Name of Students |
|---------|-------------------------|
| 1 | Barne Rohan Rohidas |
| 2 | Bawaskar Sandip Namdeo |
| 3 | Bharajkar Onkar Umakant |
| 4 | Dhond Ajay Sunil |
| 5 | Kalal Mayur Sunil |
| 6 | Maru Khyati Vijaykumar |
| 7 | Priyank Upadhyay |
| 8 | S Noor Mohamed Ali |
| 9 | Sagar Manohar Pathade |
| 10 | Ankit Yadav |
| 11 | Gajbhiye Aarpit Ramesh |

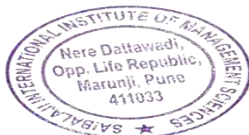
| | |
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| 12 | Ghogare Akash Raghu |
| 13 | Manish Ishwarlal Sawlani |
| 14 | Tewar Kumar Murugen |
| 15 | Toshniwal Mukund Purushottam |
| 16 | Amte Deepak Manjitrao |
| 17 | Kamble Ashwini Kishor |
| 18 | Pratiksha Ramchandra Wagde |
| 19 | A H Aurobinda |
| 20 | Aher Tushar Dhanesh |
| 21 | Akshay Kotangale |
| 22 | Amit Ramesh Goge |
| 23 | Aniket Kishor Radke |
| 24 | Ankhule Jayesh Ramesh |
| 25 | Ansari Fakrealam Zahiruddin |
| 26 | Arif Mainuddin Mulla |
| 27 | Ashok Kumar |
| 28 | Bangali Harshkumar Vijaykumar |
| 29 | Baviskar Tushar Lotan |
| 30 | Chaudhari Kalpesh Ashok |
| 31 | Dabhade Prachi Popat |
| 32 | Deshmukh Shantanu Sanjayrao |
| 33 | Devendra Rajendra Jadhav |
| 34 | Fulse Sneha Vijaykumar |
| 35 | Gaikwad Paritosh Vijay |
| 36 | Gaurav Das |
| 37 | Hitesh Harishbhai Mistry |
| 38 | Itape Sagar Mahesh |
| 39 | Jadhav Pavan Bapurao |
| 40 | Jayesh Kumar Madnani |
| 41 | Kadu Abhishek Mohan |
| 42 | Kanbar Yash Kaushikkumar |
| 43 | Kazi Juned Liyakat |
| 44 | Khalsa Amanjotkaur Harvindersingh |
| 45 | Mahure Manoj Vasanta |
| 46 | Monika Singh |
| 47 | Namanraj Singh Banafar |
| 48 | Omkar Baban Phatangare |
| 49 | Padol Kinjal Umesh |
| 50 | Pallavi Roy |
| 51 | Pant Swanand Vinayak |
| 52 | Prabhu Shubham Rajendra |
| 53 | Rahul Raju Ghugal |
| 54 | Raichure Akshay Suryakant |
| 55 | Rajesh Vasudevrao Saripalli |
| 56 | Ritika Tonk |
| 57 | Rohan Bhaurao Bharde |
| 58 | Rohit Sunil Chaudhari |
| 59 | Shende Parimal Ravindra |
| 60 | Shimpi Mohit Rajendra |
| 61 | Smita Dhama |
| 62 | Sugat Amar Meshram |
| 63 | Suraj Prasad Gupta |
| 64 | Sushovan Roy |
| 65 | T A Anandhu Krishna Kumar |
| 66 | Vaibhav Chouhan |

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| 67 | Vikash Kumar |
| 68 | Wagh Shyam Shivaji |
| 69 | Wakchoure Vishal Balasaheb |
| 70 | Abhishek Kumar |
| 71 | Asane Amol Subhash |
| 72 | Ashish Namdeo Chavhan |
| 73 | Bachhav Lalit Balkrushna |
| 74 | Bansode Sagar Bharat |
| 75 | Bhadane Himanshu Bhalchandra |
| 76 | Bhagyesh Hiraskar |
| 77 | Borker Sarvesh Chidanand |
| 78 | Doshi Keval Ketankumar |
| 79 | Manjunath Durgappa Gollar |
| 80 | Monika Santosh Gujarathi |
| 81 | Nawle Pooja Ramesh |
| 82 | Poornima Singh Bhadoria |
| 83 | R Anand |
| 84 | Rachoti Soumya |
| 85 | Rudrakanthwar Ashish Chandrakant |
| 86 | Shreeja Mallikarjunrao Anipindiwar |
| 87 | Shreyasi Khaitan |
| 88 | Shrikant Netaji Tajne |
| 89 | Subhamdit Surin |
| 90 | Sunil Bharat Kankalwar |
| 91 | Surushe Amol Suresh |
| 92 | Turambekar Vipul Vijay |
| 93 | Shaikh Shahbaj Hussain |
| 94 | Chaudhari Siddharth Pramod |
| 95 | Rahul Mohan Valvi |
| 96 | Ahuja Priyanka Rajubhai |
| 97 | Chugh Sapna Lalitkumar |
| 98 | Gedam Sunny Subhash |
| 99 | Komal Anil Sagne |
| 100 | Marbonwar Pallavi Bandu |
| 101 | Meghna Gupta |
| 102 | Sneha Surendra Brahmankar |
| 103 | Shinde Mahadev Vitthal |

List of the Students undertaking Summer Internship Project for Academic Year 2018-19

| Sr. No. | Name of Students |
|---------|----------------------------|
| 1 | Ajinkya Dnyandeo Kamble |
| 2 | Amar Kumar |
| 3 | Anjan Yadav |
| 4 | Awatade Prasanna Sanjay |
| 5 | Damdar Pavan Mukund |
| 6 | Gupta Mayur Santosh |
| 7 | Ladva Darshan Narendrabhai |
| 8 | More Santosh Yogiraj |
| 9 | Patil Sumant Hemant |
| 10 | Pawan Kumar Singh |
| 11 | Prasanna Rajendra Merwade |
| 12 | Rishabh Gouraha |

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| 13 | Roy Nilanjan Nilesh |
| 14 | Saurav Singh |
| 15 | Shoaib Afzal Khan |
| 16 | Solanki Lalji Ramijbhai |
| 17 | Akash Jitendra Kolwankar |
| 18 | Aniket Dhondiram Lad |
| 19 | Anupam Kumar Gond |
| 20 | Anupindi Vishwanath |
| 21 | Ashish Kumar |
| 22 | Bandgar Vishal Sadanand |
| 23 | Shalom Peter |
| 24 | Tripti Rathore |
| 25 | Akshay Girish Sawarkar |
| 26 | Kadam Ankita Prakash |
| 27 | Kanika Malla |
| 28 | Krishna Acharya |
| 29 | Maurya Kuldip Rajendraprasad |
| 30 | Mohnish Santosh Pal |
| 31 | Neerajkumar Krishnakant Dubey |
| 32 | Rajat Kumar Singh |
| 33 | Rinky Moolchandani |
| 34 | Sawale Hitesh Ankush |
| 35 | Shraddha Deshmukh |
| 36 | Shreya Ramakant Kale |
| 37 | Umak Vrushabh Rajkumar |
| 38 | Vishad Chhajed |
| 39 | Vishal Gulabrao Khawse |
| 40 | Wagde Aman Indrapal |
| 41 | Walke Shubham Madhukar |
| 42 | Ayush Sanjeev Mishra |
| 43 | Dsouza Sherwin Stephen |
| 44 | Faizul Islam |
| 45 | Gaikwad Prashant Vishnu |
| 46 | Gautam Priyanka Ravindra |
| 47 | Kanade Dattatray Popat |
| 48 | Meshram Sumit Amar |
| 49 | Murhe Krunal Shantaram |
| 50 | Nakod Akash Radhakrishna |
| 51 | Puja Singh |
| 52 | Rahul Kumar Maurya |
| 53 | Suryawanshi Sachin Bhalchandra |
| 54 | Tewar Palani Pattan |
| 55 | Vikas Bharat Deshmukh |
| 56 | Dayma Kunal Mahesh |
| 57 | Gaurav Dilip Hiwase |
| 58 | Jangam Onkar Prakash |
| 59 | Kale Yogesh Ashok |
| 60 | Darshana Murlidhar Potdukhe |
| 61 | Debolina Banerjee |
| 62 | Tanya Kabra |
| 63 | Choudhary Tararam Sujaram |



Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Certificate of Completion of Summer Internship Project for Academic Year 2022-23

(Data for the latest completed Academic Year)

| Sr. No. | Name of the Student | Specialization | Title of the Project | Name of the Company |
|---------|---------------------------------|----------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 1 | Agarkar Sushrut Tushar | Mkt. | Study of Branding Strategy of Talentserve Organization | Talent Serve Pvt. Ltd. Mumbai |
| 2 | Agashe Sanket Prasad | Mkt. | Promotion of School Bus | Force Motors Ltd. Pune |
| 3 | Arpan Neogi | Mkt. | A Study of Customer Satisfaction on Talent Serve India Pvt. Ltd. In Pune | Talent Serve Pvt. Ltd. Mumbai |
| 4 | Azaharul Islam | Mkt. | To Study Customer Acquisition Process for Talentserve India Pvt. Ltd. In Pune City | Talent Serve Pvt. Ltd. Mumbai |
| 5 | Bandal Akshata Shrirang Sheetal | Mkt. | Sales Management From Company Perspective | Talent Serve Pvt. Ltd. Mumbai |
| 6 | Baswaraj Jaihind Birajdar | Mkt. | A Study on Product Management of Amul GCMMF | Amul (GCMMF) Pune |
| 7 | Bhoyar Payal Digambar | Mkt. | Study on Satisfaction Level of Customers of Indiamart | Temple Connect, Bangalore |
| 8 | Hrishikesh Bhaskar Mehare | Mkt. | Easy Digital UPI Payments Through Gateways Like Phonepe | Phonepe, Pune |
| 9 | Kulkarni Sumedh Ramakant | Mkt. | Business Development and Market Research Process at Insights Scuccess Media & Technology Pvt. Ltd. | Insights Scuccess Media & Technology Pvt. Ltd. Pune |
| 10 | Narkhede Shrish Mahesh | Mkt. | Consumer Buying Behaviour Towards Life Insurance in Shriram Life Insurance | Shriram Life Insurance, Hyderabad |
| 11 | Pratik Devidas Ahire | Mkt. | The Study of Retail Sales, Marketing and Customer Buying Behaviour | Shoppers Stop, Pune |

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| 12 | Rakshe Mayur Dipak | Mkt. | Market Research on Insurance Policy and Sales Promotion | Shriram Life Insurance, Hyderabad |
| 13 | Raskar Rushikesh Rajendra | Mkt. | Marketing Survey, Research & Consumer Buying Pattern of Dairy Industries | Amul (GCMMF) Pune |
| 14 | Tripathi Mudrika Shyamlal | Mkt. | A Study of Promotional Strategy of Agrovision Group, Pune | Agrovision Group, Pune |
| 15 | Abhishek Panchariya | Mkt. | A Study of Loyalty Programme | Shoppers Stop, Pune |
| 16 | Aditi Chafle | Mkt. | Customer Acquisition Through Personal Selling | Bynatic Systems Pvt. Ltd. Pune |
| 17 | Aditya Mohan Kadam | Mkt. | To Study Technological Intervention to Reframe the ITC Business | ITC Limited, Pune |
| 18 | Akshay Ajay Maslekar | Mkt. | Customer Preference and Criteria for Buying Property | Urban Cubes, Pune |
| 19 | Akshay Subhash Gadhe | Mkt. | The Study of Retail Sales, Marketing and Customer Buying Behaviour | Shoppers Stop, Pune |
| 20 | Amanagi Lavanya Pradeep | Mkt. | Technological Interventions to Reframe ITC Business | ITC Limited, Pune |
| 21 | Anamika | Mkt. | Understanding E-Commerce Operations for ITC Limited | ITC Limited, Pune |
| 22 | Anurag Kumar Annu | Mkt. | Customer Satisfaction at Shoppers Stop | Shoppers Stop, Pune |
| 23 | Avanee Shukla | Mkt. | To Study on Social Media Marketing and Impact on Decision Making | Car Udyog, Pune |
| 24 | Bagul Manish Vijay | Mkt. | A Study on Awareness and Preferences for Online Education for Courses with References to Maharashtra | Talent Serve Pvt. Ltd. Mumbai |
| 25 | Bhadade Piyush Mohan | Mkt. | Perceptions on Buying Behaviour of Customer for Real Estate Properties in Pune City | Shivay Realty, Pune |
| 26 | Bhavarth Harsh | Mkt. | To Understand and Analyse the Weighted and Numeric Distribution of Weikfield Core Category Product Against Its Competitirs Product | Weikfield Foods Pvt. Ltd. Pune |
| 27 | Dhonde Shubham Ankush | Mkt. | A Study of Digital Marketing Strategies of Eatsnow | Eats Now, Pune |
| 28 | Diware Rajendra Rambhau | Mkt. | Study of Market Research and Prospect Generation for Vereigen Media | Vereigen Media, Pune |
| 29 | Dofe Akshata Dilip | Mkt. | Detailed Market Research Report on United Kingdom Paint Market | Grand Insights Pvt. Ltd. Pune |

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|----|----------------------------------|------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------|
| 30 | Gejas Ashok Wanjari | Mkt. | The Role of Supplier Relation in An Organization | Kalyani Technoforge Ltd. Pune |
| 31 | Gitesh Uttam Ghosh | Mkt. | A Study of Market Research & Lead Generation for Force Motors Ltd. | Force Motors Ltd. Pune |
| 32 | Harshika Harigovinda Watthighare | Mkt. | A Study the Customer Perception Towards Renting House | Cosmotown Shelters LLP Pune |
| 33 | Ishwar Vilas Nirmal | Mkt. | Research on Brand Marketing Strategy Analysis and Design to Increase User Visibility & Engagement | Talent Serve Pvt. Ltd. Mumbai |
| 34 | Jadhav Atish Dhanraj | Mkt. | To Study the Factors Influencing Investment Decision of Investors | Motilal Oswal Financial Services Ltd. Mumbai |
| 35 | Janjal Ajay Bhanudas | Mkt. | Customer Relationship Management & Lead Generation | Cosmotown Shelters LLP Pune |
| 36 | Jumde Atharv Vijay | Mkt. | Online Visibility and Business Presence Through Business Directory Listings | Arnova Pvt. Ltd. New Delhi |
| 37 | Jyoti Sharma | Mkt. | To Study the Perception of Customer Towards the Travel Agency for Business Development | Round The World, Pune |
| 38 | Kad Nayan Madhukar | Mkt. | Identify Business Oppurtunities in Emerging Channels and Devise a Plan for Effective Serving | ITC Limited, Pune |
| 39 | Karale Ishwar Shivshankar | Mkt. | Study of Market Research and Lead Generation for Vereigen Media, Pune | Vereigen Media, Pune |
| 40 | Karan Mahesh Patil | Mkt. | A Study of Brand Marketing Strategies for Enhancement of User Engagement | Talent Serve Pvt. Ltd. Mumbai |
| 41 | Katre Bhushan Surajlal | Mkt. | Comparative Study Between Home Brand and Competitors Brand to Increase Customer Acquisition In Home Brand | Shoppers Stop, Pune |
| 42 | Kunal Parag Wankhade | Mkt. | A Study on Consumer Perception Towards Social Media Marketing In Talentserve | Talent Serve Pvt. Ltd. Mumbai |
| 43 | Mahadik Aniket Vinayak | Mkt. | Study of Market Research and Lead Generation for Carrier Midea India, Pune | Carrier Midea India Pvt. Ltd. Pune |
| 44 | Mahale Saurabh Vilas | Mkt. | Increasing PCP Through Put In Stockist | ITC Limited, Pune |
| 45 | Mane Vikram Vijay | Mkt. | Digital Marketing-The New Face of Marketing | Eats Now, Pune |
| 46 | Manish Prabhakar | Mkt. | Sales, Market Research and Development In Pune Region | Carrier Midea India Pvt. Ltd. Pune |

