



# AMITY UNIVERSITY

## RAJASTHAN

### AMITY BUSINESS SCHOOL (ABS)

#### Bachelor of Business Administration (BBA)

List of students undertaking field project or research projects or internships.

Program Code	Programme name	Name of the students
12064	BBA	Abhishek Ojha
12064	BBA	Aditi Sharma
12064	BBA	Anushree Singh Rajput
12064	BBA	Arpit Sharma
12064	BBA	Bala Sudheer Maddu
12064	BBA	Bhavesh Kasat Bba
12064	BBA	Chetna Sharma
12064	BBA	Devanshi Rawat
12064	BBA	Dhwani Motiani
12064	BBA	Harshwardhan Kachchawa
12064	BBA	Jaya.Khandelwal
12064	BBA	Keshav
12064	BBA	Megha Rathod
12064	BBA	Mohammed Feshal
12064	BBA	Palak Gupta
12064	BBA	Pallavi Rani Thakur
12064	BBA	Parijaat
12064	BBA	Priyanshu Sharma
12064	BBA	Rahil
12064	BBA	Rajpurohit Rakesh
12064	BBA	Rijul Mehta
12064	BBA	Rishika Khandelwal
12064	BBA	Ritesh
12064	BBA	Rituraj Singh
12064	BBA	Rochak
12064	BBA	Ronak Kabra
12064	BBA	Rushali
12064	BBA	Saroj Patel
12064	BBA	Sarthak Kumar
12064	BBA	Saurabh Singhal
12064	BBA	Shubhangini Singh
12064	BBA	Sushma Sharma



# AMITY UNIVERSITY

## — R A J A S T H A N —

12064	BBA	Tushar
12064	BBA	Uddesh Chaudhary
12064	BBA	Aayam Dahiya
12064	BBA	Akshat Soni
12064	BBA	Akshay Sharma
12064	BBA	Anirudh Sharma
12064	BBA	Ankit Sharma
12064	BBA	Anmol Agarwal
12064	BBA	Apnavi Singh
12064	BBA	Bhumika
12064	BBA	Jaya Chauhan
12064	BBA	Jayesh Sharma
12064	BBA	Khusvender Singh
12064	BBA	Kshityz Kashyap
12064	BBA	Kunjan
12064	BBA	Manoj Krishna
12064	BBA	Naman Agarawal
12064	BBA	Nishant Saini
12064	BBA	Priyanshu Yadav
12064	BBA	Ravi Gupta
12064	BBA	Ravi Ojha
12064	BBA	Ruchir
12064	BBA	Sachin Dev
12064	BBA	Samarth Singh Thakur
12064	BBA	Saqlain
12064	BBA	Shivi Bansal
12064	BBA	Sohan Yadav
12064	BBA	Tanmay Agarwal
12064	BBA	Ujjawal Upadhyay
12064	BBA	Varun Ahuja
12064	BBA	Yashika

**DISSERTATION PROJECT REPORT ON**

**“A study on Indian consumer behavioral shift with respect to increasing preference for E-Commerce and M-Commerce during COVID-19”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**

**FOR THE AWARD OF**

**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTED BY: Abhishek Ojha**

**ENROLMENT NO: A20006418007**



**UNDER THE GUIDANCE OF**

**DR. Deepali BHATNAGAR**

**AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION**

I hereby declare that the Dissertation Report titled “A study on Indian consumer behavioral shift with respect to increasing preference for E-Commerce and M-Commerce during COVID-19” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Deepali Bhatnagar, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration.

I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

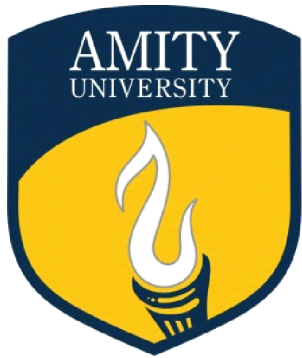
**Mr. Abhishek Ojha**

**A20006418007**

**BBA (2019-21)**



DISSERTATION ON THE TOPIC  
UNDERSTANDING THE CONSUMER ADAPTATION AND PERCEPTION ABOUT  
ELECTRIC VEHICLES IN INDIA - AND WHAT MAKES THE INDIAN CONSUMERS SO  
SCEPTICAL ABOUT THEM



AMITY  
UNIVERSITY

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF THE DEGREE OF  
BACHELORS OF BUSINESS ADMINISTRATION

SUBMITTED BY:

ADITI SHARMA

A20004618002

UNDER THE GUIDANCE OF:

DR DEEPALI BHATNAGAR

## **DECLARATION**

I hereby declare that this report “UNDERSTANDING THE CONSUMER ADAPTATION AND PERCEPTION ABOUT ELECTRIC VEHICLES IN INDIA - AND WHAT MAKES THE INDIAN CONSUMERS SO SCEPTICAL ABOUT THEM” is my work carried out during my dissertation and all the content presented here is based on the research I did under the guidance of my faculty guide, Dr Deepali Bhatnagar. This work is for the partial fulfilment of the requirement for the award of the degree of Bachelors Of Business Administration, this report is submitted to Amity University Rajasthan and has not been presented anywhere else.

Regards

ADITI SHARMA

Date of submission

Signature of the student

Faculty guide's comment:

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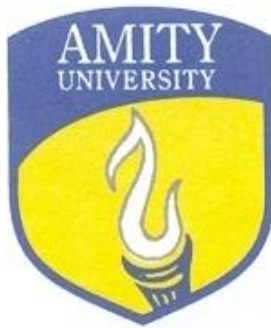
Faculty guide's Signature

# **Dissertation**

On

**“FAKE NEWS IMPACT ON SOCIETY”**

**For the partial fulfillment of degree of Bachelor of Business Administration  
(2018-2021)**



**Faculty Guide:**

**Prof Swati Sharma**

**Amity Business School**

**A20006418022**

**Submitted By:**

**Anushree Singh Rajput**

**BBA 6<sup>th</sup> sem**

**AMITY UNIVERSITY RAJASTHAN**

**Amity Business School**

**2021**

## **STUDENT DECLARATION**

I, **Anushree Singh Rajput**, student of “Bachelor of Business Administration”, 2018-2021 batch, hereby declare that the work presented in this project report entitled “Dissertation Report.” is the outcome of my own work, is bonafied and correct to the best of my knowledge. The work presented does not infringe any patented work and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

**ANUSHREE SINGH RAJPUT**

# **Dissertation On**

**“Study of Retail Banking Products offered by HDFC,  
ICICI, SBI and PNB: A Comparative Study.”**

**For The Partial Fulfilment Of The Requirement For The Award  
Of Bachelor Of Business Administration**

**Submitted To:-**

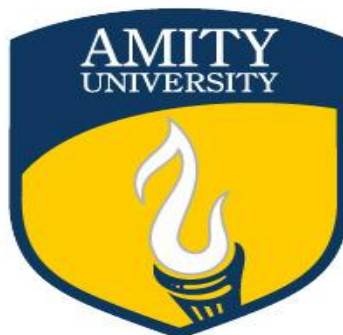
**Dr. Preeti yadav**

Assistant professor– ABS

**Submitted By:-**

**Arpit sharma**

Email- : [arpitsudan1111@gmail.com](mailto:arpitsudan1111@gmail.com)



**AMITY UNIVERSITY RAJASTHAN**

## DECLARATION

I hereby declare that project Titled “*Study of retail banking products offered by HDFC, ICICI, SBI and PNB : A Comparative Study*” is an original piece of research work carried out by me under the guidance and supervision of **Dr. Preeti yadav** ,Associate professor, Amity Business School, Amity University Rajasthan, and it was not submitted to any other organization, university or institutions or published any time before. The information has been collected from genuine & authentic sources. The work has been submitted in partial fulfilment of the requirement of our college.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# **Dissertation**

On

**“consumer perception towards credit card default”**

**For the partial fulfillment of degree of Bachelor of Business Administration  
(2018-2021)**



**Faculty Guide:  
Dr Ashish Kumar  
Amity Business School**

**Submitted By:  
Bala Sudheer Maddu  
BBA 6<sup>th</sup> sem  
A20006418012**

**AMITY UNIVERSITY RAJASTHAN**

**Amity Business School**

**2021**

## **STUDENT DECLARATION**

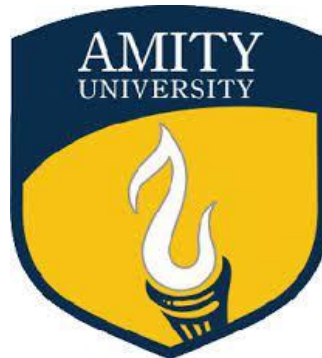
I, **BALA SUDHEER MADDU**, student of “Bachelor of Business Administration”, 2018-2021 batch, hereby declare that the work presented in this project report entitled “Dissertation Report.” is the outcome of my own work, is bonafied and correct to the best of my knowledge. The work presented does not infringe any patented work and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

Bala Sudheer Maddu

---



**AMITY UNIVERSITY, RAJASTHAN**



**DISSERTATION**

**TITLE: - IMPACT OF MEME MARKETING ON CONSUMER PURCHASE  
BEHAVIOUR**

**SUBMITTED TO: - DR. SWATI SHARMA**

**SUBMITTED BY: - BHAVESH KASAT**

**BBA-6<sup>TH</sup> SEM (2018-21)**

## **CERTIFICATE**

This is to certify that this project report titled “**Impact of meme marketing on consumer purchase behavior**”, submitted to **Amity University, Rajasthan** in partial fulfillment of the requirements for the award of the degree of **Bachelor of Business Administration** is a record of original work carried out by **Bhavesh Kasat** during the academic year 2020-2021 under the guidance of **Dr. Swati Sharma** and it has not been previously formed the basis for the award of any Degree, Diploma or any other similar title of recognition to any candidate of this or any other University or Institution.