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| 47 | Manthan Gajanan Moyje | Mkt. | To Study of Sales and Distribution Management to Understand Strategies for Marketing Services | Cleartax Pvt. Ltd. Bengaluru |
| 48 | Mapari Ankit Pradip | Mkt. | To Study of the Selling Strategy In Real Estate Market | Cosmotown Shelters LLP Pune |
| 49 | Meshram Kalpesh Shamrao | Mkt. | To Understand Customer Relationship Management In Edtech Firm | Internship Studio, Pune |
| 50 | More Shreya Shrikant Shraddha | Mkt. | A Study of Customers Preference and Perception Towards EdTech Companies | Talent Serve Pvt. Ltd. Mumbai |
| 51 | Navin Pradip Wankhade | Mkt. | To Study and Analyze Weighted and Numeric Distribution of Weikfield Top Category Products Against Competitors Product | Weikfield Foods Pvt. Ltd. Pune |
| 52 | Nikita Rupsen Saudagare | Mkt. | A Study on Customer Satisfaction Level At Amazon, Pune | Amazon, Pune |
| 53 | Patil Nitin Anil | Mkt. | Study of Consumer Buying Behaviour At Storia Foods & Beverages | Storia Foods & Beverages Pvt. Ltd. Pune |
| 54 | Patil Pratik Digambar | Mkt. | A Study of Market Research and Collecting Data for BDB India Pvt. Ltd. | BDB India Pvt. Ltd. Pune |
| 55 | Pavan Shuddhodhan Ingle | Mkt. | A Study of Market Research and Prospects Data Collection for Vereigen Media, Pune | Vereigen Media, Pune |
| 56 | Phansekar Suyog Sunil | Mkt. | A Study of Consumers Expectations & Perceptions Buying A Home | Vivanta Retailors, Pune |
| 57 | Pise Saurabh Pravinarao | Mkt. | Study to Understanding Extraordinary Consumer Buying Behaviour and Customer Satisfaction of Organised Retail Floor Plans | Shoppers Stop, Pune |
| 58 | Pramod Dadasaheb Patil | Mkt. | Study of the Vendor Awareness About Home Maintenance Services Platform | AYS Household Services, Pune |
| 59 | Pranit Ganpat Langote | Mkt. | To Study Technological Intervention to Reframe the ITC Business | ITC Limited, Pune |
| 60 | Pranjali Ramrao Jadhav | Mkt. | Study and Analyze the Market Segmentation of Supreme Industries Ltd. | The Supreme Industries Ltd. Pune |
| 61 | Priyanka Pradeepsingh Chauhan | Mkt. | A Study on Digital Marketing | Car Udyog, Pune |
| 62 | Raipurkar Sanket Mukund | Mkt. | A Study of Consumer Buying Behaviour of Customer for Real Estate Properties In Pune City | Yashoda Developes, Pune |
| 63 | Raipurkar Yash Ramesh | Mkt. | Perceptions on Buying Behaviour of Customer for Real | Yashoda Developes, Pune |

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| | | | Estate Properties in Pune City | |
| 64 | Rathod Ishwar Parshram | Mkt. | A Study on Customer Satisfaction of Online Magazine | Outlook Publishing India Pvt. Ltd. Pune |
| 65 | Ravi Kumar | Mkt. | Retail (A Study on Consumer Behaviour in Decathlon Sports) | Decathlon Sports India Pvt. Ltd. Bangalore |
| 66 | Rudrani Raju Sapate | Mkt. | Analysis of Customer & Retailers Complaints In Storia | Storia Foods & Beverages Pvt. Ltd. Pune |
| 67 | Sahil Kshirsagar Sakhare | Mkt. | Study of Investors Behaviour for Financial Market | Angel Broking Pvt. Ltd. Mumbai |
| 68 | Saket Raju Lamture | Mkt. | Handling Retailers Complains and Working on Their Business Development | Storia Foods & Beverages Pvt. Ltd. Pune |
| 69 | Sakshi Jitendra Sardar | Mkt. | Study the Effect of Content Creation and Content Marketing | 39 Solutions, Mumbai |
| 70 | Sanchita Chandrabhan Mohadikar | Mkt. | A Study of Marketing Management for Business Development | Talent Serve Pvt. Ltd. Mumbai |
| 71 | Saumya Chaturvedi | Mkt. | A Study of Consumers Expectations & Perceptions Buying A Home | Vivanta Retailors, Pune |
| 72 | Shikalgar Saddam Abdul | Mkt. | Study Market Research to Understand Total Fleet Potential in India | BDB India Pvt. Ltd. Pune |
| 73 | Shreyash Pradip Darve | Mkt. | A Study of Market Research and Collecting Data | Force Motors Ltd. Pune |
| 74 | Sonali Anantrao Sarwade | Mkt. | Lead Generation and Business Development | Motilal Oswal Financial Services Ltd. Mumbai |
| 75 | Songire Rohit Pradip | Mkt. | Retail (A Study on Consumer Behaviour in Decathlon Sports) | Decathlon Sports India Pvt. Ltd. Bangalore |
| 76 | Swati Suman Sahoo | Mkt. | Analysis of Customer & Retailers Complaints In Storia | Storia Foods & Beverages Pvt. Ltd. Pune |
| 77 | Tanya Priyadarshini | Mkt. | Study of Investors Behaviour for Financial Market | Angel Broking Pvt. Ltd. Mumbai |
| 78 | Tejas Diliprao Padoliya | Mkt. | Handling Retailers Complains and Working on Their Business Development | Storia Foods & Beverages Pvt. Ltd. Pune |
| 79 | Tushar Chauhan | Mkt. | Study the Effect of Content Creation and Content Marketing | 39 Solutions, Mumbai |
| 80 | Vaishnav Ravindra Kolhe | Mkt. | A Study of Marketing Management for Business Development | Talent Serve Pvt. Ltd. Mumbai |
| 81 | Vishe Snehal Arun Kavita | Mkt. | A Study of Consumers Expectations & Perceptions Buying A Home | Vivanta Retailors, Pune |
| 82 | Vivek Shantaram Gadling | Mkt. | Study Market Research to Understand Total Fleet Potential in India | BDB India Pvt. Ltd. Pune |

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|-----|----------------------------------------|------|----------------------------------------------------------------------------------------------|-------------------------------------------------|
| 83 | Vivekanand Dnyaneshwar Jadhav | Mkt. | A Study of Market Research and Collecting Data | Force Motors Ltd. Pune |
| 84 | Abhishek Mohanty | Mkt. | Visual Merchandising | Big Bazaar, Pune |
| 85 | Hriakesh Sunil Mane | Mkt. | A Study on Sales of Branded High Speed Diesel(HSD), Motor Spirit(MS), and Xtra Petroleum(XP) | Trimurti Petroleum, Kasegaon Dist Sangli |
| 86 | Prakash Singh Chauhan | Mkt. | A Study on Awareness and Preferences for Online Courses By Talentserve | Talent Serve Pvt. Ltd. Mumbai |
| 87 | Shivshankar Janardhan Lahudkar | Mkt. | Study on Awareness and Acceptance Level of D-Mat A/C Among Working Professionals | Elelweiss Broking Ltd. Pune |
| 88 | Birnale Ganesh Kashinath | Fin. | A Study of Costing & Cost Reduction with Letech Pvt. Ltd. | Letech Lights (OPC) Pvt. Ltd. Pune |
| 89 | Chavhan Rakesh Maruti | Fin. | An Analysis of Consumer Buying Behaviour Towards Life Insurance | Shriram Life Insurance, Hyderabad |
| 90 | Ilhe Shubham Dinkar | Fin. | A Study of Accounts and Taxation | Yogesh Kulkarni & Company, Pune |
| 91 | Joshi Pratibha Kamalakar | Fin. | A Study of Financial Planning and Wealth Management | Prime Wealth, Pune |
| 92 | Maske Poonam Bhagwandas | Fin. | Recording of Journal Entries In Tally ERP Software | Arvind Bhosale & Associates, Pune |
| 93 | Mohammad Iqbal Mohammad Salim Sahiggra | Fin. | An Fundamental Study of Auditing & Accounting In Umrani & Co. | Umrani & Company, Pune |
| 94 | Nadar Vijay Rajkumar | Fin. | A Study of Cash Flow Management of Annu Enterprise, Gujrat | Annu Enterprise Ankleshwar (Gujrat) |
| 95 | Nikhil Sunil Songire | Fin. | A Study & Optimisation Process of Filling Income Tax Returns | Hari Darakh & Associates, Aurangabad |
| 96 | Padile Sanyam Balaji | Fin. | Study of Working Process and General Banking Operations | Rajarshi Shahu Sahakari Bank Ltd. Pune |
| 97 | Pooja Ghanshyam Sharma | Fin. | An Analysis of Receipts, Accounting, Reconciliation and Payment of Student Accommodation | Amber Internet Solutions Pvt. Ltd. Pune |
| 98 | Sahil Dwivedi | Fin. | Study on Business Tax Services (US Taxation) | Deloitte Tax Services India Pvt. Ltd. Hyderabad |
| 99 | Samiksha Tarun Tembhurne | Fin. | An Analytical Study of Accounting & Taxation | Nahata & Associates, Pune |
| 100 | Satyajit Sanjay Shinde | Fin. | Study on Customer Preference Towards Systematic Investment Plan | Mutual Globe, Delhi |

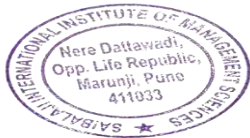
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|-----|--------------------------|------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 101 | Shipra Kushwaha | Fin. | Fundamental Analysis and Technical Analysis of Financial Services Sector | N.N.E.E.L'S. Invest Surat. |
| 102 | Yadav Avadhut Udayrao | Fin. | A Study of Market Research Methodology & Business Development Carried out at Insights Success Media Tech. Pvt. Ltd. | Insights Scuccess Media & Technology Pvt. Ltd. Pune |
| 103 | Aditya Dnyandeo Lahudkar | Fin. | A Study on Commodities Market and Portfolio | KSN Credence Commodities Trading Pvt. Ltd. Lucknow (U.P.) |
| 104 | Aditya Prakash | Fin. | Study of Basic Stock Market Operation | Motilal Oswal Financial Services Ltd. Mumbai |
| 105 | Aishwarya Lalesh Sawaji | Fin. | Study of Company Incorporation Process | M. Borar & Company, Pune |
| 106 | Alok Raj | Fin. | Study on Maintaning and Recording of Data Entry | Fine Frozen Foods, Hyderabad |
| 107 | Anshul Rajendra Ramteke | Fin. | Brief Study on Commodity Markets-Silver MIC & Gold Guinea | KSN Credence Commodities Trading Pvt. Ltd. Lucknow (U.P.) |
| 108 | Atharva Ravindra Mahalle | Fin. | A Study of Accounting Practices Through Taaly ERP 9 | O. A. Dewani & Company, Pune |
| 109 | Bhalekar Sanket Krishna | Fin. | A Study on Goods and Services Tax | S. Surana & Company, Pune |
| 110 | Doiphode Chetan Ganesh | Fin. | A Study on Income Tax Payrers Towards Electronic Filling | Tanishka Consultancy Services, Pune |
| 111 | Fartade Aniket Rupchand | Fin. | Consumer Buying Behaviour Towards Life Insurance in Shriram Life Insurance | Shriram Life Insurance, Hyderabad |
| 112 | Harish Kumar Verma | Fin. | Introductory Study of Mutual Funds | R.G. Wealth Management, Pune |
| 113 | Harsh Pal | Fin. | An Analytical Study of Income Tax and E-Filing | Shubham Arun and Company, Pune |
| 114 | Himanshu Bhandarkar | Fin. | Taxation and Accounting | Saurabh Manglani & Associates, Balaghat (M.P.) |
| 115 | Jadhav Gaurav Sunil | Fin. | Impact of GST on Service Sector | R.M.D. & Associates, Nashik |
| 116 | Kadam Vishal Dadasaheb | Fin. | A Study of Identifying Avenues to the Clients | R.G. Wealth Management, Pune |
| 117 | Kajol Jagdish Choudhari | Fin. | A Study of Basic of Demat, Stock Market and Mutual Fund | S. K. Trader, Nagpur |
| 118 | Kamble Nilesh Sunil | Fin. | A Study on the Analysis of Financial Advisors Responces With Reference to Investment | NJ India Invest Pvt. Ltd. Surat (Gujarat) |

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| | | | in Mutual Fund | |
| 119 | Kamble Vivek Shivaji | Fin. | Income Tax Planning With Respect To Individual Assessee | Chingale & Associates, Pune |
| 120 | Khushboo Harish Thawani | Fin. | An Analytical Study on Partnership In U.S. Taxation | Deloitte Tax Services India Pvt. Ltd. Hyderabad |
| 121 | Kolhe Roshani Balasaheb | Fin. | Income Tax Returns E-Filing | D. V. Satbhai & Co. Pune |
| 122 | Kumawat Pushpendra Laxmi Narayan | Fin. | Study on Portfolio Management and Investment | Goaler Finance, Gurgaon (Haryana) |
| 123 | Lahamge Meghana Arun | Fin. | A Study on Scope of Investment in Mutual Funds | NJ India Invest Pvt. Ltd. Surat (Gujarat) |
| 124 | Mahankale Akshada Vijay | Fin. | Examining the Factors and Issues Leading to non Filing of Returns Under GST | Aman Javheri & Associates, Pune |
| 125 | Mahima Ajay Chouksey | Fin. | Study of Income Tax Return Filing Procedure | P. C. Patil & Associates, Pune |
| 126 | Malgaya Prafull Laxminarayan | Fin. | Systematic Investment Planning | NJ India Invest Pvt. Ltd. Surat (Gujarat) |
| 127 | Manas Behere | Fin. | A Study on Consumer Buying Behaviour Towards Residential Properties In Indore | Vaishnavi Enterprises Recaim, Indore |
| 128 | Megha Motiram Raut | Fin. | A Study of Procedure of Filing Income Tax Return | M. Borar & Company, Pune |
| 129 | Mishra Anagh Jitendra | Fin. | Understanding U.S. Tax | Deloitte Tax Services India Pvt. Ltd. Hyderabad |
| 130 | Mohit Vilas Barad | Fin. | A Study on Technical Analysis of Selected Stocks | Equivalue Search, Kolkata |
| 131 | Mulla Moin Ashpak | Fin. | Income Tax Planning With Respect To Individual Assessee | K. S. Babariya & Associates, Pune |
| 132 | Nandraj Rajendra Gaikwad | Fin. | A Study of Perception of the Investors Towards Shriram Life Insurance Products | Shriram Life Insurance, Hyderabad |
| 133 | Nehete Abhishek Anil | Fin. | A Comparative Study on Car Loan | Kia Motors, Jalgaon |
| 134 | Nikhil Yuvraj Khamankar | Fin. | An Analytical Study of Auditing, Taxation & Accounting | Chingale & Associates, Pune |
| 135 | Pallavi Mohanrao Tayde | Fin. | A Study on Consumer Perception Towards Vehicle Insurance | Vibgyor Advicorp Pvt. Ltd. Mumbai |
| 136 | Prajwal Yogeshwarrao Takarkhede | Fin. | A Study of Equity Research | Equivalue Search, Kolkata |
| 137 | Prasad Vitthalrao Birajdar | Fin. | A Study of GST Registration and Filling Process | Yogesh Kulkarni & Company, Pune |

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| 138 | Radhika Rajesh Biyani | Fin. | A Study of GST Return Filling Process | M. Borar & Company, Pune |
| 139 | Rathod Vedant Vikas | Fin. | A Study & Optimisation Process of Filling Income Tax Returns | Ankush A. Jain Associates, Shirpur Dist. Dhule |
| 140 | Roshan Kumar | Fin. | A Study of Demat Account Opening Procedure | Goaler Finance, Gurgaon (Haryana) |
| 141 | Rushikesh Ramkrushna Thakare | Fin. | A Study & Optimisation Process of Filling Income Tax Returns | Arvind Bhosale & Associates, Pune |
| 142 | Satao Ashish Nivrutti | Fin. | A Study of Using Tally Software for Recording and Analyzing Accounting Data with respect to GST | Arvind Bhosale & Associates, Pune |
| 143 | Shaikh Kaif Arif | Fin. | A Study of Income Tax Return & Accounting Entries in Tally ERP Software | Mansinghani Kulkarni & Associates, Nashik |
| 144 | Shinde Pornima Dattarao | Fin. | Investors Perception Towards Investment in Mutual Fund | NJ India Invest Pvt. Ltd. Surat (Gujarat) |
| 145 | Sulgudle Prathviraj Baswaraj | Fin. | A Study on Customer Satisfaction Towards Investing in Life Insurance | Shriram Life Insurance, Hyderabad |
| 146 | Suyash Shrikrishna Shirole | Fin. | An Analytical Study of Insurance and Loans with Respect to Vibgyor Advisors Pvt. Ltd. | Vibgyor Advicorp Pvt. Ltd. Mumbai |
| 147 | Tattapure Abhijeet Sadashiv | Fin. | A Study on Goods and Services Tax | Jaju Soni & Associates, Latur |
| 148 | Vivek Upadhyay | Fin. | Investment and Risk Management Portfolio | Goaler Finance, Gurgaon (Haryana) |
| 149 | Jayant Mishra | Fin. | A Study of G.S.T. Process | Parth Jhalani & Company, Ratlam (M.P.) |
| 150 | Ashutosh Rout | H.R. | Recruitment Process In Key Account | Le Human Resources Services Pvt. Ltd. Pune |
| 151 | Bhagat Tanay Sanjay | H.R. | End to End Recruitment | Sayaji Hotels Limited, Pune |
| 152 | Indrajit Janardan Kadam | H.R. | To Study of Payroll Management System | Radiant Guard Services Pvt. Ltd. Pune |
| 153 | Langhi Vijay Vasant | H.R. | A Study on Human Resource Management At Urban Cubes Pvt. Ltd. | Urban Cubes, Pune |
| 154 | Palve Dnyaneshwar Navnath | H.R. | To Study the Flexi Blue Employee Stipend and Wages | Tata Motors Passenger Vehicles Ltd. Pune |
| 155 | Shivani Manish Lonkar | H.R. | To Study the Effectiveness of Recruitment and Selection System At KSB | KSB Pumps Ltd. Pune |
| 156 | Tabade Anand Kalyan | H.R. | A Project on Evaluating HR Policies Effectiveness With Reference to Inspire Designs & Branding Services | Inspire Design & Branding Services Pvt. Ltd. Pune |

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| 157 | Vengal Saikumar Satish | H.R. | To Study the Impact of Recruitment, Training and Development Through Social Media | Riser Techub Pvt. Ltd. Pune |
| 158 | Aishwarya Mohan Dayma | H.R. | Policies and Practices in Talent Acquisition | Reliance Jio Infocomm Ltd. Ahmadabad (Gujarat) |
| 159 | Aishwarya Sureshrao Bagde | H.R. | Scientific Screening in a Recruitment Firm | Ubiquitous Pharmaceutical Pvt. Ltd. Pune |
| 160 | Dhuri Apiya Ashok | H.R. | Human Resources Recruitment of Pragati Engineering | Pragati Engineering, Pune |
| 161 | Gade Utkarsh Balu | H.R. | Employee Unannounced Absenteeism | Raymond Ltd. Jalgaon |
| 162 | Gaikwad Snehal Bhimrao | H.R. | To Calculate Employee Satisfaction Index | Rubicon Industries, Aurangabad |
| 163 | Himanshu Prakash Sakhare | H.R. | Recruitment and Selection Process in Information Technology | Capgemini Technology Services India Ltd. Pune |
| 164 | Kajal Dinesh Dhapke | H.R. | A Study of Recruitment and Selection Process in HCL Technologies, Nagpur | HCL Technologies, Nagpur |
| 165 | Nimmy Mathew Vennamattathil | H.R. | Policies and Practices in Talent Acquisition | Reliance Jio Infocomm Ltd. Ahmadabad (Gujarat) |
| 166 | Pawar Kalyani Arun | H.R. | Employee Absenteeism | Raymond Ltd. Jalgaon |
| 167 | Ravina Vishwasrao Wagh | H.R. | A Study of Talent Acquisition Process | Capgemini Technology Services India Ltd. Pune |
| 168 | Redij Chinmay Ashutosh Apurva | H.R. | Analysis of Employees Overall Satisfaction At Shoppers Stop | Shoppers Stop, Pune |
| 169 | Rupal Rajendra Meshram | H.R. | Recruitment and Selection Process in I.T. Industry | WNS Global Services Pvt. Ltd. Mumbai |
| 170 | Shivani Singh | H.R. | Study on Multiskilling of Employees & Cost Effectiveness, Its Benefits & Data Analysis | Exide Industries Ltd. Pune |
| 171 | Snehal Vinod Tale | H.R. | An Analytical Study of Employees Satisfaction | Ubiquitous Pharmaceutical Pvt. Ltd. Pune |
| 172 | Barbee Bhowmik | H.R. | Competancy Mapping | WNS Global Services Pvt. Ltd. Mumbai |
| 173 | Shivani Basweshwar Patil | H.R. | Recruitment and Selection Process | Shoppers Stop, Pune |
| 174 | Atul Singh | Ope. | Material Management | TTD Logistics Pvt. Ltd. Pune |

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| 175 | Nalawade Akshay Anil | Ope. | To Study Operations In Logistics Segment | TTD Logistics Pvt. Ltd. Pune |
| 176 | Rohit Mahadeo Dhakre | Ope. | To Study Logistics Management of B2C Segment | TTD Logistics Pvt. Ltd. Pune |
| 177 | Shrutika Sainath Bondarde | Ope. | Community and Network Engagement | Nblink Pvt. Ltd. New Delhi |
| 178 | Wayadande Ashish Ganapati | Ope. | Study of Material Storage Layout and Inventory Management | Mayur Engineers, Pune |
| 179 | Anilkumar Namdeorao Chavhan | B.A. | A Study on Financial Performance of Wipro Limited | Lones Lang Lasalle Property Consultants (India) Pvt. Ltd. Pune |



Certificate of Completion of Summer Internship Project for Academic Year 2021-22

| Sr. No. | Name of the Student | Specialization | Title of the Project | Name of the Company |
|---------|---------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| 1 | Utkarsh Singh | Fin. | Doing Equity Research on Different Companies of Various Industries to Find Which is Best Approachable and Recommendable to Buy, Sell, or Hold Stocks | Prime Wealth, Pune |
| 2 | Datir Liladhar Balkrushna | Mkt. | To Study Customer Acquisition Process for Talentserve India Pvt. Ltd. In Pune City | Talentserve India Pvt. Ltd. Pune |
| 3 | Adkar Satish Dashrath | Fin. | Fundamental & Technical Analysis of HDFC Bank | Biscon Consultants, Pune |
| 4 | Aashna Chouksey | Mkt. | The Study of Digital Marketing | Neophile Export Pvt. Ltd. Indore |
| 5 | Aathira Anil Nair | Mkt. | Studying Consumer Behaviour in the Service Industry | Tata Teleservices Ltd. Pune |
| 6 | Abhay Lal Keshri | Mkt. | Study of Market Research and Prospects Generation for Allied Analytics LLP | Allied Analytics, Pune |
| 7 | Ananya Singh | Mkt. | Franchise Development for the Company in PAN India | Go Speedy Go, Bhubaneshwar (Odisha) |
| 8 | Ashwary Verma | Mkt. | Building Site Traffic in Order to Deliver Internship Oppurnity to Students | Maestro Intellect, Pune |

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| 9 | Atharva Sharma | Mkt. | Market Research and Competitive Analysis | Allied Analytics, Pune |
| 10 | Avinash Keshavrao Borkar | Mkt. | A Study on Consumer Satisfaction and Retail Coverage Analysis and Market Research for Dabur India | Dabur India Ltd. Pune |
| 11 | Bhasme Ankita Adinath | Mkt. | Study on Prospect Generation Process With the Help of Data of Companies for Allied Analytics | Allied Analytics, Pune |
| 12 | Bhonde Pratik Vasant | Mkt. | Research and Development of Creative Content to Drive Leads and Increase the Social Media Profile Engagement for Social Media Marketing | Brand UP Solutions, Pune |
| 13 | Chandan Prabhakar Rao Takarkhede | Mkt. | A Study of Market Research at BLITZJOBS | BLITZJOBS, Bangalore |
| 14 | Chavan Sourabh Ashok | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 15 | Chinmay Kailas Gawnar | Mkt. | Market Survey, Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 16 | Chirag Singh | Mkt. | A Study of Factors Considered By Financial Advisory in Selection of Financial Company | NJ India Investment Pvt. Ltd. Surat |
| 17 | Dhane Swapnil Ashok | Mkt. | Market Research : The Data is the New Oil | Allied Analytics, Pune |
| 18 | Dhole Vaishnavi Ravi | Mkt. | A Study on Business Development of Wocially | Wocially, Mumbai |
| 19 | Furquan Ahmad Deshmukh | Mkt. | Customer Attitude, Parameters Towards Digital Payment During Covid-19 | |
| 20 | Gaikwad Rajeshwari Rajendra | Mkt. | Inside Sales Representative for Global Trading Corporation | Global Trading Corporation, Navi Mumbai |
| 21 | Gajendra Bhalchandra Gandale | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 22 | Garud Raturaj Sunil | Mkt. | A Customer Relationship Management for Unschool Pvt. Ltd. | Unschool Pvt. Ltd. Hyderabad |
| 23 | Gole Ashwini Kishor | Mkt. | A Study on Business Development for the Company in PAN India | Dhruva Creations, Pune |
| 24 | Gouranga Chandra Dash | Mkt. | A Study of Consumer's Expectations and Perceptions Buying a House | Ullas Infratech Pvt. Ltd. Bhubaneswar |
| 25 | Himanshi | Mkt. | To Market and Sell the Investment Bond | Insplore TLS Consultants Pvt. Ltd. New Delhi |
| 26 | Hitesh Balkrushna Torawane | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 27 | Jadhav Tanmay Abhay | Mkt. | A Study of Customer Relationship Management | Virtnexuus Pvt. Ltd. Pune |

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| 28 | Jagtap Ankush Zipru | Mkt. | Analytical Study of Market Research and Business Data of Companies for Allied Analytics LLP, Pune | Allied Analytics, Pune |
| 29 | Jaiswal Anantkumar Arvind | Mkt. | Market Survey, Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 30 | Jaiswar Dhirendra Ramkesh | Mkt. | To Market and Sell the Investment Bond | Insplore TLS Consultants Pvt. Ltd. New Delhi |
| 31 | Jitendra Dilip Patil | Mkt. | Franchise Development for the Company in PAN India | Go Speedy Go, Bhubaneswar (Odisha) |
| 32 | Junarkar Sourabh Ishwar | Mkt. | The Awareness of Life Insurance Amongst Consumers | Riche Entrepreneurial Venture Insurance Marketing Firm, Mumbai |
| 33 | Kakade Jitendra Kiran | Mkt. | Technical Analysis of IT Sector | HDFC Life Insurance Ltd. Mumbai |
| 34 | Kate Gaurav Prakash | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 35 | Khakadkar Rushikesh Dattatray | Mkt. | To Understand Sales and Distribution Methodology for FMCG | Dabur India Ltd. Pune |
| 36 | Khandare Kunal Mohan | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 37 | Mohammed Shoyal Khatri | Mkt. | Quality Control and Quality Assurance for Meat Processing Industry | Meatco Industries, Jaipur |
| 38 | Narayan Motiram Gaikwad | Mkt. | Life Insurance for Shriram Life Insurance | Shriram Life Insurance, Hyderabad |
| 39 | Narwade Ganesh Kishor | Mkt. | To Understand Sales and Distribution Methodology for FMCG | Dabur India Ltd. Pune |
| 40 | Nikhil Shashikant Ghanwat | Mkt. | Importance of Search Engine Optimization in Digital Marketing | WGBL India Pvt. Ltd. Pune |
| 41 | Padmane Chetan | Mkt. | Study on Lead Generation Process | Talkd Pvt. Ltd. Pune |
| 42 | Pansande Ganesh Ramchandra | Mkt. | A Study on Consumer Buying Behaviour Towards Residential Properties in Pune City | S.S. Khatke Associates, Pune |
| 43 | Parab Sadashiv Vasant | Mkt. | Market Research Firm Providing Business Solution for Enterprise Across Globe | Allied Analytics, Pune |
| 44 | Parikshit Milindrao Kohale | Mkt. | A Comprehensive Study on Customers Satisfaction Towards Agricultural Pesticides | Krushikalyan Biotech, Aurangabad |
| 45 | Patil Sanket Khanderao | Mkt. | A Study on Digital Marketing Process At PEC Attestation and Apostille Services India Pvt. Ltd. | WGBL India Pvt. Ltd. Pune |

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| 46 | Pawar Suyash Sudhir | Mkt. | Quality Analysis in United Spirits | United Spirits, Pune |
| 47 | Pawar Vikramsih Vijaykumar | Mkt. | Market Survey, Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 48 | Phadtare Manohar Ramchandra | Mkt. | Market Research on Insurance Policy and Sales Promotion | Shriram Life Insurance, Hyderabad |
| 49 | Potdar Janak Manikprabhu | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 50 | Prajwal Prakash Lokhande | Mkt. | To Study of Market Research and Customer Relationship Management for Allied Analytics LLP | Allied Analytics, Pune |
| 51 | Prajwal Pravin Penshanwar | Mkt. | To Study Customer Acquisition Process for Talentserve India Pvt. Ltd. In Pune City | Talentserve India Pvt. Ltd. Pune |
| 52 | Prayas Suresh Kale | Mkt. | The Study of Awareness and Customer Expectation of Tyres | MRF Tyres and Service Franchise, Nagpur |
| 53 | Rahane Tushar Digambar | Mkt. | Franchise Development for the Company in PAN India | Go Speedy Go, Bhubaneswar (Odisha) |
| 54 | Rahul Shashikant Jadhav | Mkt. | Study of Market Research and Lead Generation for Allied Analytics LLP | Allied Analytics, Pune |
| 55 | Rajankar Ashish Chandrakant | Mkt. | Study the Practical Concept of Making Sales to the Customer and How to Generate Leads for the Company Through Various Marketing Activities | Talentserve India Pvt. Ltd. Pune |
| 56 | Ravi Rajan Pandey | Mkt. | Distribution Channel Relationship and Marketing Strategy of Dabur India Ltd. | Dabur India Ltd. Pune |
| 57 | Rede Pravin Bhagawat | Mkt. | Mutual Funds : What are they and their future | NJ India Investment Pvt. Ltd. Surat |
| 58 | Rutuja Kishorrao Gawande | Mkt. | Mutual Fund : A Globally proven investment avenue | NJ India Investment Pvt. Ltd. Surat |
| 59 | Sagar Shrikant Pathak | Mkt. | Products of HDFC Standard Life Insurance Company Ltd. | HDFC Life Insurance Ltd. Mumbai |
| 60 | Saloni Raju Choudhari | Mkt. | Technical Analysis of Media Sector | HDFC Life Insurance Ltd. Mumbai |
| 61 | Sanjana Pandhari Khapekar | Mkt. | A Study of Market Research and Collecting Data for Allied Market Research | Allied Analytics, Pune |
| 62 | Sarwade Nikhil Nishikant | Mkt. | A Customer Relationship Management for Unschool Pvt. Ltd. | Unschool Pvt. Ltd. Hyderabad |