**Place: Jaipur**

**Dr. Swati Sharma**

**Date:**

**Amity Business School  
Amity University, Rajasthan**

**DISSERTATION PROJECT REPORT ON  
'TAX EVASION AND BLACK MONEY IN INDIA'**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF  
BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTED BY: CHETNA SHARMA**

**ENROLLMENT NO: A20006418031**



**UNDER THE GUIDANCE OF  
DR. ASHA MAMRAJ SHARMA  
AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION**

I hereby declare that the Dissertation Report titled “Tax Evasion and Black Money in India” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Asha Mamraj Sharma, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfillment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**Chetna Sharma**

**A20006418031**

**BBA (2018-21)**

**Dissertation**

**On**

**Influence of fashion bloggers on consumer purchase  
decision**



**For the partial fulfillment of the requirement**

**for the award of the degree of**

**Bachelor of Business Administration**

**submitted by :**

**Devanshi Rawat**

**A20006418041**

**Under the guidance of:**

**Mr. Sanjeev Singh Bhal**

## **DECLARATION**

I hereby declare that the dissertation report which is being presented here is an original piece of work carried out by me under the supervision of Mr. Sanjeev Singh Bhal. All the contents and information collected are genuine, authentic and based on true research done by me. The work has been submitted for the partial fulfilment of requirement for the award of degree of Bachelor of Business Administration.

Regards

DEVANSHI RAWAT

Faculty guide's comment

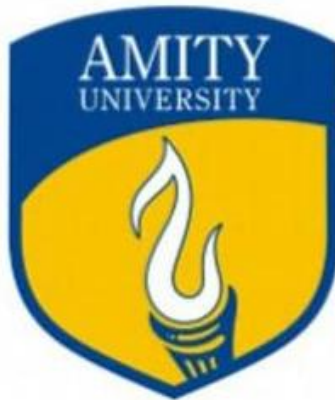
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Signature of Faculty guide

**DISSERTATION PROJECT REPORT ON**  
**“IMPACT OF CORPORATE CREDIT RATING ON LENDING**  
**CAPACITY OF BANKS”**  
**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**  
**FOR THE AWARD OF**  
**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: DHWANI MOTIANI**

**ENROLLMENT NO: A20006418014**



**UNDER THE GUIDANCE OF:-**  
**MRS. ASHA MAMRAJ SHARMA**  
**ASSISTANT PROFESSOR**  
**AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “Impact Of corporate Credit Rating on the Lending Capacity of Banks” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Mrs. Asha Mamraj Sharma, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**Dhwani Motiani.**

**A20006418014**

**BBA (2018-21)**

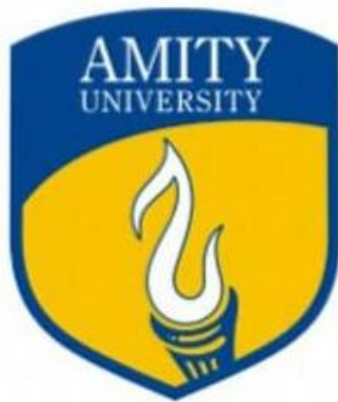


**DISSERTATION PROJECT REPORT ON**  
**“IMPACT OF MOBILE BANKING PRIVACY ISSUES WITH**  
**RESPECT TO CONSUMER AWARENESS IN THE MOBILE**  
**BANKING SECTOR”**

**FOR THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT FOR THE AWARD OF**  
**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: HARSH VARDHAN KACHHWAHA**

**ENROLLMENT NO: A20006418021**



**UNDER THE GUIDANCE OF:-**

**DR. APEKSHA BHATNAGAR**

**ASSISTANT PROFESSOR**

**AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “Impact of mobile banking privacy issues with respect to consumer awareness in the mobile banking sector” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr Apeksha Bhatnagar, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**Harsh Vardhan Kachhwaha**

**A20006418021**

**BBA (2018-21)**

**DISSERTATION REPORT ON**  
**THE STUDY ON EFFECTIVENESS OF SOCIAL MEDIA**  
**ADVERTISING OVER COVID-19**

**FOR THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT FOR THE AWARD OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY:**  
**JAYA KHANDELWAL**  
**A20006418006**

**BBA - 6<sup>th</sup> Semester**



**UNDER THE GUIDANCE OF:**  
**Dr. MAMTA PANKAJ JAIN**

**AMITY BUSINESS SCHOOL**  
**AMITY UNIVERSITY, RAJASTHAN**

## **Declaration by Student**

This is to declare that I have carried out this project report “**THE STUDY ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING OVER COVID-19**” myself as per the guidelines of Amity University Rajasthan, Jaipur.

This is my original work and has not been copied from anywhere else. I assure that it has not been submitted to any other institute or journal for any purpose.

Jaya Khandelwal

A handwritten signature in black ink that reads "Jaya Khandelwal". The signature is written in a cursive style and is positioned to the right of a vertical line.

Place:- Jaipur

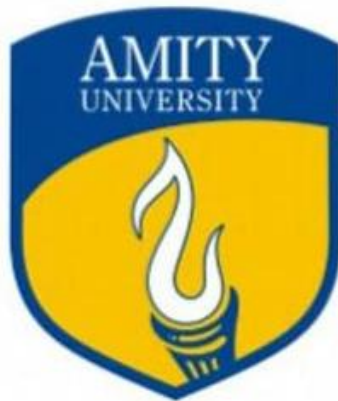
Date:-

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**DISSERTATION PROJECT REPORT ON  
“CONSUMER PERCEPTION TOWARDS ONLINE GROCERY  
SHOPPING”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
AWARD OF  
BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: KESHAV  
ENROLLMENT NO: A20006418019**



**UNDER THE GUIDANCE OF:-  
DR. RITU VASHISTHA  
ASSISTANT PROFESSOR  
AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “CONSUMER PERCEPTION TOWARDS ONLINE GROCERY SHOPPING ” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of DR. RITU VASHISTHA, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfillment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**KESHAV**

**A20006418019**

**BBA (2018-21)**

**DISSERTATION REPORT ON**  
**A STUDY ON SUSTAINABLE**  
**DEVELOPMENT THE BUSINESS**  
**WORLD AND FUTURE SCOPE**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**  
**FOR THE AWARD OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY:**

**MEGHA RATHOD**

**A20006416019**

**BBA - 6<sup>th</sup> Semester**



**UNDER THE GUIDANCE OF:**

**Dr. DURGESH BATRA**

**AMITY BUSINESS SCHOOL**  
**AMITY UNIVERSITY, RAJASTHAN**

## **Declaration by Student**

This is to declare that I have carried out this project report “**A STUDY ON SUSTAINABLE DEVELOPMENT IN THE BUSINESS WORLD AND FUTURE SCOPE**” myself as per the guidelines of Amity University Rajasthan, Jaipur.

This is my original work and has not been copied from anywhere else. I assure that it has not been submitted to any other institute or journal for any purpose.

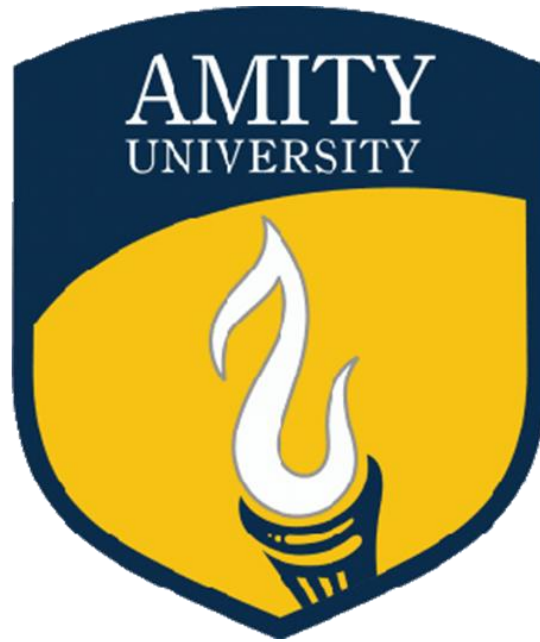
Megha Rathod

Jaipur

Date:-



**AMITY UNIVERSITY, JAIPUR, RAJASTHAN**



Report on

**IMPACT OF DIGITAL MARKETING AND SOCIAL MEDIA  
ON CONSUMER PURCHASE DECISION**

In Partial Fulfillment of the Requirement for the Degree of BBA

Submitted To:

**Dr. DEEPALI BHATNAGAR**

Submitted By:

**MOHAMMED FESHAL**

## **DECLARATION**

---

This is to declare that the Report entitled “**IMPACT OF DIGITAL MARKETING AND SOCIAL MEDIA ON CONSUMER PURCHASE DECISION**” has been made for the partial fulfillment of the Course by me under the guidance of Dr. DEEPALI BHATNAGAR.