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| 63 | Shevade Devendra Prashant | Mkt. | Importance of Search Engine Optimization in Digital Marketing | WGBL India Pvt. Ltd. Pune |
| 64 | Shinu Philipose | Mkt. | Market Analysis and Marketing Strategy of Franchises | Go Speedy Go, Bhubaneswar (Odisha) |
| 65 | Shivani Padmakar Sahare | Mkt. | A Study on Digital Marketing Process At PEC Attestation and Apostille Services India Pvt. Ltd. | WGBL India Pvt. Ltd. Pune |
| 66 | Sikkalgar Mohd Junaaid Abdul Rafique | Mkt. | The Study of Customer Awareness of Infortis Worldwide | American Ruler Pvt. Ltd. Tirunelveli (Tamilnadu) |
| 67 | Singh Aditya Surendra | Mkt. | Portfolio Analysis and Investment Decision | NJ India Investment Pvt. Ltd. Surat |
| 68 | Subodh Prabhakar Wagh | Mkt. | Lead Generation Process in Allied Analytics LLP, Pune | Allied Analytics, Pune |
| 69 | Surendra Santbali Chourasia | Mkt. | Role of SEO in Digital Marketing | WGBL India Pvt. Ltd. Pune |
| 70 | Tushar Bharadwaj | Mkt. | Study on Marketing Strategies of Consultancy Business in Mumbai Region | Conscript HR Advisors Pvt. Ltd. Mumbai |
| 71 | Tushar Kumar | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 72 | Vaibhav Dilip Jasudkar | Mkt. | Research and Analysis for Student Development Programme | Maestro Intellect, Pune |
| 73 | Vaishnavi Manohar Badwe | Mkt. | Study of Digital Marketing With Reference to Yadki Infotech Pvt. Ltd. Nagpur | Yadki Infotech Pvt. Ltd. Nagpur |
| 74 | Wasnik Nikita Sunil | Mkt. | Sales & Business Development of Educational Products | Institute of Creative Excellence, Kolkata |
| 75 | Yadav Rohit Ramashankar | Mkt. | To Do Market Survey Research and Detail Analysis of FMCG and FMCD Industries | Dabur India Ltd. Pune |
| 76 | Abhishek Sunil Tiwari | Fin. | An Analytical Study of Auditing & Tax Consultation | Kaloti & Lathiya Chartered Accountants, Amravati |
| 77 | Achandy Jenifer Jacob | Fin. | A Study on Fundamental Analysis of Indian Listed Pharmaceutical Companies | Mudrabiz Finance Company, Pune |
| 78 | Afrin Haseem Rahman | Fin. | Study on Technical Analysis | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 79 | Akshay Dilip Parkhe | Fin. | A Study and Optimisation of Process of Filling Income Tax Returns | S.R. Tajane & Associates, Pune |
| 80 | Arif Parvej Mohammad Rafiq | Fin. | Study on Goods and Services Tax | M.V.J. & Associates, Nagpur |
| 81 | Atharv Prakash Vinkare | Fin. | An Analytical Study of Accounting & Working of Startup | Asset Chain Techlligence Pvt. Ltd. Amravati |
| 82 | Avinash Sudhakar Shiware | Fin. | Understanding Share Market | Arthayan Bizfinmart Pvt. Ltd. Pune |

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| 83 | Bhosale Darshan Deepak | Fin. | Study of Process of Portfolio Management | Theta Vega Capital, Aurangabad |
| 84 | Birari Siddharth Ashok | Fin. | Investment and Risk Management Portfolio | Choice Equity Broking Pvt. Ltd. Mumbai |
| 85 | Chalmewar Somesh Ganpatrao | Fin. | Study on Market Analysis of Consulting and Tax | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 86 | Chandrani Ghosh | Fin. | Technical Analysis of FMCG Sector | HDFC Life Insurance Ltd. Mumbai |
| 87 | Charpe Nikita Shyampant | Fin. | A Study on Awareness of Car Insurance | Takshashila Consulting, Noida |
| 88 | Chetana Sanjay Prajapati | Fin. | A Study of Life Insurance Products Offered By Bajaj Allianz Life Insurance | Bajaj Allianz Life Insurance Co. Ltd. Pune |
| 89 | Chinmay Pradiprao Talwekar | Fin. | Study on Share Market and Investment Pattern | Future Generali India Life Insurance Co. Ltd. Mumbai |
| 90 | Dalvi Saurabh Rajendra | Fin. | Investment Purpose and View of Customers About Life Insurance | Shriram Life Insurance, Hyderabad |
| 91 | Danish Mumtaz | Fin. | Analysis on Stock Market and Equity Research | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 92 | Darshan Dharmendra Mehta | Fin. | A Study on Equity Research of FMCG Sectors and High Net Worth Investors Orientation | FTS India Pvt. Ltd. Mumbai |
| 93 | Debasis Dash | Fin. | A Study on Portfolio Management of the Clients | John Bros Financial Services, Pune |
| 94 | Dharmale Yash Gajananrao | Fin. | An Analytical Study of Auditing, Taxation & Accounting | Kaloti & Lathiya Chartered Accountants, Amravati |
| 95 | Dheeraj Ramesh Matey | Fin. | Study on Awareness and Acceptance Level of D-Mat A/C Among Working Professionals | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 96 | Dhongde Shripat Dattu | Fin. | A Study of Financial Accounting & Auditing Taxation | M/S. Sunil Dilip Shinde Tax Consultant, Pune |
| 97 | Dongre Dipti Dushyant | Fin. | A Study on D-Mat Account and Online Trading | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 98 | Farse Pratik Ramchandra | Fin. | Investment Perception and Selection Behaviour of Customer Towards Products of Life Insurance Sector | Shriram Life Insurance, Hyderabad |
| 99 | Gaurav Ramesh Belekar | Fin. | Understanding Stock Market and Mutual Fund | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 100 | Harsh Dharmendra Mehta | Fin. | Study on Equity Research and Mutual Funds | Finanddata, New Delhi |

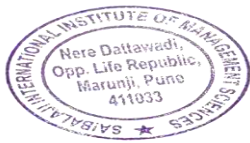
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| 101 | Harsh Sharma | Fin. | Business Development | John Bros Financial Services, Pune |
| 102 | Harsha Maheshwari | Fin. | Technical Analysis of Public Sector Banks | HDFC Life Insurance Ltd. Mumbai |
| 103 | Hrishikesh Gajanan Jaulkar | Fin. | Business Consultancy-IOT Driven Car Insurance | Takshashila Consulting, Noida |
| 104 | Jadhav Akshada Sanjay | Fin. | An Awareness of Stock Market Amongst Investors of Mumbai City | Mudrabiz Finance Company, Pune |
| 105 | Jadhav Akshay Babruvan | Fin. | Study of Equity Research on Central Depository Services Limited | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 106 | Jain Rishita Anil | Fin. | Study on Mutual Fund Performance of Various Companies With Special Reference to Hybrid Funds | Wisdom Ready Edu Fin Srvices LLP Pune |
| 107 | Kaknale Mahima Prakash | Fin. | Consumer Buying Behaviour Towards Life Insurance in Shriram Life Insurance | Shriram Life Insurance, Hyderabad |
| 108 | Khandare Amol Sanjay | Fin. | Understanding Share Market | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 109 | Karke Prasad Hanumant | Fin. | Examining the Factors and Issues Leading to Non-Filing of Return Sunder GST | M/S Dnyaneshwar Gopale & Company, Pune |
| 110 | Karmajit Barik | Fin. | A Study on Technical & Fundamental Analysis of Stock Market for Beginners and Client Generation | Mudrabiz Finance Company, Pune |
| 111 | Kazi Abrar Alam Toufik | Fin. | A Study of Investors Awareness of Mutual Fund in Impact of Covid-19 in Solapur City | Channaki Capitals, Solapur |
| 112 | Kiran Sharma | Fin. | Perception on Investing in Stock Market By Individuals of Pune | Takshashila Consulting, Noida |
| 113 | Madhav Mundra | Fin. | A Consumer Awareness of Life Insurance | Shriram Life Insurance, Hyderabad |
| 114 | Mahabale Shailesh Madhukarrao | Fin. | Need and Importance of Auditing, Accounting and Taxation to the Businessman and Salaried Employees | Anand Kabra & Co. Nanded |
| 115 | Mane Govind Madhukar | Fin. | Comparative Analysis of Services Provided By Angel Broking Ltd. | Sagar Investments (AP-Angel Broking Ltd.) Latur |
| 116 | Mohit Nitin Kadao | Fin. | The Awareness of Life Insurance Amongst Consumers | Riche Enterpreneuerial Venture Insurance Marketing Firm, Mumbai |
| 117 | Nagare Prajakta Macchindranath | Fin. | Technical and Fundamental Analysis of FMCG Sector | NNEELL'S Invest Consultancy, Surat |
| 118 | Nidhi Dheeraj Singh | Fin. | The Awareness of Life Insurance Amongst Consumers | Riche Enterpreneuerial |

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| | | | | Venture Insurance Marketing Firm, Mumbai |
| 119 | Nidhi Shivshankar Awaze | Fin. | Study on Share Market and Investment Pattern | Takshashila Consulting, Noida |
| 120 | Patil Aishwarya Shamrao | Fin. | Study on Fundamental Analysis and Technical Analysis | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 121 | Patil Dipak Sanjiv | Fin. | Analysis on Stock Market and Equity Research | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 122 | Pawar Harshada Tulshiram | Fin. | A Study of Fundamental and Technical Analysis of Hindustan Unilever Limited | NNEELL'S Invest Consultancy, Surat |
| 123 | Premkumar Chandrashekhar Raikar | Fin. | A Descriptive Study of Understanding US Individual Income Tax At Federal Level | Deloitte Tax Services India Pvt. Ltd. Hyderabad |
| 124 | Rahul Kumar Gond | Fin. | Maintaning and Recording of Data Entry | Fine Frozen Foods, Hyderabad |
| 125 | Rathod Priyanka Ramkrushna | Fin. | Cash Flow Management | Atos Syntel Pvt. Ltd. Pune |
| 126 | Rupal Nagendra Kohad | Fin. | A Study of Market Scenario During Lockdown Period | John Bros Financial Services, Pune |
| 127 | Sagar Sachin Sarpotdar | Fin. | Technical Analysis of NBFC Sector | HDFC Life Insurance Ltd. Mumbai |
| 128 | Sameer Dilip Londhe | Fin. | To Study A Business Consultancy - IOT Driven Car Insurance | Takshashila Consulting, Noida |
| 129 | Samir Altaf Sheikh | Fin. | The Awareness of Life Insurance Amongst Consumers | Bharti Axa Life Insurance Company, Mumbai |
| 130 | Samta KhiyalDas Chhugwani | Fin. | Understanding of Insurance Need to Individual | Talent Corner HR Services Pvt. Ltd. Mumbai |
| 131 | Sarika | Fin. | Fundamental & Technical Analysis of Mutual Funds | NNEELL'S Invest Consultancy, Surat |
| 132 | Sawant Thoravi Magan | Fin. | A Study on Factors Affecting Customers Preference Towards Investing in Life Insurance Policies | Talent Corner HR Services Pvt. Ltd. Mumbai |
| 133 | Sharvari Dani | Fin. | Business Consultancy-Sustainable Urban Mobility | Takshashila Consulting, Noida |
| 134 | Shelar Udit Nandkishor | Fin. | Technical Analysis of Pharma Sector | HDFC Life Insurance Ltd. Mumbai |
| 135 | Shinde Pranit Pandurang | Fin. | A Study on Equity Research of FMCG Sector | Mudrabiz Finance Company, Pune |
| 136 | Shivani Sachin Gharat | Fin. | Report on IOT Platform Activity | Takshashila Consulting, Noida |
| 137 | Shubham Devidas Bijwe | Fin. | A Study on Income Tax Planning & Filling | Amit Dhore & Co. Yeotmal |

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| 138 | Swamiraj Sanjay Ingawale | Fin. | Customer Buying Behaviour in Life Insurance | HDFC Life Insurance Ltd. Mumbai |
| 139 | Thakur Jayraj Dipaksingh | Fin. | Investment Perception and Selection Behaviour of Customer Towards Products of Life Insurance Sector | Shriram Life Insurance, Hyderabad |
| 140 | Tushar Vijay Patil | Fin. | Investment Analysis of An Insurance Company | Capital Box, Gurugram (Haryana) |
| 141 | Vishvesh Kant Shukla | Fin. | Study on Share Market and Investment Pattern | Future Generali India Life Insurance Co. Ltd. Mumbai |
| 142 | Wankhede Gaurav Vitthal | Fin. | A Study of Various Life Insurance Product offer By Shriram Life Insurance Company | Shriram Life Insurance, Hyderabad |
| 143 | Yadav Santosh Raghunath | Fin. | Technical and Fundamental Analysis of Consumer-Packaged Goods(CPG) | NNEELL'S Invest Consultancy, Surat |
| 144 | Yash Harish Chandankhede | Fin. | Business Consultancy-Sustainable Urban Mobility | Takshashila Consulting, Noida |
| 145 | Aditya Rajesh Mune | H.R. | Recruitment & Selection Process of Capgemini | Capgemini Technology Services India Ltd. Pune |
| 146 | Ashwini Kishor Ukekar | H.R. | A Study on E-Recruitment Process | Capgemini Technology Services India Ltd. Pune |
| 147 | Badghare Ashna Sudhir | H.R. | Study of Human Resource Management | Go Speedy Go, Bhubaneshwar (Odisha) |
| 148 | Borade Kiran Dnyaneshwar | H.R. | Study of Recruitment and Selection Process | Go Speedy Go, Bhubaneshwar (Odisha) |
| 149 | Damal Pranjali Sunil | H.R. | Study of Recruitment and Selection | Maestro Intellect, Pune |
| 150 | Gadewar Shrutika Sanjay | H.R. | A Study on Recruitment and Selection Process and End to End HR Process | Riche Enterpreneuerial Venture Insurance Marketing Firm, Mumbai |
| 151 | Joshi Purva Rajendra | H.R. | Study of End to End Recruitment for Go Speedy Go Company | Go Speedy Go, Bhubaneshwar (Odisha) |
| 152 | Kale Ganesh Sanjay | H.R. | Recruitment and Hiring | Wocially, Mumbai |
| 153 | Katkar Akshata Ashok | H.R. | The Recruitment and Selection Process of Capgemini | Capgemini Technology Services India Ltd. Pune |
| 154 | Mehta Alok Navneet | H.R. | Scope of Basic Training, Skill Development and Safety Measures in Construction Industry | ABL Infrastructure Pvt. Ltd. Nashik |
| 155 | Prarthana Surendra Bhelonde | H.R. | End to End Recruitment | Go Speedy Go, Bhubaneshwar (Odisha) |

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| 156 | Raipure Rushikesh Gajanan | H.R. | Scientific Screening in A Recruitment Consulting Firm | Mudrabiz Finance Company, Pune |
| 157 | Raveena Rajendra Naikar | H.R. | A Study of Talent Acquisition Process | Capgemini Technology Services India Ltd. Navi Mumbai |
| 158 | Roshni Kalihari | H.R. | A Study of Human Resource Management of Wocially | Wocially, Mumbai |
| 159 | Shubham Nagpure | H.R. | Recruitment and Selection Process | BLITZJOBS, Bangalore |
| 160 | Sui Zehan Mindo | H.R. | Recruitment Through Different Online Job Portals | Growth Central VC, New Delhi |
| 161 | Tejas Baban Sudrik | H.R. | To Study of HR Policy in Recruitment and Selection Process | GMTP Logistics, Pune |
| 162 | Harshal Rameshwar Bhivgade | Ope. | Material Management | FM India Supply Chain Management, Pune |
| 163 | Laddha Govind Sanjay | Ope. | Online Business Model | Big Bazaar, Mumbai |
| 164 | Mayank Sanjiv Dhargave | Ope. | To Study on Microsoft Customer Relationship Management and Microsoft Power Platform | Digipropel, Hyderabad |
| 165 | Paunikar Pranali Jeevan | Ope. | Operation in Customer Services | Genpact, Gurgaon(Haryana) |
| 166 | Rishabh Nemichandraji Lodha | Ope. | Online Business Model | Big Bazaar, Mumbai |
| 167 | Mehul Krushnakant Patil | B.A. | Data Management for Tenhard India Pvt. Ltd. | Tenhard India Pvt. Ltd. Noida |
| 168 | Raikar Kirti Chandrashekhar | B.A. | To Study the Potential of Social Networking Sites in Order to Increase Subscribers | Tenhard India Pvt. Ltd. Noida |
| 169 | Saquib Zaya | B.A. | Study Health Risk Index of Power Transformers Using Analytics | Hygine Air Tech, Gurgram(Haryana) |
| 170 | Aayush Pandey | Mkt. | A Study on Customer Satisfaction of Allied Market Research | Allied Analytics, Pune |
| 171 | Aldar Akshay Dattu | Mkt. | Study on Market Analysis of Consulting and Tax | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 172 | Chetanya Singh Dabi | Mkt. | A Study on Customer Satisfaction of Allied Market Research | Allied Analytics, Pune |
| 173 | Gaikwad Rajendra Kishanrao | Mkt. | A Study on Customer Behaviour in Service Industry | Tata Teleservices Ltd. Pune |
| 174 | Hake Shubham Shankarrao | Mkt. | Study on Market Analysis of Consulting and Tax | Arthayan Bizfinmart Pvt. Ltd. Pune |
| 175 | Harshavardhan Vitthalrao Suradkar | Mkt. | Online Business Model | Future Retail Big Bazar, Pune |

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| 176 | Kajol Pandey | Fin. | Analysis of Investment Pattern of Investors on Different Financial Products | NNEELL'S Invest Consultancy, Mumbai |
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Certificate of Completion of Summer Internship Project for Academic Year 2029-20

| Sr. No. | Name of the Student | Specialization | Title of the Project | Name of the Company |
|---------|--------------------------|----------------|---------------------------------------------------------------------------------------------|----------------------------------------------|
| 1 | Barne Rohan Rohidas | Mkt. | A Study of Customer Satisfaction Level and Service Analysis | Sangle Motors, Ambajogai Dist. Beed |
| 2 | Bawaskar Sandip Namdeo | Mkt. | To Study of Increasing Dealer Sale Because of Bajaj EMI Card | Bajaj Finserv, Pune |
| 3 | Bharajkar Onkar Umakant | Mkt. | A Study of Customer Satisfaction Level and Service Analysis | Sangle Motors, Ambajogai Dist. Beed |
| 4 | Dhond Ajay Sunil | Mkt. | Prevention of Diabities and It's Complication | Weisheit Healthcare, Navi Mumbai |
| 5 | Kalal Mayur Sunil | Mkt. | Study on Promotion of Loans and Insurance At Wealth Infoline | Wealth Infoline Financial Services LLP, Pune |
| 6 | Maru Khyati Vijaykumar | Mkt. | A Study on Handling of EMI Process Through Credit Card of Bajaj Finserv Ltd. | Bajaj Finserv, Pune |
| 7 | Priyank Upadhyay | Mkt. | A Project on Analyzing Customer and Measuring Customer Satisfaction With Bajaj Finserv Ltd. | Bajaj Finserv, Pune |
| 8 | S Noor Mohamed Ali | Mkt. | A Study on Market Potential of I.T. Network Security Products in Hinjawadi-Baner Rgion | GTS Technosoft Pvt. Ltd. Pune |
| 9 | Sagar Manohar Pathade | Mkt. | A Study to Identify Retail Penetration Level for Ninjacart | Ninjacart, Bengaluru |
| 10 | Ankit Yadav | Fin. | Study of Demat Account and Analysis of Online Trading | Karvy Stock Broking Ltd. Hyderabad |
| 11 | Gajbhiye Aarpit Ramesh | Fin. | A Study of Initial Public Offering in India | Karvy Stock Broking Ltd. Hyderabad |
| 12 | Ghogare Akash Raghu | Fin. | A Study of Commodities Market in India | Angel Broking Ltd. Aurangabad |
| 13 | Manish Ishwarlal Sawlani | Fin. | A Study of Share Market and Fundamental Analysis | Smart Gain, Pune |
| 14 | Tewar Kumar Murugen | Fin. | Study of Financial Derivatives(Futures & Options) | Podium Systems Pvt. Ltd. Pune |

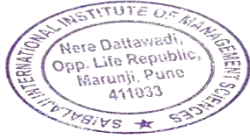
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| 15 | Toshniwal Mukund Purushottam | Fin. | A Study and Analysis of Mutual Fund, Demat and Online Trading Operations | Edelweiss Broking Ltd. Mumbai |
| 16 | Amte Deepak Manjitrao | H.R. | A Study of Recruitment and Selection for LTI | Larson & Toubro Infotech Ltd. Pune |
| 17 | Kamble Ashwini Kishor | H.R. | To Study the Satisfaction Level of the Employee Towards the Existing Performance Management System of RSB Company, Pune | RSB Transmissions (I), Pune |
| 18 | Pratiksha Ramchandra Wagde | H.R. | Study of the Evaluation of Recruitment and Selection Process | Podium Systems Pvt. Ltd. Pune |
| 19 | A H Aurobinda | Mkt. | To Study the Consumer Behavioural Towards Bajaj Finserv Card and Promotion of Lifestyle Finance | Bajaj Finserv, Pune |
| 20 | Aher Tushar Dhanesh | Mkt. | To Study and Analyze the Consumer Behaviour Towards Bajaj Finserv EMI Card | Bajaj Finserv, Pune |
| 21 | Akshay Kotangale | Mkt. | A Study on Business Development and Marketing (B2B) | Q Exclusive Online Shop Pvt. Ltd. Pune |
| 22 | Amit Ramesh Goge | Mkt. | Market Research on Understanding the Potential of Weber Products in Interior Designers and Architects | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 23 | Aniket Kishor Radke | Mkt. | A Study of Customer Satisfaction Towards Ninjacart, Executrd | Ninjacart, Bengaluru |
| 24 | Ankhule Jayesh Ramesh | Mkt. | Comparative Analysis of Major Broking Firms | Karvy Stock Broking Ltd. Hyderabad |
| 25 | Ansari Fakrealam Zahiruddin | Mkt. | Role of Consumer Behaviour and Perception Towards Bajaj Finserv | Bajaj Finserv, Pune |
| 26 | Arif Mainuddin Mulla | Mkt. | Market Research on Understanding the Potential of Weber Products in Interior Designers and Architects | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 27 | Ashok Kumar | Mkt. | Customer Relationship Management With Reference to Spencer's | Spencer's Retail Ltd. Visakhapatnam |
| 28 | Bangali Harshkumar Vijaykumar | Mkt. | To Assess the Need of Thin Set Adhesive/Eproxy Grouts Including 2K in Key Buiders & Architects | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 29 | Baviskar Tushar Lotan | Mkt. | A Study on Factors Influencing the Purchase Decision of IT Managers for Microsoft Products and Services | IBN Technologies Ltd. Pune |
| 30 | Chaudhari Kalpesh Ashok | Mkt. | To Study the Potential and Buying Criteria for Flooring Business in Industrial Segment at Mumbai | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 31 | Dabhade Prachi Popat | Mkt. | To Study Inbound & Outbond Marketing Practices for TSL Marketing | TSL Consulting Pvt. Ltd. Pune |

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| 32 | Deshmukh Shantanu Sanjayrao | Mkt. | Study on Awareness and Acceptance Level of D-Mat A/C Among Working Professionals | Edelweiss Broking Ltd. Mumbai |
| 33 | Devendra Rajendra Jadhav | Mkt. | A Study to Understand Dealers Perception on Biometric and Automation Products | M-Tech Innovations Ltd. Pune |
| 34 | Fulse Sneha Vijaykumar | Mkt. | A Study to Understand and Brand Marketing Strategies of Force Motors With Respect to Ambulance of Force Motors | Force Motors Ltd. Pune |
| 35 | Gaikwad Paritosh Vijay | Mkt. | Study of Sales and Promotion of Amul Fresh Product Range | Amul, Nagpur |
| 36 | Gaurav Das | Mkt. | Sales Marketing of Bajaj Automobiles | Joy Automobile, Kanker (C.G.) |
| 37 | Hitesh Harishbhai Mistry | Mkt. | Comparative Analysis of Customer Buying Behaviour of Hitachi With It's Competitors | Johnson Controls-Hitachi Air Conditioning India Ltd. Pune |
| 38 | Itape Sagar Mahesh | Mkt. | Competitive Analysis of APP Push Notifications of Major E-Commerce Websites | Firstcry.com, Pune |
| 39 | Jadhav Pavan Bapurao | Mkt. | Study of Consumer Preferences of Various Digital Marketing Tools | Aespaes Productions, Pune |
| 40 | Jayesh Kumar Madnani | Mkt. | A Study of Effectiveness of Distribution Channel of Amul Product | Amul, Pune |
| 41 | Kadu Abhishek Mohan | Mkt. | A Study on Consumer Preferences on Buying Food Online | Eshana Infotech Solutions LLP, Nasik |
| 42 | Kanbar Yash Kaushikkumar | Mkt. | To Assess the Need of Thin Set Adhesive/Epoxy Grouts Including 2K in Key Buiders & Architects | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 43 | Kazi Juned Liyakat | Mkt. | A Study on Perception of Individual Investors Towards Mutual Funds With Prudent Corporate | Prudent Corporate Advisory Services Ltd. Pune |
| 44 | Khalsa Amanjotkaur Harvindersingh | Mkt. | Study Consumer Buying Behaviour in Fashion and Accessories | Bajaj Finserv, Pune |
| 45 | Mahure Manoj Vasanta | Mkt. | Study on Promotional Strategies Used By BYJU'S | BYJU'S, Bangalore |
| 46 | Monika Singh | Mkt. | A Study on Various Website Issues Faced and Consultancy Services Rendered At Quantazone Software Pvt. Ltd. | Quantazone Soft. Pvt. Ltd. Pune |
| 47 | Namanraj Singh Banafar | Mkt. | Study on Buying Behaviour of Customers in Fashion and Accessories Through Bajaj EMI | Bajaj Finserv, Pune |
| 48 | Omkar Baban Phatangare | Mkt. | Promotion Strategies of Investment in Equity Market | Karvy Stock Broking Ltd. Hyderabad |

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| 49 | Padol Kinjal Umesh | Mkt. | Social Media Marketing | Digitize Brand Hub(India) Pvt. Ltd. Pune |
| 50 | Pallavi Roy | Mkt. | A Study of Promotional Strategies Used for BYJU'S | BYJU'S, Bangalore |
| 51 | Pant Swanand Vinayak | Mkt. | Pallet Resort-A Market Survey | OYO, Goa |
| 52 | Prabhu Shubham Rajendra | Mkt. | Product Awareness and Promotion | OYO, Goa |
| 53 | Rahul Raju Ghugal | Mkt. | Study About Consumer Satisfaction By Airtel Payment Bank | Airtel Payment Bank, Pune |
| 54 | Raichure Akshay Suryakant | Mkt. | Market Research and Business Development of Amul Products With BTL Activities in Pune Rgion | Amul, Pune |
| 55 | Rajesh Vasudevrao Saripalli | Mkt. | Role of Bajaj Finance in Consumer Durable Sales | Bajaj Finserv, Pune |
| 56 | Ritika Tonk | Mkt. | Awareness of Stock Market and Preferable Investment Options Among People | Ritika Securities, Mumbai |
| 57 | Rohan Bhaurao Bharde | Mkt. | A Study on Sales and Market Research of Amul Dairy Products | Amul, Nagpur |
| 58 | Rohit Sunil Chaudhari | Mkt. | Study on Brand Awareness of Loans and Insurance at Wealth Infoline | Wealth Infoline Financial Services LLP, Pune |
| 59 | Shende Parimal Ravindra | Mkt. | A Study of Competitive Advantages and Consumer Buying Behaviour of Amul At Retail Level in Pune Region | Amul, Pune |
| 60 | Shimpi Mohit Rajendra | Mkt. | A Study on Market Expansion of I.T. Network Security Products in Hinjawadi-Baner Rgion | GTS Technosoft Pvt. Ltd. Pune |
| 61 | Smita Dhama | Mkt. | Market Research on Corporate Training of Xthrill | Xthrill, Pune |
| 62 | Sugat Amar Meshram | Mkt. | A Study on Change of Prospective Towards Consumer Behaviour for Buying Apparles Through Bajaj Finserv EMI Network Card | Bajaj Finserv, Pune |
| 63 | Suraj Prasad Gupta | Mkt. | To Assess the Potential and Buying Criteria for Flooring Business in Industrial Segment | Saint-Gobain India Pvt. Ltd.-Weber Business, Mumbai |
| 64 | Sushovan Roy | Mkt. | A Study on Marketing Strategies of A Business Consulting Organization Through Market Profiling and Market Segmentation | VDBS Consultancy Services Pvt. Ltd. Mumbai |
| 65 | T A Anandhu Krishna Kumar | Mkt. | A Study on Customer Satisfaction Attained From Website Development Services Provided By Quantazone Software Private Limited | Quantazone Soft. Pvt. Ltd. Pune |
| 66 | Vaibhav Chouhan | Mkt. | Project on Consumer Buying Behaviour According to the Brand | Bajaj Finserv, Pune |

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| 67 | Vikash Kumar | Mkt. | A Study of Consumer Buying of Pouch Milk | Amul, Pune |
| 68 | Wagh Shyam Shivaji | Mkt. | Study on Consumer Behaviour and Response for Tea Shop's Franchisee's With Respect to Aloria Tea House | Aloria Tea Pvt. Ltd. Navi Mumbai |
| 69 | Wakchoure Vishal Balasaheb | Mkt. | A Study on Sales and Distribution of Amul Fresh Products | Amul, Pune |
| 70 | Abhishek Kumar | Fin. | Credit Management System | Sintex-BAPL Ltd. Pune |
| 71 | Asane Amol Subhash | Fin. | A Study of Income Tax Return Filling From Taxable Income and Presumptive Income | City Link Tech. Solutions Pvt. Ltd. Pune |
| 72 | Ashish Namdeo Chavhan | Fin. | Study of Stock Exchange At Nirmal Bang Securities | Nirmal Bang, Mumbai |
| 73 | Bachhav Lalit Balkrushna | Fin. | A Study of Derivative Trading of Nifty-50, Infosys, Maruti, Hindustan Uniliver, HDFC and Sunpharma | Sharekhan Ltd. Nashik |
| 74 | Bansode Sagar Bharat | Fin. | A Study of General Insurance With Reference Vehicle Insurance | Vibgyor Advicorp Pvt. Ltd. Mumbai |
| 75 | Bhadane Himanshu Bhalchandra | Fin. | Investors Perception Regarding Various Investment Avenues Available in India | Edelweiss Broking Ltd. Mumbai |
| 76 | Bhagyesh Hiraskar | Fin. | Analysis and Interpretation of Financial Statement | Balaji R. & Associates, Pune |
| 77 | Borker Sarvesh Chidanand | Fin. | The Impact of Interest Rate Risk on Bank Lending | Wealth Infoline Financial Services LLP, Pune |
| 78 | Doshi Keval Ketankumar | Fin. | A Study on Financial Planning and Analysis in Multinational Pharmaceutical Company | Pfizer Ltd. Mumbai |
| 79 | Manjunath Durgappa Gollar | Fin. | Valuation of Infosys and TCS Using Fundamental Analysis | Sharekhan Ltd. Pune |
| 80 | Monika Santosh Gujarathi | Fin. | A Comparative Study of Financial Performance of Selected Public Sector Banks | Ritika Securities, Mumbai |
| 81 | Nawle Pooja Ramesh | Fin. | Performance Analysis of ELSS | Ritika Securities, Mumbai |
| 82 | Poornima Singh Bhadoria | Fin. | Treasury Operations-National Stock Exchange and Group Companies | National Stock Exchange of India Ltd. Mumbai |
| 83 | R Anand | Fin. | A Study on Working Capital Management | I.R.E.L.(India) Ltd. Chavara(Kerala) |
| 84 | Rachoti Soumya | Fin. | A Comparative Study of Financial Performance of Private Sector Banks With Reference to Nifty Private Sector Bank Index | Ritika Securities, Mumbai |
| 85 | Rudrakanthwar Ashish Chandrakant | Fin. | A Study of Online Trading in India | Sharekhan Ltd. Pune |