I confirm that this Report truly represents my work undertaken as a part of my Project Work. This work is not a replication of work done previously by any other person. I also confirm that the contents of the Report and the views contained therein have been discussed and deliberated with the Faculty Guide.

**Signature of Student**

**DISSERTATION PROJECT REPORT**  
**ON**  
**“AN EVALUATION OF FINANCIAL INDEPENDENCE AMONG**  
**WORKING WOMEN IN INDORE, (M.P)”**



**UNDER THE GUIDANCE OF**  
**DR. APEKSHA BHATNAGAR**

**SUBMITTED BY:**

**PALAK GUPTA**

**A20006418032**

**BBA 6<sup>TH</sup> SEMESTER**

## **DECLARATION**

I do hereby declare that the dissertation entitled “an evaluation of financial independence among working women in Indore (Madhya Pradesh)” submitted by me for the degree of bachelor of business administration in Amity University Rajasthan is my original work carried out under the guidance of Dr. Apeksha Bhatnagar and has not formed the basis for the award of any degree, diploma, titles in this or any other university or the similar institution of higher learning and without any plagiarism.

Date:-.....

**Palak Gupta**  
A20006418032  
BBA  
Batch of 2018-2021

**DISSERTATION REPORT ON**

***“THE ROLE OF CELEBRITY ENDORSEMENT IN THE BUYING  
INTENTION OF CONSUMERS”***

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF BACHELORS OF BUSINESS ADMINISTRATION***

**SUBMITTED BY**

**PALLAVI RANI THAKUR**

**ENROLLMENT NO: A20006418037**

**BBA 6<sup>TH</sup> SEMESTER**



**UNDER THE GUIDANCE**

**DR. UDAI BHAN SINGH**

**ASSOCIATE PROFESSOR**

**AMITY UNIVERSITY RAJASTHAN**

## DECLARATION

I Pallavi Rani Thakur student of BBA from Amity University Jaipur Rajasthan hereby declare that I have completed my thesis on project titled “THE ROLE OF CELEBRITY ENDORSEMENT IN THE BUYING INTENTION OF CONSUMERS” as part of the course requirement. The Thesis was written during FEB-APRIL 2021.

I further declare that the information presented in this project is true and original to the best of my knowledge.

**Pallavi Rani Thakur**

**Place: Jaipur**

**Dissertation Project Report**  
**On**  
**How does the future of**  
**fashion industry look with**  
**E-commerce driving the**  
**change?**



**Under the Guidance of**  
**Dr. Apeksha Bhatnagar**

**Submitted by –**  
**Paarijat Sharma**  
**A20006418028**  
**BBA 6<sup>th</sup> Sem**

## **DECLARATION**

I do hereby declare that I have completed the project titled “**HOW DOES THE FUTURE OF FASHION INDUSTRY LOOK WITH E-COMMERCE DRIVING THE CHANGE?**” the project report submitted is my original work carried out under the supervision and guidance of **DR. APEKSHA BHATNAGAR** in partial fulfillment and requirements of BACHELOR OF BUSINESS ADMINISTRATION program in AMITY UNIVERSITY RAJASTHAN. It has not been submitted elsewhere for award of any degree / diploma.

Paarijat Sharma

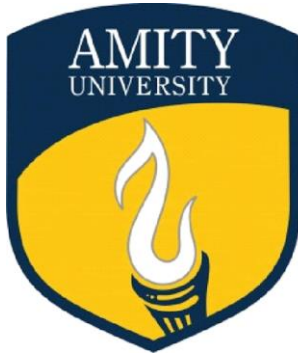
A20006418028

BBA

Batch of 2018-21



DISSERTATION ON THE TOPIC  
“CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING OF  
SMARTPHONES ”



**AMITY**  
**UNIVERSITY**

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF THE DEGREE OF

BACHELORS OF BUSINESS ADMINISTRATION

SUBMITTED BY:

PRIYANSHU SHARMA

A20010418002

UNDER THE GUIDANCE OF:

DR UDAI BHAN

## **DECLARATION**

I do hereby declare that this research paper is a part of my dissertation entitled “ Consumer Behaviour towards online shopping of smartphones” submitted by me for the award of the degree of bachelors of business administration at Amity University Rajasthan is my original work carried out under the guidance of Dr Udai Bhan and has not been published in any other institute, any other university or similar institution of higher learning and without any plagiarism.

**DISSERTATION**

**ON**

**“THE INFLUENCE OF AMUL ADVERTISING ON  
CONSUMER BUYING BEHAVIOUR”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIRMENT***

***FOR AWARD OF***

***BACHELORS IN BUSINESS ADMINISTRATION.***

SUBMITTED BY:

***RAHIL SHARMA***



UNDER THE GUIDANCE OF:

Dr. RAHUL AGARWAL

**AMITY UNIVERSITY, RAJASTHAN**

## **DECLARATION**

I hereby declare that the report which is being presented here is my own work carried out during my dissertation and all the content are based on true research. In the final year (session 2018-2021) for the partial fulfillment for the award of degree of Bachelors in Business Administration and has not been presented elsewhere for the completion of any other courses.

By: RAHIL SHARMA

Date of submission of the report: \_\_\_\_\_

Signature of the Student

Faculty guide's comment:

\_\_\_\_\_  
\_\_\_\_\_

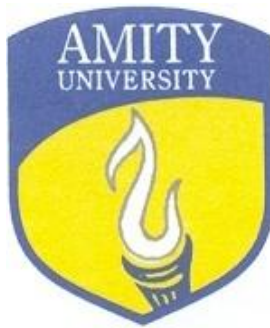
Signature of Faculty guide

# **Dissertation**

On

**“Consumer perception towards UPI”**

**For the partial fulfillment of degree of Bachelor of Business Administration  
(2018-2021)**



**Faculty Guide:**

**Prof Shikha Sharma**

**Amity Business School**

**A20006418015**

**Submitted By:**

**Rajpurohit Rakesh Singh**

**BBA 6<sup>th</sup> sem**

**AMITY UNIVERSITY RAJASTHAN**

**Amity Business School**

**2021**

## **STUDENT DECLARATION**

I, **Rajpurohit Rakesh Singh**, student of “Bachelor of Business Administration”, 2018-2021 batch, hereby declare that the work presented in this project report entitled “Dissertation Report.” is the outcome of my own work, is bonafied and correct to the best of my knowledge. The work presented does not infringe any patented work and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

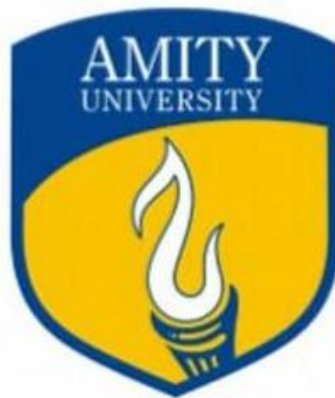
**RAJPUROHIT RAKESH SINGH**

**A DISSERTATION REPORT ON “IMPORTANCE OF  
GOVERNMENT SECTOR IN E-MOBILITY”**

**FOR THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF BACHELORS IN  
BUSINESS ADMINISTRATION**

**SUBMITTED BY RIJUL MEHTA**

**ENROLLMENT NUMBER – A20006418034**



**UNDER THE GUIDANCE OF MR. SANJEEV  
SINGH BHAL – DEAN STUDENT WELFARE**

## **Declaration By Student**

I hereby declare that the dissertation report titled “importance of government sector in e-mobility” submitted at Amity University Rajasthan is a record of the original work done by I, Rijul Mehta, under the guidance and supervision of Mr. Sanjeev Singh Bhal, faculty guide, Amity University Rajasthan. The project is submitted for the partial fulfillment of the requirement for the award of Bachelors in Business Administration. This work has not been submitted in any other institution for any other award/degree/diploma.