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| 86 | Shreeja Mallikarjunrao Anipindiwar | Fin. | To Analyse Income From Capital Gains and Business and Profession for An Individual Assessee | H&R Block (India) Pvt. Ltd. Pune |
| 87 | Shreyasi Khaitan | Fin. | A Study on Strategies for Tax Saving Adopted By An Individual | R.P. Mutha & Associates, Pune |
| 88 | Shrikant Netaji Tajne | Fin. | Study on the Awareness of D-Mat Account | Anand Rathi Share & Stock Brokers Ltd. Nagpur |
| 89 | Subhamdit Surin | Fin. | A Study on Store Bills Payment At Rourkela Steel Plant(SAIL) | Rourkela Steel Plant(SAIL), Rourkela(Odisha) |
| 90 | Sunil Bharat Kankalwar | Fin. | A Study of Consumer Behaviour and Awareness | Anand Rathi Share & Stock Brokers Ltd. Nagpur |
| 91 | Surushe Amol Suresh | Fin. | A Study on Financial Derivatives | Sharekhan Ltd. Pune |
| 92 | Turambekar Vipul Vijay | Fin. | Customer's Perception and Attitude Towards Mutual Fund Investment | Nirmal Bang, Mumbai |
| 93 | Shaikh Shahbaj Hussain | Fin. | Managing Endpoints Using Bigfix Software | Persitent Systems Ltd. Pune |
| 94 | Chaudhari Siddharth Pramod | Ope. | A Study on Supply Chain Management and Purchasing | Sharda Motor Industries Ltd. Pune |
| 95 | Rahul Mohan Valvi | Ope. | Setting up of Business Process for Launching Onn Electric Bikes At Hinjewadi, Pune | Motocruizer Technologies India Pvt. Ltd. Pune |
| 96 | Ahuja Priyanka Rajubhai | H.R. | A Study on Recruitment Process At Anakin Management Consultants Pvt. Ltd. | Anakin Management Consultants Pvt. Ltd. Mumbai |
| 97 | Chugh Sapna Lalitkumar | H.R. | The Study to Measure Employee Empowerment | Saturo Technologies Pvt. Ltd. Pune |
| 98 | Gedam Sunny Subhash | H.R. | Study on Recruitment and Selection Policy | Intrst Network Pvt. Ltd. Ahmedabad |
| 99 | Komal Anil Sagne | H.R. | Recruitment and Selection Process | DODA Management & Business Solutions Pvt. Ltd. Pune |
| 100 | Marbonwar Pallavi Bandu | H.R. | Study of Training and Development on Employees | Seven Mentor Pvt. Ltd. Pune |
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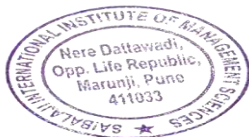
Certificate of Completion of Summer Internship Project for Academic Year 2018-19

| Sr. No. | Name of the Student | Specialization | Title of the Project | Name of the Company |
|---------|----------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1 | Ajinkya Dnyandeo Kamble | Mkt. | A Study of Promotional Strategy of Agrovision Group, Pune | Agrovision, Pune |
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| 3 | Anjan Yadav | Mkt. | Market Survey to Understand Willingness of Healthcare Startup Industry for Listing their Products and Services in Insights Care Magazine | Insights Success Media & Tech. Pvt. Ltd. Pune |
| 4 | Awatade Prasanna Sanjay | Mkt. | Factors Affecting Sales in FMCG Sector | Kashmiri Products, Pune |
| 5 | Damdar Pavan Mukund | Mkt. | Market Survey of Lenovo Products for Education Segment | Lenovo, Pune |
| 6 | Gupta Mayur Santosh | Mkt. | To Study Customer Satisfaction towards Lenovo Products | Lenovo, Pune |
| 7 | Ladva Darshan Narendrabhai | Mkt. | A Study on Customer's Perception in Retail Shopping through Bajaj EMI Card | Bajaj Finserv, Pune |
| 8 | More Santosh Yogiraj | Mkt. | A Study on Digital Marketing Services with Return on Web | Gateway Media Solution, Pune |
| 9 | Patil Sumant Hemant | Mkt. | A Study of Consumer Preferences of Ashok Leyland Vehicles | Ashok Leyland, Pune |
| 10 | Pawan Kumar Singh | Mkt. | Study on Brand Awareness and Preference Regarding Havells L.E.D. | Havells India Ltd. Indore |
| 11 | Prasanna Rajendra Merwade | Mkt. | Market Research for Smasung Product and Services | Jeet Communication, Kolhapur |
| 12 | Rishabh Gouraha | Mkt. | Customer Satisfaction towards Tata Motors | Tata Motors, Bhilai |
| 13 | Roy Nilanjan Nilesh | Mkt. | To Study the Consumer Behaviour with reference to the Buying Process Between Flavoured Milk and Favoured Milk Powder | Govind Milk & Milk Products Pvt. Ltd. Satara |
| 14 | Saurav Singh | Mkt. | Market Research on Lenovo Products and Services | Lenovo, Pune |
| 15 | Shoaib Afzal Khan | Mkt. | A Study on Distribution Channel of Kothari Pipes | Kothari Pipes, Solapur |

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Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune

A STUDY ON DIGITAL MARKETING

A
SUMMER INTERNSHIP PROJECT REPORT
On
"A STUDY ON DIGITAL MARKETING"

For

"CARUDYOG"

By

"Priyanka Pradeepsingh Chauhan"

Under the guidance of

Dr. L. K. Tripathy

Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY



In partial fulfillment of the requirement for the award of the degree of Master of Business Administration (MBA)



Through

SAI BALAJI INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCES (SBIIMS)

Pune - 411005

Batch - 2021-2023

SAIBALAJI INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCES (SBIIMS)

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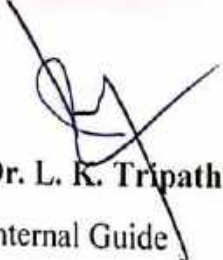
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Ref: SBIIMS/MBA/2021-23/698

Date: 1 April 2023


CERTIFICATE

This is to certify that **Priyanka Pradeepsingh Chauhan** is a bonafide student of our Institute pursuing MBA in **Marketing** Batch 2021-2023 has successfully completed this project titled, "**A Study on Digital Marketing.**" at **Carudyog, Pune** from **09/05/2022** till **20/08/2022** under the guidance of **Dr. L. K. Tripathy**. She has duly acknowledged all the sources of reference used in the above project work in partial fulfillment of the Master of Business Administration (MBA) Program of Savitribai Phule Pune University.


Dr. L. K. Tripathy
Internal Guide




Dr. L. K. Tripathy
DIRECTOR
Director SBIIMS
PUNE

Ext. Dr. P. V. Yadav 
5/4/23

CARUDYOG

— INDIA'S FASTEST GROWING AUTOMOBILE COMPANY —

Internship Certificate

We are glad to inform you that **Ms. Priyanka Chauhan** student of Saibalaji International Institute of Management Sciences from SPPU University has successfully completed her internship at **CarUdyog** from **9th May 2022 to 20th August 2022**. During her internship, she was exposed to the various activities in our Digital Marketing Department.

We found her extremely inquisitive & hard working. She was very much interested to learn the functions of our core division & also to put her efforts & get in to the depth of the subject to understand it better.

Her association with us was very fruitful & we wish her all the best in her future endeavours.
Thank you!


CARUDYOG



UJJWAL BHUTADA
CEO & FOUNDER, CARUDYOG

DOC: 20 Oct 2022

www.carudyog.com

DECLARATION

This is to certify that the project report is entitled "A STUDY ON DIGITAL MARKETING" is submitted to SBIIMS, Pune in partial fulfillment of the requirement for the degree of Master of Business Administration(MBA), is an original work. The matter embodied in this project is genuine work done by me and has been submitted whether to this university or any other university/ institute for the fulfillment of the requirement of any course of study.

I guarantee that this project report has not been submitted for the awards to any other university for a degree, diploma, or any other such prizes.

Date: 3/4/23

Signature: 

Miss. Priyanka Chauhan

ACKNOWLEDGEMENT

I, Priyanka Chauhan, student of Master of Business Administration of SaiBalaji International Institute of Management Sciences, would like to express my sincere gratitude to Dr. L. K. Tripathy for his guidance and help extended at every stage of project work. I am deeply indebted to him for giving me definite direction and moral support without which this report would not have been completed. His valuable suggestions and co-operative nature during the course of present investigation would remain encouraging throughout my life.

I am thankful to Dr. L. K. Tripathy who led to enlighten me in preparation for this project.

I am thankful to Carudyog, Pune for sponsoring my project and give me an opportunity to work on their project. I would like to specially thank Mr. Ujwal Bhutada (CEO, carudyog, Miss. Nikita Jawarkar and all the staff of Carudyog for their valuable guidance and continuous encouragement to me in completing this work. I wish to thank other faculty members of the Sai Balaji International Institute of Management and Sciences, pune, for their valuable advice in every stage for successful completion of this project report.

I extend my sincere and special thanks non-teaching staff of SBIIMS for their valuable help in every stage of this project report. Finally, I would like to thank my parents for the trust they have shown in me. I am also thankful to all my well-wishers.



Priyanka Chauhan

MBA-(Marketing)

Date: 3/4/23

Executive summary

CarUdyog is a unique platform created exclusively for all the people who are interested in buying and selling the car. CarUdyog is a platform derived from variety of exposures experienced by the Jay Mahesh group of industries. JM group has a great contribution in the pre-owned vehicle industry. Fundamentally, platform is a digital base for individuals and firms to gather and connect each other to share a common visionary and ultimate solutions. This platform has been developed as a perfect alternative to the age-old process of dealing with vehicle trade-ins and to overcome the challenges that existed within the used car industry. Our team has created a platform that links used car dealers from various locations in order to make transferring wholesale inventory faster, simpler, and more efficient than ever. The goal was to design a platform that enables a next generation used car marketplace and, perhaps most ambitiously, to imagine a future where used car buying and selling transactions are fair and simple for all car buyers and sellers. Our model of online platform Business strikes the precise balance between novelty, viable execution, and clear online and offline communication. Jay Mahesh Group has an understanding of over 20 years in the car business, we have worked at ground level to offer different types of assistance to our clients and maintain relationships of good service.

My internship profile in this company is of Digital Marketing where we have to promote our brand using all social media communications and also have to increase the reach to attract more number of customers. In internship my work was to promote the brand name that is CarUdyog using social media mode and to increase the number of customers. Firstly started with Facebook where I have promoted our Facebook page of CarUdyog by sharing link of Facebook page to my friends on Facebook and also send messages to those Facebook users who liked or shared our post on Facebook page to promote our brand. Then, I have been given company's Instagram account to upload some reels, videos related to our products, on YouTube for promotion purpose. And I also worked as a content creator I made push notifications for their main application and seller's application.

A STUDY ON DIGITAL MARKETING

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Chapter I

Introduction

Introduction

1. What is the Summer Internship project?

A summer internship report is documentation of a student's work- a record of the original work done by the student in the summer internship of 3 months duration. The objective of this document is to provide a set of guidelines that help a student prepare the report to satisfy the requirements of an internship report. MBA summer internship provides hands-on experience to all the students. This helps the students in getting better informed about their interests and the field they would want to work in. This finally enables the students to make a better career choice during the time of final placements.

2. Purpose of the project

The purpose of this study was to understand the comprehensive report about the world's largest emerging markets. It further offers e-access to all the available industry reports just in a jiffy. By offering core business insights on the varied industries, economies, and end – users worldwide, Avenue ensures that the registered users get an easy as well as a single gateway to their all-inclusive requirements.

3. Scope of the project

Here are just a few reasons why internships are investments in your future:

- 1) **Real – world experience:** Joining a company as an intern gives you the opportunity to for hands-on on in a professional environment. Internships help by teaching you more about the career path you are pursuing. Think of it like this- internships are a way to test drive possible jobs and explore different career options.
- 2) **Networking:** Internship often allow you to attend meetings and events. By interacting with professionals, you gain new connections and learn how to communicate in a professional environment. Personally, my internships have introduced me to a lot of useful resources and have allowed me to meet a variety of professionals in my field. Networking has helped me acquire references and find new job opportunities. Internships can even provide you with a professional mentor.

- 3) **Resume Builder:** As a college student I know the importance of strong resume. Without a solid resume, it can be tougher to be considered for a position. And how can you have a strong resume without any experience internship is the key to building experience as a student or recent graduate. Employees are much more likely to hire someone with a generic resume or lacking experience.
- 4) **Time management:** As an intern, you'll become a master of time management. When you're working in a fast-paced professional environment you need to know every minute counts. Time management is vital in every circumstance whether you're attending meetings, finishing tasks on deadlines, making phone calls, etc.
- 5) **Career foundation:** Internships provide you with the building blocks you need for your future. Many internship opportunities help set foundation for your career. You must choose your internships based on your interests and career prospects. As an intern, you have the opportunity to get your foot in the door with a company.
- 6) **The opportunity to learn more about yourself:** "Knowing yourself is the beginning of all wisdom". – Aristotle the experience we go through are what shape us. Your internship will not only encourage personal development but also a greater understanding to self. To know yourself is to know your goals and how to best achieve them. Finding this level of clarity is difficult, but sometimes all it takes is trying someone new, out of your comfort zone.
- 7) **Internships offer opportunities to transit into full-time positions:** Although, it is not guaranteed, most employers are always seeking to add value to their organization. With an internship, you're allowed to showcase your talents, commitment, and value to a prospective employer. Furthermore, employers are more inclined to hire you once they have invested time and money to train you.

- 8) **Gain confidence:** Internships allow you to test out specific techniques learned in the classroom before entering the working world. It's an opportunity to apply what you have learned in a safe environment where mistakes are expected rather than learn the hard way in your first job out of college.

What is digital marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Why is digital marketing important?

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses

Types of digital marketing:

1. Social media marketing

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. You can use social media marketing to highlight your brand, products, services, culture, and more. With billions of people spending their

time engaging on social media platforms, focusing on social media marketing can be worthwhile.

The most popular digital platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind. Ultimately, which social media platforms you use for your business depends on your goals and audience. For example, if you want to find new leads for your FinTech startup, targeting your audience on LinkedIn is a good idea since industry professionals are active on the platform. On the other hand, running social media ads on Instagram may be better for your brand if you run a B2C focused on younger consumers.

2. Content marketing

As mentioned, the quality of your content is a key component of an optimized page. As a result, SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material, such as:

Blog posts

E-books

Newsletters

Video or audio transcripts

Whitepapers

Content marketing matters, and there are plenty of stats to prove it:

84% of consumers expect companies to produce entertaining and helpful content experiences

62% of companies that have at least 5,000 employees produce content daily

92% of marketers believe that their company values content as an important asset

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

To create effective content that's highly relevant and engaging, it's important to identify your audience. Who are you ultimately trying to reach with your content marketing efforts? Once you have a better grasp of your audience, you can determine the type of content you'll create. You can use many formats of content in your content marketing, including videos, blog posts, printable worksheets, and more.

3. Search engine optimization

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as "the art and science of making web pages attractive to search engines."

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking on a search engine results page (SERP).

Today, the most important elements to consider when optimizing a web page for search engines include:

Quality of content

Level of user engagement

Mobile-friendliness

Number and quality of inbound links

4. Pay-per-click marketing

Pay-per-click, or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. So, instead of paying a set amount to constantly run targeted ads on online channels, you only pay for the ads individuals interact with. How and when people see your ad is a bit more complicated.

One of the most common types of PPC is search engine advertising, and because Google is the most popular search engine, many businesses use Google Ads for this purpose. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

Ad quality

Keyword relevance

Landing page quality

Chapter II
Objective of study

OBJECTIVE OF STUDY

1. To study digital marketing and lead generation at CarUdyog.
2. To generate maximum leads through digital marketing to improve sales.
3. To increase customer base through lead generation activities.
4. To expand the business activity.
5. Create and curate content.
6. Drive traffic through digital marketing
7. Increase brand awareness through digital marketing
8. Real world experience
9. To find out potential customer and converting them into leads

Chapter III
Company profile

Company Profile



CarUdyog is a unique platform created exclusively for all the people who are interested in buying and selling the car. CarUdyog is a platform derived from variety of exposures experienced by the Jay Mahesh group of industries. JM group has a great contribution in the pre-owned vehicle industry. Fundamentally, platform is a digital base for individuals and firms to gather and connect each other to share a common visionary and ultimate solutions. This platform has been developed as a perfect alternative to the age-old process of dealing with vehicle trade-ins and to overcome the challenges that existed within the used car industry. Our team has created a platform that links used car dealers from various locations in order to make transferring wholesale inventory faster, simpler, and more efficient than ever. The goal was to design a platform that enables a next generation used car marketplace and, perhaps most ambitiously, to imagine a future where used car buying and selling transactions are fair and simple for all car buyers and sellers. Our model of online platform Business strikes the precise balance between novelty, viable execution, and clear online and offline communication. Jay Mahesh Group has an understanding of over 20 years in the car business, we have worked at ground level to offer different types of assistance to our clients and maintain relationships of good service.