Rijul Mehta

BBA, 6th semester

Enrollment number – A20006418034



**DISSERTATION**

**ON**

**“CUSTOMER SATISFACTION TOWARDS EDUCATION INDUSTRY  
DURING COVID-19”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF  
BACHELORS IN BUSINESS ADMINISTRATION***

**SUBMITTED BY:**

***RISHIKA KHANDELWAL***



**UNDER THE GUIDANCE OF:**

**Dr. Udai Bhan Sir**

**AMITY UNIVERSITY, RAJASTHAN**

## **DECLARATION**

I hereby declare that the report which is being presented here is my own work carried out during my dissertation and all the contents are based on true research. In the final year (session 2018-2021) for the partial fulfillment for the award of degree of Bachelors in Business Administration and has not been presented elsewhere for the completion of any other courses.

By: RISHIKA KHANDELWAL

Date of submission of the report: \_\_\_\_\_

Signature of the Student

Faculty guide's comment:

\_\_\_\_\_

Signature of Faculty guide

**Dissertation Project Report**  
**On**  
**GREEN MARKETING: A STUDY OF CONSUMER  
PERCEPTION AND PREFERENCES IN INDIA**



**Under the Guidance of  
Dr. Swati Sharma**

**Submitted By:  
Ritesh Shukla  
A2006418025  
BBA 6<sup>TH</sup> SEM**

## DECLARATION

I do hereby declare that I have completed the project titled “**GREEN MARKETING: A STUDY OF CONSUMER PERCEPTION AND PREFERENCES IN INDIA**” the project report submitted is my original work carried out under the supervision and guidance of **DR. SWATI SHARMA** in partial fulfillment and requirements of BACHELOR OF BUSINESS ADMINISTRATION program in AMITY UNIVERSITY RAJASTHAN. It has not been submitted elsewhere for award of any degree / diploma.

Dated: 15.04.2021  
A20006418025  
BBA  
Batch of 2018-21

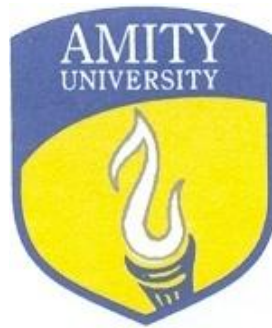
Ritesh Shukla

**Dissertation Report**

On

**“The impact of Covid-19 on Business operations ”**

**For the partial fulfillment of degree of Bachelor of Business Administration  
(2018-2021)**



**Faculty Guide:  
Dr. Padam Bhushan  
Amity Business School**

**Submitted By:  
Rituraj Singh Rathore  
BBA 6<sup>th</sup>sem  
A20006418018**

**AMITY UNIVERSITY RAJASTHAN**

**Amity Business School  
2021**

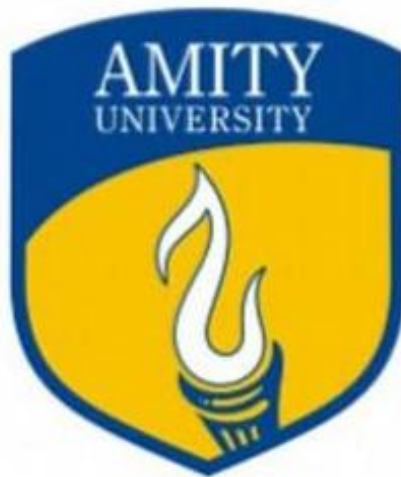
## **DECLARATION**

I, **Rituraj Singh Rathore**, student of “Bachelor of Business Administration”, (2018-2021), hereby declare that the work presented in this project report entitled “Dissertation Report.” is the outcome of my own work, is bonafied and correct to the best of my knowledge. The work presented does not infringe any patented work and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

**Rituraj Singh Rathore**  
**BBA 6<sup>th</sup> Sem**

**DISSERTATION PROJECT REPORT ON**  
**“EFFECT OF SOCIAL MEDIA ON CONSUMER BUYING**  
**BEHAVIOUR”**  
**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**  
**FOR THE AWARD OF**  
**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: ROCHAK JAIN**  
**ENROLLMENT NO: A20006418026**



**UNDER THE GUIDANCE OF:-**  
**DR. SHIKHA SHARMA**  
**ASSISTANT PROFESSOR**  
**AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “Impact Of corporate Credit Rating on the Lending Capacity of Banks” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Shikha Sharma, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

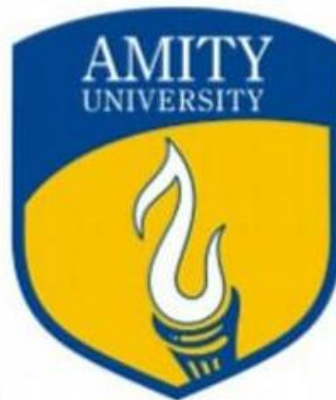
**Rochak Jain**  
**A20006418026**  
**BBA (2018-21)**



**DISSERTATION PROJECT REPORT ON**  
**“Comparative Study of Systematic Investment**  
**Plan and Lump sum Investment in Mutual**  
**Fund”**

**FOR THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT FOR THE AWARD OF**  
**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: RONAK KABRA**  
**ENROLLMENT NO: A20006418033**



**UNDER THE GUIDANCE OF:-**  
**DR. DURGESH BATRA**  
**DEPUTY DIRECTOR**  
**AMITY UNIVERSITY RAJASTHAN**

## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “**Comparative Study of Systematic Investment Plan and Lump sum Investment in Mutual Fund**” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Durgesh Batra, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**Ronak Kabra**  
**A20006418033**  
**BBA (2018-21)**

# **IMPACT OF CONSUMER BUYING BEHAVIOUR IN THE REFERANCE OF INDIAN CHOCOLATE**

---



## **DISSERTATION**

**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT**

**FOR THE AWARD OF BACHELORS OF BUSINESS ADMINISTRATION**

**Supervisor:-**

**Dr. AMITA CHOURASIYA**

**Assistant Professor**

**Amity University , Jaipur**

**Rajasthan**

**Student:-**

**RUSHALI BANSAL**

**BBA 6<sup>TH</sup>**

**Amity Business School**

**Amity University ,Rajasthan**

# ACKNOWLEDGEMENT

I would like to acknowledge and extend my heartfelt gratitude to Dr. AMITA CHOURASIYA , my dissertation guide for providing me this great opportunity to work on this Report. I am thankful to him for their exemplary guidance, monitoring me and her constant encouragement and .Showing her best interest in helping me for preparing this report. Without his patience, sincere direction and recommendation I would not able to finish this report properly.

I convey my gratitude to all those who are directly or indirectly related in the completion of this project report.

Finally, I would be failing in my duty if I don't express my thanks to the respondents who took their valuable time to answer my questionnaire.

**RUSHALI BANSAL**

**BBA - 6th Semester**

**A20006418005**

**A DISSERTATION ON**

*“Mergers and Acquisitions In The Indian Banking Sector”*

IN THE PARTIAL FULFILMENT OF  
THE REQUIREMENT FOR THE AWARD OF  
BACHELOR OF BUSINESS ADMINISTRATION (2018-2021)

SUBMITTED BY:

PATEL SAROJ HANUMANRAM

ENROLLMENT NO.

A20006418039

SUBMITTED TO:

AMITY BUSINESS SCHOOL  
AMITY UNIVERSITY RAJASTHAN



UNDER THE GUIDANCE OF

Dr. Mamta Pankaj Jain

Associate Professor (ABS)

## DECLARATION

I PATEL SAROJ HANUMANRAM hereby declare that project entitled “Mergers and Acquisitions In The Indian Banking Industry” is a part of my Dissertation Project and is completed under the guidance and supervision of Dr. Mamta Pankaj Jain Associate Professor (ABS) and it was not submitted to any other organization, university or institutions or published any time before. The information has been collected from genuine and authentic sources. The work has been submitted in partial fulfilment of the requirement of our college.

**PATEL SAROJ HANUMANRAM**

**Dissertation Report**  
**on**  
**Digital marketing in polypropylene**  
**manufacturing industries**

**AMITY UNIVERSITY RAJASTHAN**

**Submitted By:**

**SARTHAK KUMAR**

**(BBA 6<sup>th</sup>sem)**

**Submitted To:**

**Dr.Padam Bhushan**

**(Guide)**

Dissertation Project Report  
On  
Role of private sector in the development of dairy  
industry in India



**Under the Guidance of  
Dr. Ashish Kumar**

**Submitted By:  
Saurabh Singhal  
A2006418042  
BBA 6<sup>TH</sup> SEM**



## **DECLARATION**

I do hereby declare that I have completed the project titled “Role of private sector in the development of dairy industry in India” the project report submitted is my original work carried out under the supervision and guidance of DR. Ashish Kumar in partial fulfillment and requirements of BACHELOR OF BUSINESS ADMINISTRATION program in AMITY UNIVERSITY RAJASTHAN. It has not been submitted elsewhere for award of any degree / diploma.

Date:-.....

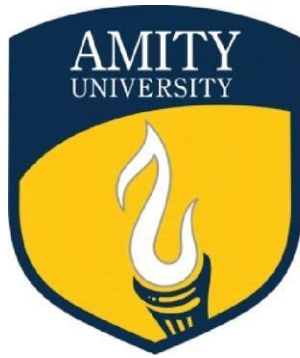
A20006418042

BBA

Batch of 2018-21

Saurabh Singhal

DISSERTATION ON THE TOPIC  
IMPACT OF COVID -19 PANDEMIC ON THE RETAIL INDUSTRY:  
UNDERSTANDING THE BUYING BEHAVIOUR OF INDIAN CONSUMER



AMITY  
UNIVERSITY

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF THE DEGREE OF

BACHELORS OF BUSINESS ADMINISTRATION

SUBMITTED BY:

SHUBHANGINI SINGH

A20010418002

UNDER THE GUIDANCE OF:

DR PREETI YADAV

## **ACKNOWLEDGEMENT**

I want to express my gratitude to everyone who has been a part of this research paper and has supported me throughout my dissertation. I am thankful for their guidance, helping me collect data, participate in the survey, and provide advice and constructive criticism. Lastly, I want to thank my faculty guide, Dr. PREETI YADAV for guiding me throughout the project, helping me make decisions for the completion of my dissertation, and supervising the project, without whom this project would not have been possible.

Regards

SHUBHANGINI SINGH

A20010418002

**DISSERTATION ON THE TOPIC**

**UNDERSTANDING CONSUMER BEHAVIOUR TOWARDS ANDROGYNOUS CLOTHING IN**

**RAJASTHAN**



**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE**

**OF**

**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTED BY: SUSHMA SHARMA**

**A20006418004**

**UNDER THE GUIDANCE OF:**

**Dr. RITU VASHISHTHA**

## DECLARATION

I hereby declare that the report which is being presented here is my work carried out during my dissertation and all the contents are based on true research. In the final year (session 2018-2021) for the partial fulfilment for the award of the degree of Bachelors in Business Administration and has not been presented elsewhere for the completion of any other courses.

Regards

SUSHMA SHARMA

Date of submission of the report: \_\_\_\_\_

Signature of the Student

Faculty guide's comment:

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---

Signature of Faculty guide

A  
DISSERTATION REPORT  
ON  
**CONSUMER PERCEPTION TOWARDS**  
**GREEN MARKETING**

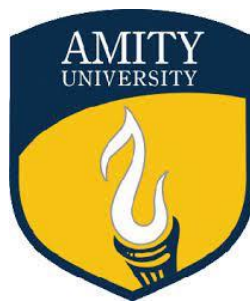
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR AWARD OF THE DEGREE  
OF  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SUBMITTED TO-

Amity Business School

SUBMITTED BY-

TUSHAR MITTAL  
BBA-6<sup>TH</sup>SEM  
A20006418016



AMITY BUSINESS SCHOOL  
2018-2021

**DECLARATION**

**I do hereby declare that the dissertation entitled “consumer perception towards green marketing” submitted by me for the degree of Bachelor of Business Administration in Amity University Rajasthan is my original work carried out under the guidance of Mr. Ashish kumar and has not formed the basis for the award of any degree, diploma, titles in this or any other university or the similar institution of higher learning and without any plagiarism.**

**Date:-.....**

**TUSHAR MITTAL**

**A20006418016**

**BBA**

**Batch of 2018-21**

**DISSERTATION PROJECT REPORT ON**

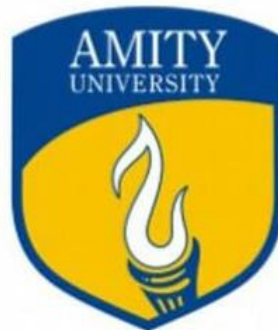
**“Impact of promotional activities on consumer purchase  
decision of Pepsi”**

**FOR THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF**

**BACHELORS OF BUSINESS ADMINISTRATION**

**SUBMITTER BY: UDDESH CHAUDHARY**

**ENROLLMENT NO: A20006418011**



**UNDER THE GUIDANCE OF:-**

**DR. RAHUL AGARWAL**

**AMITY UNIVERSITY RAJASTHAN**



## **DECLARATION BY STUDENT**

I hereby declare that the Dissertation Report titled “Impact of promotional activities on consumer purchase decision of Pepsi” submitted at Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. RAHULAGARWAL, faculty guide, Amity business school, Amity University Rajasthan. The project is submitted for the partial fulfilment of the requirement of the award of Bachelors in Business Administration. I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**UDDESH CHAUDHARY**

**A20006418011**

**BBA (2018-21)**

A Report  
On  
“Customer Relationship Management and  
diverse methods to retain customers”



By  
Aayam Dahiya  
A20006419006

A report

On

“Customer Relationship Management and  
diverse methods to retain customers”

By

Aayam Dahiya

A2006419006

Outlook Group

A report submitted in partial fulfilment of  
the requirements of BBA of AUR

Submitted on- August 9, 2021

## **GUIDE CERTIFICATE**

This is to certify that Mr. Aayam Dahiya, bearing Registration Number A20006419006 has prepared a report title-- “Customer Relationship Management and diverse methods to retain customers” under my guidance. This has not formed the basis for the award of any degree/diploma for any university.

Place: Jaipur

Date: 9 August 2021

Signature

Prof. Shikha Sharma



---

## *SUMMER INTERNSHIP PROJECT*

---



SUBMITTED TO-  
PROF SANJIV SINGH BHAL  
DEAN STUDENT WELFARE & CAMPUS LIFE  
PROFESSOR, MANAGEMENT, AMITY UNIVERSITY,  
JAIPUR, RAJASTHAN

SUBMITTED BY-  
AKSHAT SONI  
BACHELOR OF BUSINESS ADMINISTRATION  
AMITY UNIVERSITY RAJASTHAN  
JAIPUR

**Final Report on**

**“HANDLING CUSTOMER FEEDBACK”**

**Submitted to**

**In Partial Fulfillment of the requirements for the  
award of the degree of  
BACHELOR OF BUSINESS ADMINISTRATION**

**By**

**AKSHAT SONI**

**A20006419019**

**BBA 2019-2022**

**Under the guidance of  
Prof. Sanjiv Singh Bhal  
DSW & Prof., Management**

**A Report on  
“HANDLING CUSTOMER FEEDBACK”**

**By  
AKSHAT SONI**

**A Report submitted in partial fulfilment of the requirements of BBA Program.**

**FACULTY GUIDE**

PROF SANJIV SINGH BHAL  
DEAN STUDENT WELFARE & CAMPUS LIFE  
PROFESSOR, MANAGEMENT, AMITY  
UNIVERSITY,  
JAIPUR, RAJASTHAN

**INDUSTRY GUIDE**

MR VIKRAM SINGH  
SENIOR MARKETING MANAGER,  
SUNRISE HEALTH RESORTS,  
JAIPUR, RAJASTHAN

**AMITY BUSINESS SCHOOL, JAIPUR**

**AMITY UNIVERSITY RAJASTHAN**

## **CERTIFICATE OF ORIGIN**

**This is to certify that Akshat Soni a student of MBA from ABS, Amity University, Rajasthan under fulfilment of the course has successfully done his /her project on “HANDLING CUSTOMER FEEDBACK” of Sunrise Health Resort from 1<sup>st</sup> June to 31<sup>st</sup> August. During the period we found him/her sincere and hardworking.**

**We declare that the work done by him/her is his/her own and original to the best of our knowledge.**

**We wish him/her success and bright future ahead.**

**(Signature)**

**MR VIKRAM SINGH**

**SENIOR MARKETING MANAGER,**

**SUNRISE HEALTH RESORTS,**

**JAIPUR, RAJASTHAN**





Faculty Guide Name: Dr Rahul Agarwal

## **A Report On:**

Study of Human Resource Management in 132KV Grid sub station

By: Akshay Sharma

Course: BBA-5<sup>th</sup> Semester

- Enrolment No: A20010419001
- A report submitted in partial fulfilment of the requirements of Bachelors of Business Administration course of Amity University Rajasthan.
- Date of submission 9<sup>th</sup> August 2021

## **Name of the Organisation:**

Suncity Enterprises  
45, Ashok Nagar near Mudit mansion,  
Jodhpur

# CERTIFICATE



TIN No. : 08592559767

## Suncity Enterprises

"A" Class Contractor & Consultant

Ref.no: SES / JU / 20-21 / JDP/ D- Dated:-

TO WHOM IT MAY CONCERN

This is to certify that Mr.Akshay Sharma S/o Ravi Sharma a student of BBA from Amity University Rajasthan has successfully completed one & half month ( From 5<sup>th</sup> June 2021 to 21<sup>st</sup> July 2021 )long internship programme with us.

During the period of his internship programme with us he was found punctual hardworking and inquisitive

We wish him every success in life.