About company

"CarUdyog which was formerly known as "JM Cars" is owned & managed by "Jay Mahesh Auto mall India Limited" and is related to the pre-owned car trading which is an Automobile business operated by "Jay Mahesh Auto Mall India Limited".

This platform is an extended transformative division of the car dealership establish by JM Groups since last 20 years. Jay Mahesh Auto mall India Limited, has newly changed its brand name to "CarUdyog". Since a lot of new car dealers are emerging into the market and have difficulty in buying and selling used cars. We aim to create a digital platform where we can deal with the current problems faced by traditional way of dealing used car, and that's how the rise of the platform happens. called as "CarUdyog".

The term CarUdyog refers to car-related business, for which we have proudly adopted the "Udyog" which is a Maharashtrian word that means "business." Despite the fact that Maharashtra has the largest market share in India's pre-owned vehicle business, we are the first online automotive platform with a Maharashtra origin. As the new era of digital platform has come up since a decade. We as a platform would like to create a quality network of customers and dealers to interact a share and a common vision objective for the pre-owned car trading. CarUdyog are transforming the old way of working by adding a digital platform into our pre-owned automobile company as the era has changed and progressed towards digitalization. CarUdyog platform is being expanded and developed by the founder of the company Mr. Ujwal Bhutada which assures all the buyers and sellers to transact with the trust and transparency in incorporating the huge network among the people. As for now, CarUdyog expands its operations throughout Maharashtra, the firm desires to expand its operations throughout India.

The long-term vision of the company is to extend our business not only in India,

but also in other parts of the world. We would be grateful to serve our services in every corner of the world where the trust and transparency is the key factor of buying and selling the preowned car.

CarUdyog

THE AUTOMOTIVE PLATFORM

The COVID-19 epidemic had little influence on the industry. With an increasing number of individuals choosing private mobility and more financial choices pumped into the used automobile industry, the sector is expected to develop significantly. Due to the pandemic's reduced financial stream, purchasers have been forced to hunt for alternatives to new automobiles, and the used car market has tremendous development potential in this regard. With more automobile models being released, there is a larger pool of pre-owned cars, and individuals who acquire new cars do not generally keep them for long, selling them off in two to three years. Pre-owned vehicle dealerships offer the most cost-effective options to potential customers. The Jay Mahesh Automotive platform is a concept derived from the Jay Mahesh group of industries which now known as "CarUdyog". The Jay Mahesh group has made major contributions to the pre-owned automotive market. A platform, in its most basic form, is a digital platform that allows individuals and companies to connect and engage in order to share a common vision and final solutions for used cars.

Vision

To develop a digital platform where the company will aim to raise the standards of pre-owned car business lifestyle by bringing individuals and busin-esses together to share a common visionary and ultimate solution.

Mission

To Provide an easy to operate platform based on technology for pre-owned car dealers whereby they can practice trade with trust and transparency.

Business Models of CarUdyog

- CarUdyog is a unique platform created exclusively for all the people who are

interested in buying and selling the car.

- We do not charge for registration process. There is no commission associate, we link you directly with the seller at no cost.
- We provide Cost transparent and trusted services

What CarUdyog provides is: -

- Quality Inspection
- No Bidding
- Large Network
- Fixed Pricing
- Wide range of cars
- No cost barriers
- High quality Certified cars



Buying a second car isn't always simple; it might take hours of searching, several test drives, and weeks to locate the ideal one. We bring together all of the users in this industry as a digital platform to provide cost-effective products and services. Our online platform Business model combines innovation, viability, and clear online and offline communication in a unique way. CarUdyog is a company founded on its principles and beliefs, which distinguishes it from the rest of the pre-owned automobile industry.

CarUdyog believe in developing a deep understanding of your needs, which is why customer care is our first focus..

KEY FEATURES

1. Trust & Transparency

The company provides Cost transparent and trusted services

2. High Quality Certified Cars

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The company provides certified vehicles.
Their inspection staff assesses vehicles
using correct verification.

3. **No Barrier Cost**

The company do not charge a registration fee & a commission.
They link you directly with the seller at no cost.

4. **Wide range of Cars**

The company has huge network of buyer and seller.

Chapter IV

Literature review

Literature review

Digitization is inescapable nowadays. Since everyone knows how to use social media and everything is found online, a firm must have an online presence. A digital marketing strategy helps a company better identify and address client needs (Lockett, 2018). On the other hand, traditional marketing strategies like print ads and huge billboards don't always work. Flood (2019) expects global retail will grow 4.4% to \$26.460 trillion by 2020. But it reduces retail and e-commerce projections by 10% and 2%, respectively

Impact of Digital Marketing on Consumers

1. Real-Time Research

Consumers nowadays are flooded with content coming from brands trying to promote their products through numerous channels. consumers can quickly research a brand and compare its products and services to competitors to determine whether they should make the purchase. Digital advertising plays a crucial part here. For instance, an email campaign or a Google Ad can create a need for a specific product. Then, using social media and a website, a consumer can determine whether they should trust this brand with their money. This is why it is so vital to have top-quality content.

2. Increased Customer Feedback and Engagement

In general, consumers nowadays want to be engaged. Interacting with their favorite brands makes them feel important and needed, which plays a significant role in building brand loyalty. This increase in consumer engagement has grown significantly with the introduction of social media platforms. Accessible to anyone, platforms like Facebook or Instagram have become the main interaction source between brands and consumers. By engaging with their customers via posts, comments, or polls, businesses can strengthen their relationship with consumers, improving the overall customer experience.

3. Higher Consumer Expectations

With all the technological advancements, consumers expect fast and quality service at all times. A modern customer is impatient and demanding. If a product does not live up to their expectations, people are more than likely to express their

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dissatisfaction on online forums, social media comment sections, or customer reviews. Using these channels, a company builds consumers' expectations. If a product does not deliver, though, they risk facing adverse repercussions. This example perfectly illustrates how significantly consumers and digital marketers influence each other.

The role of digital marketing in brand awareness:

1. Reaches a targeted audience

Digital marketing allows a business to hone in on their target audience and promote products or services to those most likely to be responsive. For example, skincare brands that specialize in anti-ageing products look to target an audience of a certain age. These digital marketing strategies are more likely to lead to sales and a boost in awareness and profit, rather than launching campaigns at a general audience.

2. Allows you to expand your customer base

As well as providing for a niche customer base, digital marketing allows you to expand and grow as a brand. The digital space is limitless, meaning you can reach people from anywhere in the world, at any time like never before. This could lead you to discover new niche markets and, therefore, increase the global awareness of your brand.

3. Personalized reach to your customers

In a world with anything and everything on offer when it comes to e-commerce, customer service is what truly stands out to people. At the core of digital marketing lie strategies to build consumer loyalty, and one of the best ways to do this is to provide a quality and, above all, personalized service for customers. By launching personalized email campaigns, for example, your customers feel valued and looked after. This means they are more likely to recommend your brand to friends and family. Overall this means that the awareness of your brand continues to expand.

4. Content is easily shared

One of the best things about digital marketing campaigns is how easily they can be shared on social media. If a user shares a post you have created, then that means they are exposing your business to potentially a whole new audience of people. Creating shareable content is key when looking to use digital marketing to increase your brand awareness.

Social Media Advertising: Social media advertising has become an essential component of many businesses' marketing strategies. Research shows that social media advertising is cost-effective and provides a high return on investment (ROI). Social media advertising also allows businesses to target specific audiences based on demographics, interests, and behaviors.

Influencer Marketing: Influencer marketing has become a popular social media marketing strategy. Influencer marketing involves partnering with social media influencers to promote products and services to their followers. Research shows that influencer marketing is effective in building brand awareness, increasing customer engagement, and generating sales.

Mohammad Furqan Khan, Dr. Anisa

Research scholar, school of business studies

Digital marketing and social media marketing are sometimes used interchangeably, but two indeed are different. The purpose of this research paper is to revisit the literature on both concept and correlates them in technical terminologies. We have studied the literature available on social media first and identified the basic functionalities of it. Then the literature available in social media helped us in identifying its dimensions.

Helen Alves

University of Beira Interior and NECE

This study carries out content analysis and systemizes article on social media marketing in the web of science database. Forty-four studies were analysed in accordance with a variation on the systematic review approach, involving synthesis and interpretation-based assessment. The result demonstrates how most of the studies analyse focus on the consumer perspective in the term of usage and influence of social media on consumer decisions and perceptions. This study not only reached certain conclusions for both theory and practice but also defined future lines of research according to the gaps deducted by study's result 2016 Wiley periodicals, Inc.

Assistant Professor & Head Department of commerce & Management

Dr. C. V. Raman University Kargi Road, Kota, Bilaspur, C.G., India

Today, we are in 21st century and people do not find time to come & interact with each other. Social media help in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and induvial which leads to large advertising opportunities. These media have a competitive edge over other popular public media like television because there is a time gap between social event occurrence and the time it is broadcasted. This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result, it can also help in building your community strong enough to make your marketing effective & initiative buying.

Ms. Sisira Neti

Asst. Professor

Lal Bahadur college, Warangal

Social media today's is among the best opportunities available to a brand for connecting with prospective consumers. These media win the trust of the consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brand since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is

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maddening. This paper discusses about the concepts of social media and social media marketing and other aspects.

Chapter V

Research methodology

RESEARCH METHODOLOGY

Research Methodology with digital marketing, you have the ability to engage with your ideal customer base on a deeper level than other methods, directing your efforts to your target customers gaining a more true understanding of their needs and how you can provide the best service for them.

Market Research:

Research is the process which involves the well-structured research activity which is designed to collect relevant data from customers and channel partner to understand the behavior of customers to provide the data for solving important genuine and recurrent problems. Market research is a form of applied sociology that concentrates on understanding the behaviors, thoughts and preference, of consumer's economy, and aims to understand the effects and comparative success of market going on. Market research is a tool to find out the effect to any job had done and it can also be used to find out of job you are going to do. The purpose of methodology is to explain the acceptable procedure while we go through research work. It includes over all research design, data collection process, sampling process, field survey, analysis, procedure.

Research Methodology

Research Problem

To develop trust amongst the customers towards our company

Objective and scope of study

- This study centers on the following issues –
 1. To do study social media marketing in digital marketing for carudyog

2. To generate maximum leads through lead generation process to improve sales.
3. To increase customer base through lead generation activities.
4. To make customer aware through digital marketing
5. To do brand marketing for Carudyog

Research design:

The research problem has been formulated in clear cut terms; the researcher will be required to prepare a research design that is he will have to state the conceptual structure within which research would be conducted. The preparation of such a design facilitates research to be as efficient as possible yielding maximal information but, how all there can be achieved depends mainly on the research purpose. Research purpose may be grouped into four categories.

1. Exploration
2. Description
3. Diagnoses and
4. Experimentation

Exploratory research studies – This research whose main purpose is that of formulating a problem for more precise investigation or developing the working hypothesis from an operational point of view.

Descriptive research studies – This research are those studies which are concerned with describing the characteristics of a particular individual, or of a group.

Diagnostic research studies – This determines the frequency with which something occurs.

Experimental research studies – This research is those where the researcher tests the hypothesis of casual relationship between the variables.

Research design used in this project:

Research design of this particular research study of determination of shares is primarily based on descriptive and diagnostic research design. As descriptive and diagnostic research design describes the characteristics and determines the frequency with which something occurs respectively, similarly this research determines the frequency of dealing on the basis of their characteristics.

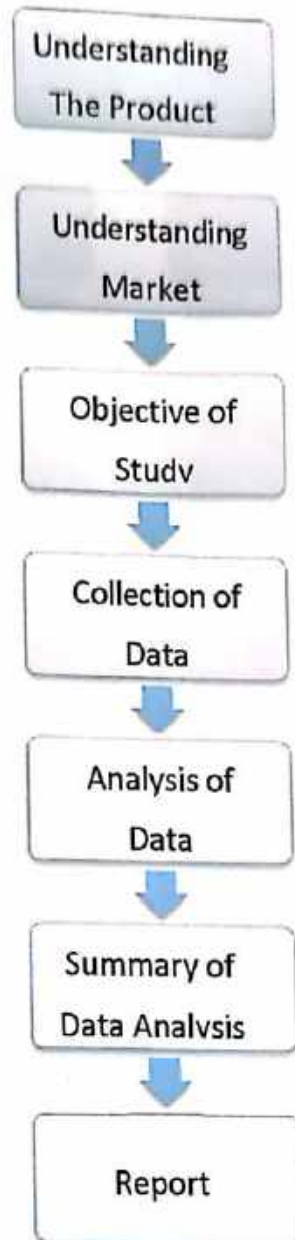
In this project I have use descriptive research design.

Sample Size: Sample Size refers to the number of respondents, researcher have selected for the survey. I have selected 120 sample units from market and individual customers.

Sampling Technique: The sample design provides information on the target information and final sample sizes. I used Convenience Sampling method in research.

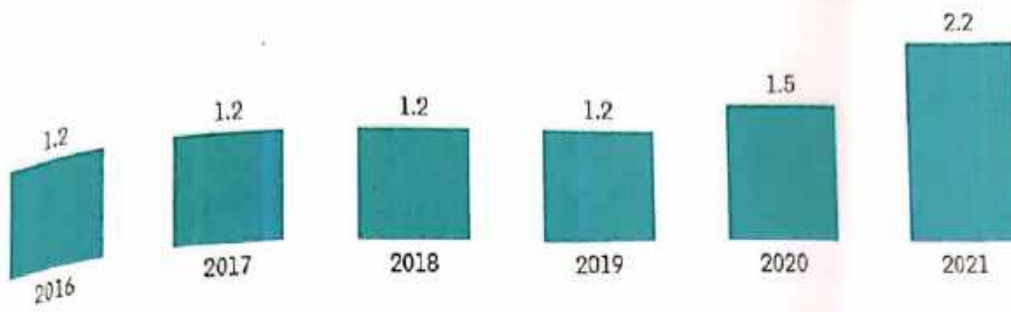
Data Collection Tool: LinkedIn

Research process



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Market Ratio of Pre-owned to New Car Across India from Financial Year 2016 to 2021



Source: IndianBlueBook CarAndBike



Chapter VI
Data collection and Analysis

DATA ANALYSIS

Data analysis is very important aspect of project, as it basically involves analysis of all the information that we collected. Data analysis is a body of methods that help to describe facts, detect patterns and develop explanation.

Sources of data collection

Primary Data:

Primary data are those data specially collected for problem in hand. In this study data are collected from primary sources to personal interview of individuals and retailers by survey method. This method of data collection is quite popular.

Types of Primary Research Methods

Primary market research begins and ends with your business. This includes all the information gathered directly from your own company. This can include questionnaires, social media engagement and personal interactions that your business engages with their customers. A third-party may be beneficial as they have an objective outlook on your industry and will simply report the results.

These are the major methods of data collection in the research study.

1. Data was collected through personal interviews and discussion with the owner or purchase manager.
2. with the help of cold calling or with the help of mail.

Secondary Data:

Secondary data are those data which are collected already for some purpose and which is being used for the report or in other words data that is not collected by self and taken from some other sources is the secondary data.

Types of Secondary Research Methods

When conducting market research, using information gathered by other companies in a similar industry can save you time and money. You will not have to personally conduct the research yourself but use their results to help you understand your target audience. Utilizing government agencies, trade association and other businesses within your industry will give a clear insight on what works best.

These are the major methods of Secondary data collection in the research study.

1. Data was been collected with the help of the old records of clients.
2. With the references of people or with the help of the internet sites.