Manish Garg  
Proprietor  
  
Suncity Enterprises

---

Regd. Office : A-322, Shastri Nagar, Opp. Hanuwant School Road, Jodhpur (Raj.) INDIA | Tel. : +91 291 2636055  
Branch Office : 83, Devi Nagar, New Sanganer Road, Jaipur (Raj.) INDIA | Tel. : +91 141 4116200  
e-mail :suncityenterprises@gmail.com; info@suncityenterprises.com | URL : www.suncityenterprises.com

A report

On

**SUMMER INTERNSHIP PROGRAM**

By

**Anirudh Sharma**

Enrollment No.

**A20006419005**

Name of the Organization:

**SUPER77**

A Report on  
**Business development and growth  
analysis.**

By  
**Anirudh Sharma.**

Enrollment No.

**A20006419005**

**SUPER77**

A report submitted in partial fulfillment of  
the requirements of BBA of AUR

Date of Submission:

**CERTIFICATE**

Super77.

UTSAV-100, DLF Phase 5,

Sector 43, Gurugram,

Haryana, 122002, India

CIN No.:- U80904HR2020PTC088999

Date:20/08/2021.

This certificate is awarded to Anirudh Sharma on the successful completion of summer internship from 14<sup>th</sup> June 2021 to 15<sup>th</sup> August 2021 at Super77.

The student has contributed to the project titled Sales management and Marketing as Business development intern and he has made sales of our company's product.

During the period of his internship, he was found to discipline, hardworking and self motivated.

We wish all the success to him in life.

Signature and Seal:

Name:

Designation:

Ref No. : SP77/BDI-M/SMD/00344

Date: 17 Aug 2021

## Experience Letter

**Congratulations!**

Dear Anirudh sharma,

This letter is to certify that **Mr. Anirudh sharma, Business Development Intern** has Successfully completed his project with Super77. His Project tenure was from **14 June 21 to 15 Aug 21**. He was the part of **Sales and Marketing Department** and was actively involved in the projects assigned to Him.

During the span, we found Him punctual and hardworking person. His learning powers are good and he picks up swifty. His feedback and evaluation proved that he learned keenly.

We wish Him a bright future.

Mentor:- jesteena, sales and marketing

For Human Charging India Pvt. Ltd



Amit Pandey  
CEO, Super77



Registered Office

**Human Charging India Pvt. Ltd.**

Address:- UTSAV-100, DLF Phase 5,  
Sector 43, Gurugram,  
Haryana, 122002, India  
CIN No.:- U80904HR2020PTC088999



@Super77official

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Email:- Hello@super77.in  
Website:- Super77.in





**AMITY**  
**UNIVERSITY**  
JAIPUR

**AMITY BUSINESS SCHOOL**

**Synopsis of Major Project**

**Title: Jewar Aawas Yojna**

**Name of Guide: Mr. Arun Kumar**

<b>Programme:- B.B.A(Bachelors of Business Administration)</b>		<b>Year/Semester:-03/06</b>	
<b>S.No.</b>	<b>Enrolment No.</b>	<b>Name</b>	<b>Signature</b>
	<b>A20006419025</b>	<b>Ankit Sharma</b>	

**Summary:-** Jewar Aawas Yojna is about providing home to people at very affordable rates and that too at very good location. Jewar aawas yojna has three societies named under it. All of the three societies are located on Yamuna expressway where Noida International Greenfield airport is being built which is also commonly known as Jewar airport thus our project getting its name Jewar aawas yojna.

**Schedule of work completion:-** Scheduled for a duration of 38 days, commencing from June 12, 2021 to July 20, 2021 (Included 1 week training).

## CERTIFICATE

*Strive Partners*

*#302,C/87, SECTOR:-63,NOIDA, (UTTAR PRADESH)*

*Jul 30, 2021*

*This is to certify that Mr. Ankit Sharma, student of BBA, Amity University, Rajasthan has successfully completed his One month internship (From 12<sup>th</sup> June 2021 to 20<sup>th</sup> July 2021) as Business Development Trainee at STRIVE PARTNERS, Noida. During this period of his internship with us, he was Punctual, hardworking and inquisitive.*

*We wish him every success in Life!!*

For Strive Partners

Authorized Signature





---

# PROJECT REPORT ON Handling of Marketing Queries At Lyra Solar Pumps

---



**Submitted by:** Anmol Agarwal, BBA 5<sup>th</sup> semester  
**Enrolment number:** A20006419016  
**Area of Internship:** Marketing

---

## **A report submitted in partial fulfilment of the requirements of the BBA program**

- **Company Guide:** Ankur Sharma  
Marketing and Sales Head  
Lyra Solar Pumps  
Jaipur
  
- **Faculty Guide:** Sir Sanjiv Bhal  
Dean of Student Welfare  
Professor, Management  
Amity University Rajasthan

---

## Declaration

I, Anmol Agarwal, Student of Amity University, (Amity Business School, Amity University Rajasthan) hereby declare that all the information, facts and figures and figures in this Summer Internship report are based only my personal experience and findings during my summer internship at Lyra Pumps.

I also declare that the work in this report has been done by me thereby its my original work and is by no means copied.

Date - 5/8/21

Signature  
Anmol Agarwal  
(Student)

---

## **Student Certificate**

It is hereby certified that this report is prepared based on my summer internship and the project undertaken by me at Lyra Pumps from 1<sup>st</sup> June, 2021 to 31<sup>st</sup> July, 2021 under the guidance of Dean Sanjiv Bhal in the fulfilment of the requirements for awarding of the degree of Bachelor of Business Administration (BBA) from Amity University Rajasthan.

Date - 5/8/21

Signature  
Anmol Agarwal  
(Student)

Signature  
Sir Sanjiv Bhal  
Dean, AUR

Signature  
Ankur Sharma  
Marketing Head

---

## **Faculty Certificate**

This to certify that the Summer Internship Report on Outreach to Customers and Handling of Product Queries from Lyra Solar Pumps is submitted by BBA 5<sup>th</sup> semester student Anmol Agarwal, Enrolment number - A20006419016.

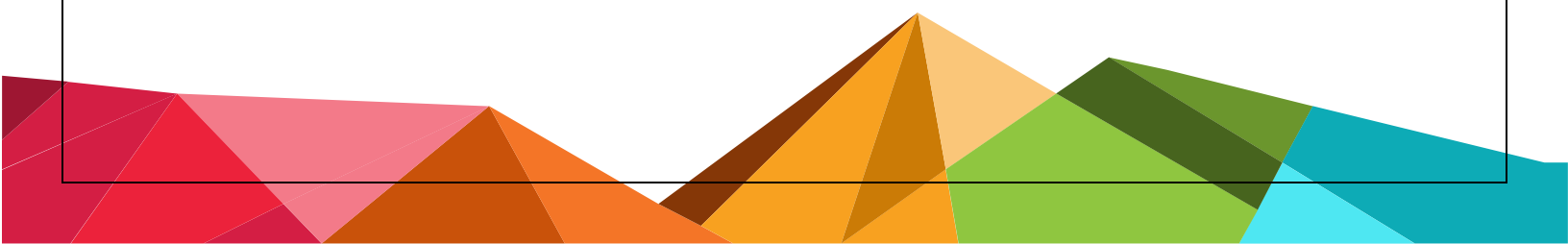
This project is in fulfilment of the requirements for the degree of Bachelor in Business Administration from Amity University Rajasthan.

Sanjiv Singh Bhal  
Professor  
Dean of Student Welfare  
Amity University Rajasthan



# HUMAN RESOURCE MANAGEMENT PROJECT

**BY: APNAVI SINGH**  
A20006419037



**A REPORT ON**

**(PRODUCT LEARNING AND HUMAN RESOURCE MANAGEMENT  
TRAINING TASKS)**

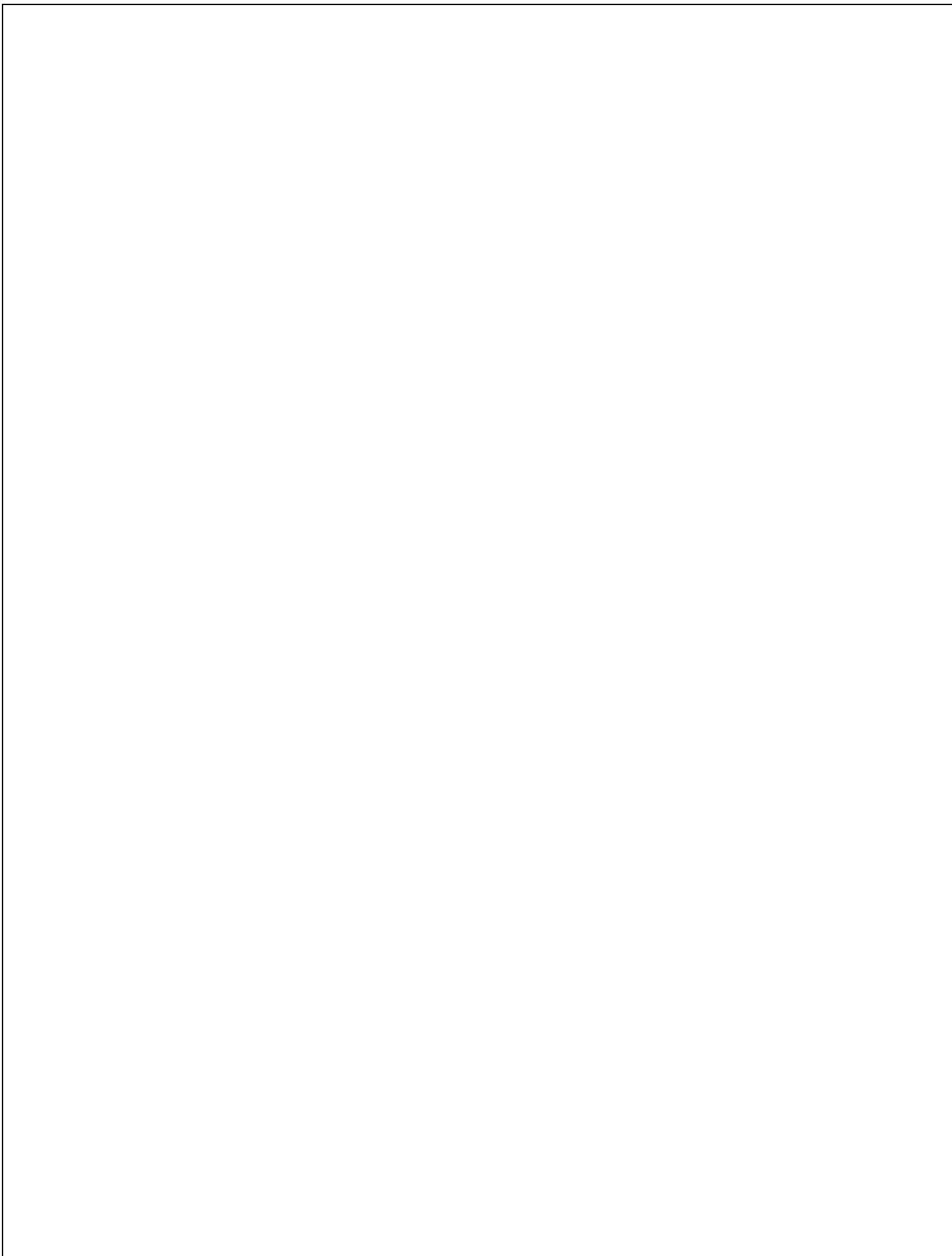
**BY: APNAVI SINGH (A20006419037)**

**OUTLOOK PUBLISHING(India)Pvt. Ltd.**

A report submitted in partial fulfillment of the requirements  
of BBA of AUR

**DATE OF SUBMISSION: 9/8/2021**





Summer Internship Project

Report on

**RECRUITMENT AND SELECTION PROCESS OF VIVO**

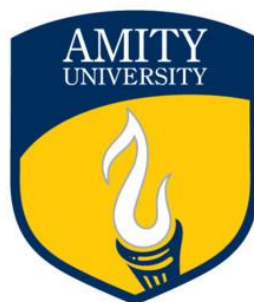
BY

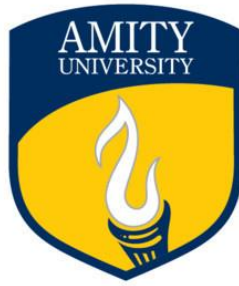
**Bhumika Khandelwal**

Enrollment no. :

**A20006419023**

**AMITY UNIVERSITY RAJASTHAN**





**AMITY UNIVERSITY RAJASTHAN**

**JAIPUR**

**2020 - 21**

**Summer Training Report**

**On**

**RECRUITMENT AND SELECTION PROCESS OF VIVO**



Faculty Guide :

**Prof. Deepali Bhatnagar**

Submitted by:

**Bhumika Khandelwal**

- Enrollment No: **A2006419023**
- A report submitted for the partial fulfilment of the requirement of degree Bachelor of Business Administration at Amity University Rajasthan

Submitted to:

**AMITY BUSINESS SCHOOL**

# Certificate by company



Ref: BBG/HR/internship/Jaipur/2021/026

07<sup>th</sup> August 2021

## TO WHOM IT MAY CONCERN

This is to certify that Ms. Bhumika Khandelwal, D/o Mr. Manish Khandelwal, Student of the Amity University, Rajasthan has successfully completed internship with us in our HR Department from June 14<sup>th</sup> 2021, to July 29<sup>th</sup> 2021. During the period of internship program with us she was found to be sincere, hardworking and result oriented.

We wish her every success in life.

For Bubugao Communication Pvt. Ltd.

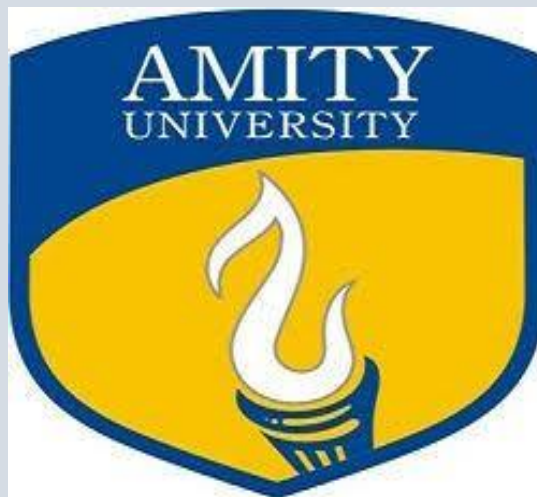


HR Department

# **A Report**

**On**

**“Performing Investment Analysis to know  
state of mind of Retail Investor”**



**By**

**Jaya Chauhan**

**A20006419001**

# **A Report**

**On**

**“Performing investment analysis to understand mind set of retail investor”**

**By**

**Jaya Chauhan**

**A2006419001**

**Outlook Group**

**A report submitted in partial fulfilment of  
the requirements of BBA of AUR**

**Submitted on- August 9, 2021**



## Declaration

I, Jaya Chauhan, student of Amity University, Jaipur, Enrollment No A20006419001, declare that the summer project titled “**Performing investment analysis for analyzing the mind set of retail investor**” with reference to outlook group, New Delhi is completely my original work and completed under the supervisions of Mr Pritam ghosh and Mr. Bhuwan thapa of Outlook Group and Professor Deepali bhatnagar of Amity business school. Further, I also declare that the report being submitted here with is free of any textual plagiarism.

Signature: Jaya Chauhan

Date: 9<sup>th</sup>/August/2021

---

## **APPROVAL BY FACULTY GUIDE**

Recommended that the Summer Internship Report titled **“Performing investment analysis for analyzing the mind set of retail investor”** prepared by Ms. Jaya chauhan under my supervision and guidance be accepted as fulfilling this part of the requirements for the award of Bachelors of Business Administration. To the simplest of my knowledge, the contents of this report didn't form a basis for the award of any previous degree/ diploma to anybody else.