My work at Carudyog:

Lead generation through digital marketing

During my internship at carudyog, I used to take out more than 100 leads per day from digital platform or social media platform. There is a separate section in facebook called marketplace. Marketplace is a destination on facebook where people can discover, buy, and sell items. People can browse listings, search for items for sale in their area or find products available for delivery. I used to share the details and images of the product in that marketplace online and interested customers used to direct message us from where we take out the genuine leads.

1. Social media marketing: My work in this section was to do brand marketing to make people aware about the products and about the company. To post advertisements, images on social media platform. To upload self-made videos and reels promoting the company on social media platform.
2. Content marketing: In this section my work was to write push notifications for the application, to write blogs for the website, etc
3. Lead generation: I used to take out leads from digital platform. I used to take out more than 80 leads per day. Almost 4000 leads I have generated digitally through social media platform.

Data analysis and interpretation

After retrieval of the completed questionnaires, responses were tabulated and the results were compiled. The results were analyzed to uncover factors or social behaviors toward social media marketing. The study used descriptive analysis to understand the impact of social media marketing on participants' attitudes and perceptions. Observations were made using the compiled results from the survey.

To discover the relationship between of social media and customer purchase decisions and equity, the responses of 20 participants who were between the ages of 18 to 30 years to a questionnaire about their attitudes towards businesses using social media marketing were analyzed. A response rate of 100% was achieved in this study. The following section represents the analysis of the responses to the questionnaire administered in this study.

1. Gender and age of respondents

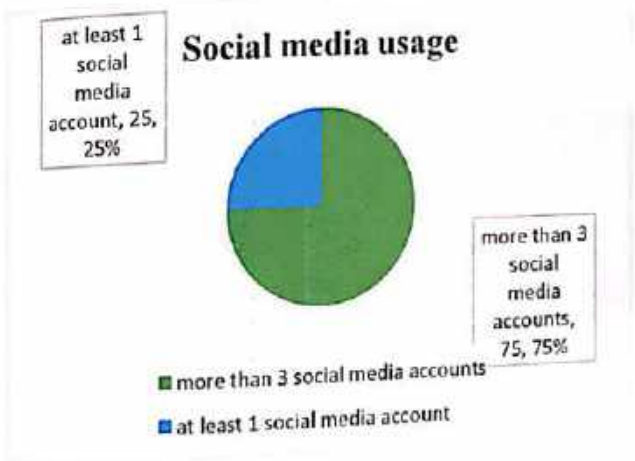
From the results of the questionnaire, most of the respondents were young females. From the total 20 respondents, 9 were females (45%) whereas 11 were males (55%). Of those percentages, the survey revealed that 75% of the respondents were under the age of 25, predominately female. The other 25% of the respondents were above the age of 25. Table 1 shows the gender distribution of participants in the study. Figure 1 shows the age of the participants.

| gender | # of respondents | % of respondents |
|--------|------------------|------------------|
| female | 9 | 45 |
| male | 11 | 55 |
| total | 20 | 100 |

2. Social media usage

All of the respondents have a social media account, confirming the assumption that everyone is engaged in some sort of social media. From the 20 respondents in the study, 75% have three or more social media accounts, whereas the other 25% has at least one social media account. In Figure 2 the analysis of social media platforms that are used by the respondents is shown. Since most of the respondents use more than one social media platform, the percentages are reflected differently. Figure 2 also shows that the social media platform that was most used by the participants were Facebook and Snapchat (both at 35%).

| Sr no. | Social media usage | No. of respondents | % Respondents |
|--------|----------------------------------|--------------------|---------------|
| 1. | More than 3 social media account | 20 | 75% |
| 2. | At least 1 social media account | 20 | 25% |
| 3. | Facebook and snapchat users | 20 | 35% |

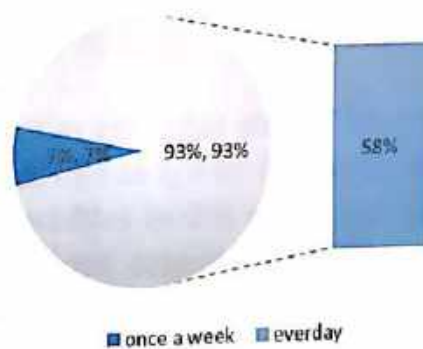


3. Time Spent on Social Media

The respondents reported how often they use social media and the amount of time they spend on social media per day. Results show that 93% of the respondents noted that they connect every day to a social media platform. The other 7% of participants reported connecting to a social media platform once a week (see Figure 3). Of the 95% that connect every day, 58%, reported that they spend 3 or more hours a day on social media periodically

| Time Spent on Social Media | Respondents | % Respondents |
|----------------------------|-------------|---------------|
| everyday | 20 | 93% |
| Once a week | 20 | 7% |
| 3 or 4 hours per day | 20 | 58% |

time spent on social media

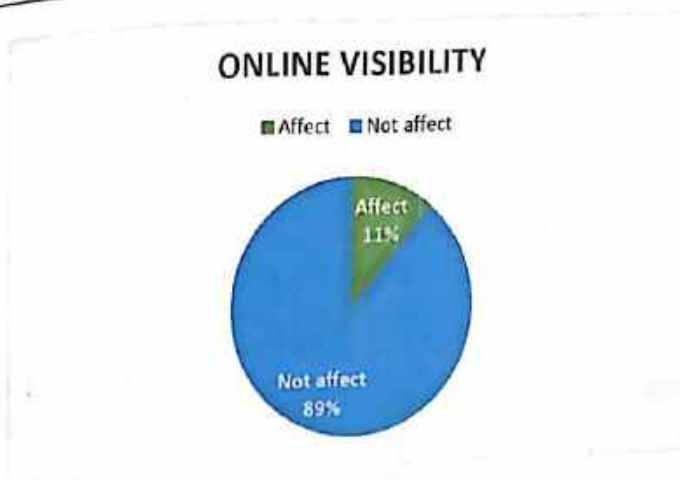


4. Online Visibility

Responses to the questionnaire show that 93% of the participants use social media on a day-to-day basis. This figure may be important when deciding whether it is

necessary for a business to opt into social media as a selling strategy. The participants were also asked if the online visibility of a business would affect their purchase. Results show that 40% of the respondents says that online visibility would affect their purchase, while the other 60% says that it would not (see Figure 5).

| Online Visibility | respondents | %respondents |
|-------------------|-------------|--------------|
| Affect | 20 | 40% |
| Not affect | 20 | 60% |



5. Descriptive Analysis

The participants were asked to rate what are the important factors for a business using social media on a scale of 1 to 5, with 1 being the most important and 5 being the least important. The variables in this rating question include consistency of posts, type of content, customer engagement, online promotions and timing of posts. A descriptive analysis was conducted after tabulating the results of the question, specifically focusing on the most important and the least important. The least important factor was the timing of posts and the most important factor was customer engagement. The results are reflected in Table 2.

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| Variables | Rating Responses | | | | | N | Mean Rating | Standard Deviation |
|------------------------|------------------|---|---|-----------------|---|----|-------------|--------------------|
| | Most Important | | 3 | Least Important | | | | |
| | 1 | 2 | | 4 | 5 | | | |
| Consistency of posts | 1 | 3 | 3 | 5 | 7 | 19 | 3.73 | 1.28 |
| Type of content posted | 7 | 5 | 3 | 2 | 3 | 20 | 2.45 | 1.47 |
| Customer engagement | 9 | 7 | 1 | 2 | 1 | 20 | 1.95 | 1.19 |
| Online promotions | 3 | 4 | 5 | 3 | 4 | 19 | 3.05 | 1.39 |
| Timing of posts | 0 | 1 | 6 | 8 | 5 | 20 | 3.85 | 0.87 |

6. Social Media Marketing

Results show that 55% of the respondents post about products or services a business offers while the other 45% of the respondents do not. Although the participants may or may not post about the products or services a business is offering, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing. Since social media is integrated into everyday life, it is important for businesses to utilize this avenue of marketing. The results also show that 75% of the respondents believe that social media is the best way to reach a business's targeted audience, whereas the other 25% believe that there are other useful ways to reach a target market.

| Social Media Marketing | respondents | % respondents |
|------------------------|-------------|---------------|
| Post about product | 20 | 55% |
| Do not post | 20 | 45% |

7. Social Media Activities

Since new technologies have been dominated by social media, businesses have decided to expand their horizons by joining this social movement. Businesses have set up their profiles online in hopes of attracting members in the online community. Out of the 20 participants in this study, results show that 80% of the respondents follow a business on social media. Of the 80% of respondents, only 35% (7 of 16) keep up to date with sales and promotions by using social media (see Figure 6). Results show that out of the other 20% that do not follow a business on social media, less than 5% (1 of 4) keep up to date with sales and promotion (see Figure 7). The responses of the questions suggest that although people are not likely to share promotions or keep tabs on a business via social media, they do pay attention. Despite of this hypothesis, the results show that 90% of the respondents have taken advantage of a sale they heard about via social media.

| Social Media Activities | Respondents | % Respondents |
|--------------------------|-------------|---------------|
| Follow a business | 20 | 80% |
| Do not follow a business | 20 | 20% |

Following a Business on Social Media

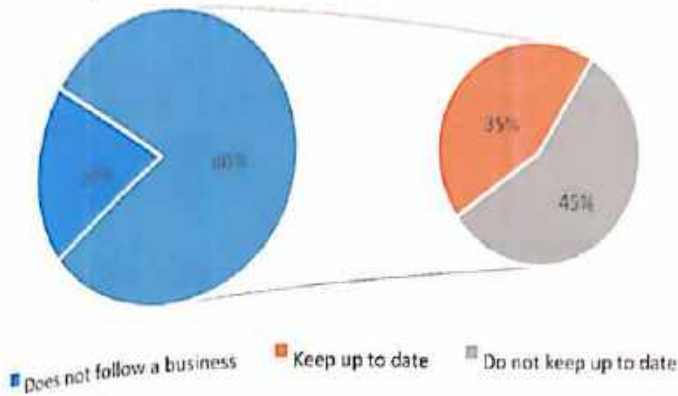


Figure 6: Respondents Following a Business on Social Media

Keeping Up to Date with a Business on Social Media

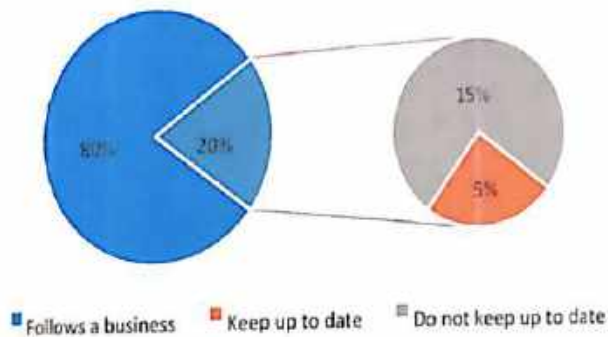


Figure 7: Respondents Keeping Up to Date with a Business on Social Media

8. Social Media Experience

The participants were asked about the likeliness of sharing an experience they have had with a business on their social media accounts. The results show that 10% of the respondents are very likely to share an experience had on social media, 55% of the respondents are somewhat likely, and 35% of the respondents are unlikely (see Figure 8).

The participants were also asked about the likeliness of sharing sales or promotions that a business offers on their social media accounts. The results show that 10% of the respondents are very likely to repost a sale or promotion codes to friends, 40% of the respondents are somewhat likely, and 50% of the respondents are very unlikely (see Figure 9). Responses to the questions suggest that people are more likely to share an experience they have had with a business rather than sharing sales or promotions a business is offering

| Likelihood of sharing an experience | Participants | % Participants |
|-------------------------------------|--------------|----------------|
| Likely | 20 | 10% |
| Somewhat likely | 20 | 55% |
| Unlikely | 20 | 35% |

Likelihood of Sharing Experience on Social Media

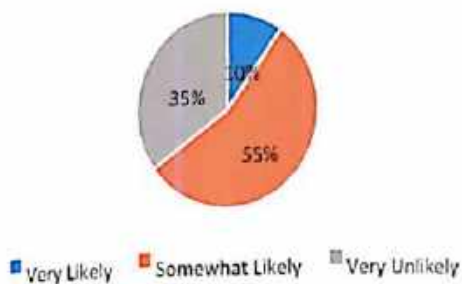


Figure 8: Likelihood of Sharing an Experience on Social Media

Likeliness of Sharing Promotions on Social Media

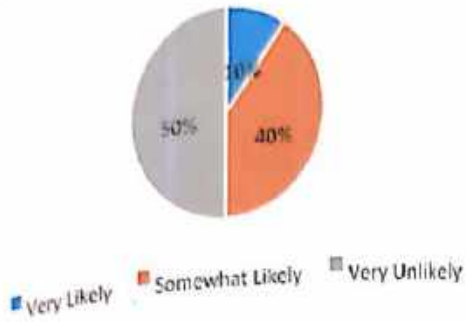


Figure 9: Likeliness of Sharing Promotions on Social Media

Chapter VII Findings

Findings

Responses to the questionnaire with 20 participants show that 93% of the participants use social media platforms on a daily basis. The most used social media platforms are Facebook and Snapchat with 35% of participants having an account in these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 40% of the respondents say that online visibility would affect their purchase. The most important factor for a business using social media was customer engagement and the least important factor was the timing of posts. The questionnaire also revealed that only 55% of the respondents post about products or services of a business. However, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience. The likeliness of the respondents sharing an experience they have had on social media are 10% very likely, 55% somewhat likely, and 35% unlikely. The likeliness of the respondents reposting a sale or promotion codes to friends are 10% very likely, 40% somewhat likely, and 50% very unlikely. These results suggest that people are more likely to share an experience they have had with a business rather than sharing sales or promotions a business is offering.

Chapter VIII
SUGGESTIONS

SUGGESTION & RECOMMENDATIONS

Both new and well-established brands are using social media to grow their following, generate leads and increase sales. Building a brand using social media might feel like a massive undertaking with all of the platforms available to you. But it's easier than ever to use social media to connect with people and grow your brand organically.

Whether you're just getting started or have been active on social media platforms for years, there's always room for improvement. Each platform has different uses.

In this article, we'll cover social media tips and tricks you can apply that will optimize your marketing strategy. Then we'll break down the top social media platforms you should be using and give suggestions for making the most out of each one.

- [Social media tips for any platform](#)
- [Social media tips for Facebook](#)
- [Social media tips for Twitter](#)
- [Social media tips for Instagram](#)
- [Social media tips for LinkedIn](#)

Chapter IX

Conclusion

CONCLUSION

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

Chapter X
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Brodie, ...

Chapter XI Annexure

Annexure

1. Do you have a social media account? (Facebook, Twitter, YouTube, etc.)

Yes

No

2. How many social media sites do you use?

1

2

3

More than 3

3. What social sites and/or services do you use regularly? (Check all that apply)

Facebook

Twitter

Instagram

YouTube

Snapchat

Other

4. How often do you engage in social media?

Everyday

- Three times a week
- Once a week
- Rarely
- Never

5. How much time do you spend on social media?

- Less than 30 minutes
- 30 minutes to an hour
- 1-2 hours
- 3 or more hours

6. Does the online visibility of a business affect your purchase?

- Yes
- No

7. In your own opinion, what are important factors for a business using social media marketing? Place a number between 1 and 5 beside each response by importance, with 1 being the most important and 5 being the least important.

- Consistency of posts
- Type of content posted
- Customer engagement (i.e. customer service) Online promotions
- Timing of posts

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8. Have you ever posted about products or services a business offer?

Yes

No

9. How often have you posted about something you dislike about a product or service you liked/disliked?

Everyday

Three times a week

Once a week

Rarely

Never

10. Do you currently follow any businesses on social media?

Yes

No

11. Do you believe that businesss will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?

Yes

No

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12. Do you believe that social media is the best way to reach a business's targeted audience?

Yes

No

13. Do you keep up to date with sales and promotions by using social media?

Yes

No



14. Have you ever taken advantage on a sale you heard about via social media?

Yes

No

15. How likely are you to post about an experience you had with a business on social media?

Very likely

Somewhat likely

Not likely

16. How likely would you be to repost or retweet a sale or promotion codes to your friends?

Very likely

Somewhat likely

Not likely

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