Date: 09-10-2021



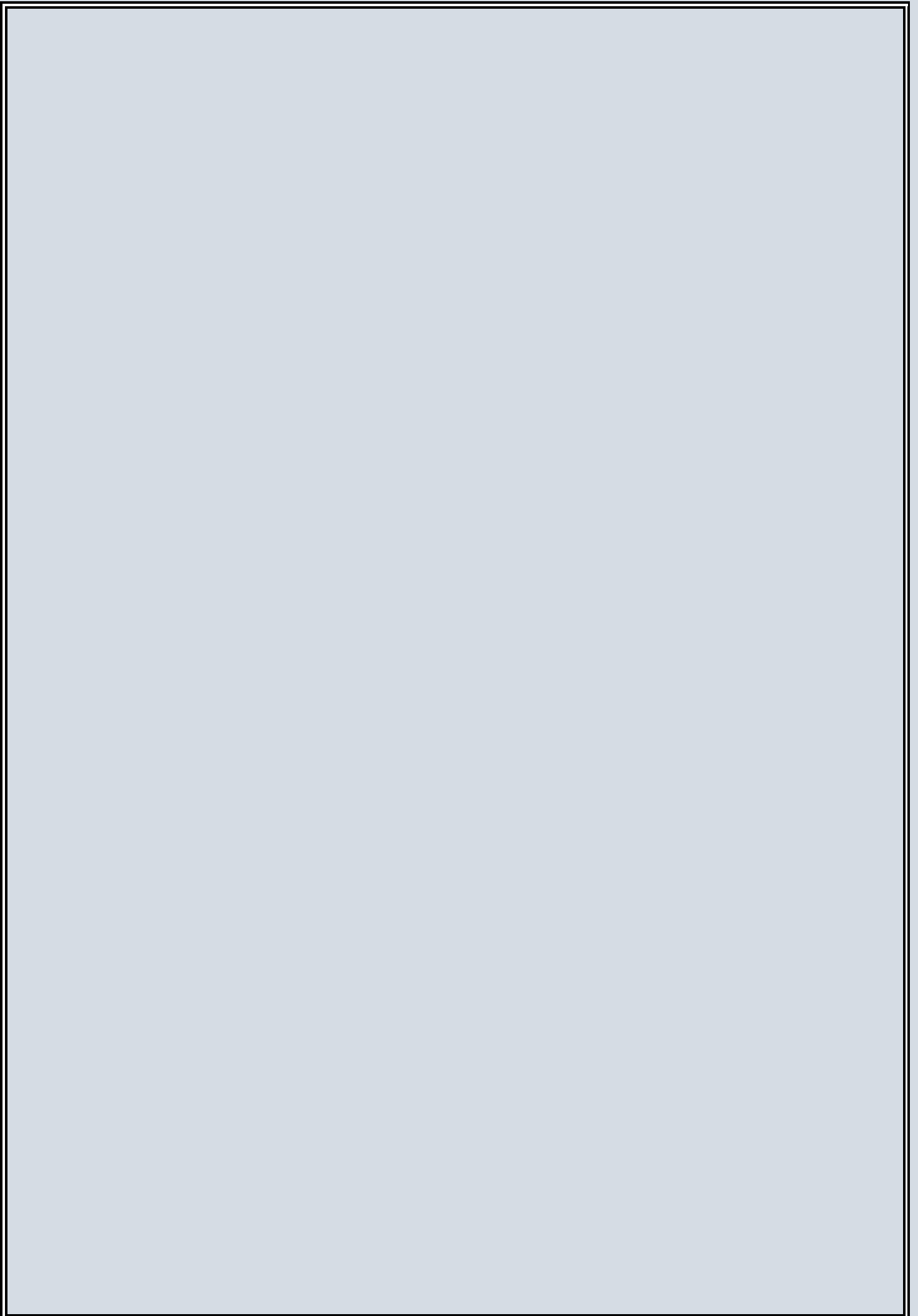
Proffesor Deepali Bhatnagar  
Faculty guide

Signature:

Name of the Guide: Professor Deepali Bhatnagar.

---





**A REPORT ON**  
**(SUMMER INTERNSHIP PROGRAM)**  
**( IN SUPER77 )**



**SUBMITTED TO:**

**Dr. UDAY BHAN SINGH**

**ABS**

**SUBMITTED BY:**

**Mr. JAYESH SHARMA**

**BBA (5<sup>th</sup> Semester)**

**ABS**

**DECLARATION**

I, **JAYESH SHARMA** the student of “**BACHELOR’S IN BUSINESS ADMINISTRATION**” 5<sup>th</sup> Semester, 2019-2022 batch, hereby declare that the work presented in this summer internship program “**BUSINESS DEVELOPMENT**” is the outcome of my own work, is bonafied and correct to the best of my knowledge. The work

presented does not infringe any patented work and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

JAYESH SHARMA

BBA 5<sup>th</sup> Sem

A20006419020

AMITY BUSINESS

SCHOOL

## **ACKNOWLEDGEMENT**

*A summer internship project is a golden opportunity for learning and self-development. I consider myself very lucky and honored to have so many wonderful people lead me through in completion of this project.*

*I have great pleasure in expressing my gratitude to Mr. AMIT PANDEY, (CEO) at SUPPER77 , who helped me get this opportunity to do my internship at SUPERR77. My grateful thanks to Ms. TANUSREE, employee at SUPER77 who took time out to hear, guide and keep me on correct path. A humble Thank you.*

*Last but not the least there were so many who shared valuable information that helped in the successful completion of this project.*

**JAYESH SHARMA**

A report  
On  
**SUMMER INTERNSHIP PROGRAM**

By  
**Khusvender singh**

Enrollment No.

**A20006419008**

Name of the Organization:

**SUPER77**

A Report on  
**BUSINESS DEVELOPMENT**  
**ASSOCIATE INTERN.**

By

**Khusvender singh**

Enrollment No.

**A20006419008**

**SUPER77**

A report submitted in partial fulfillment  
of the requirements of BBA of AUR

**A Report on**  
**SUMMER INTERNSHIP PROGRAM**  
**“Marketing Strategies of Super – 77”**

**By**

**Kshityz Kashyap.**

**Enrollment No.**

**A20006419038**

**SUPER77**

**A report submitted in partial fulfillment of the  
requirements of BBA {ABS}**

Transforming Humans  
#super77

**SUPER77**  
BY HUMAN CHARGER

Ref No. : SP77/BDI/04837

Date: 13 JUNE 2021

**PRIVATE & CONFIDENTIAL**

**Congratulations!**

Dear Kshityz Kashyap,

With reference to your application and subsequent discussions, We are pleased to offer you the position of **Business Development intern** in our organization. Please find the following details of the specifics of your internship.

**Designation:-** Business Development intern  
**Duration:-** 14 June 21 to 15 Aug 21  
**Location:-** Work from Home (Online Based Virtual Internship)  
**Stipend:-** \*As per Sales Incentive Plan\*

You'll be representing our organization and functioning based on our requirements. You'll be provided with number of opportunities to exhibit your leadership and managerial skills.

During the period of Internship, you may have access to trade secrets and confidential business information belonging to our Company. By accepting this offer, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for your own purposes or from disclosing it to anyone outside the Company.

At the end of the term, based on your performance you'll receive a **Certificate of Completion** and **Letter of Recommendation\*** describing your achievements and active participation.

We wish you all the best & welcome once again to this transformation journey.



**Rachit Goyal**  
Co-founder, Super77



**Registered Office**  
**Human Charging India Pvt. Ltd.**  
Address:- UTSAV-100, DLF Phase 5,  
Sector 43, Gurugram,  
Haryana, 122002, India  
CIN No.:- U80904HR2020PTC088999



@Super77official

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Email:- Hello@super77.in  
Website:- Super77.in



Ref No. : SP77/BDI-M/SMD/00381

Date: 27 Aug 2021

### Experience Letter

**Congratulations!**

Dear Kshitiz Kashyap ,

This letter is to certify that **Mr. Kshitiz Kashyap , Business Development Intern** has Successfully completed his project with Super77. His Project tenure was from **13 June 21 to 21 Aug 21**. He was the part of **Sales and Marketing Department** and was actively involved in the projects assigned to Him.

During the span, we found Him punctual and hardworking person. His learning powers are good and he picks up swifty. His feedback and evaluation proved that he learned keenly.

We wish Him a bright future.

**Mentor:- Josteena Raju, Sales & Marketing Department**

For Human Charging India Pvt. Ltd



**Amit Pandey**  
CEO, Super77







**AMITY**  
**UNIVERSITY**  
— JAIPUR —

## **Title**

An internship report on real estate

business: land sales & marketing of strive partners

**Name of Guide: Mr. Arun Kumar**

<b>Programme :- B.B.A (Bachelors of Business Administration)</b>		<b>Year/ Semester :-03/05</b>	
<b>S.No.</b>	<b>Enrolment No.</b>	<b>Name</b>	<b>Signature</b>
	A20006419012	Kunjan Gupta	



302, C-87 SECTOR 63 NOIDA, UP -201301  
PHONE- 0120-4560714 , 9599654440  
info@strivepartners.in | www.strivepartners.in

Date: July/21/2021

## INTERNSHIP LETTER

This is to certify that Ms. Kunjan Gupta, student of BBA, Amity University, Rajasthan has successfully completed her one month internship (From 12th June 2021 to 20th July 2021) as Business Development Trainee at STRIVE PARTNERS, Noida. During this period of her internship with us, she was punctual, hardworking and inquisitive.

We wish her every success in life!!

For Strive Partners

Authorized Signature.

**STRIVE PARTNERS**



A report

On

**SUMMER INTERNSHIP PROGRAM**

By

**Manoj Krishna Manepalli.**

Enrollment No.

**A20006419009**

Name of the Organization:

**SUPER77**

A Report on  
**SALES MANAGEMENT**

By  
**Manoj Krishna Manepalli.**

Enrollment No.

**A20006419009**

**SUPER77**

A report submitted in partial fulfillment  
of the requirements of BBA of AUR

**Date of Submission:**

# **CERTIFICATE**

**Super77.**

**UTSAV-100, DLF Phase 5,**

**Sector 43, Gurugram,**

**Haryana, 122002, India**

**CIN No.:- U80904HR2020PTC088999**

**Date:08/08/2021.**

**This certificate is awarded to Manoj Krishna Manepalli on the successful completion of summer internship from 24<sup>th</sup> June 2021 to 08 August 2021 at Super77.**

**The student has contributed to the project titled Sales management and Marketing as Business development intern and he has made sales of our company's product.**

**During the period of his internship, he was found to discipline, hardworking and self motivated.**

**We wish all the success to him in life.**

**Signature and Seal:**

**Name:**

**Designation:**

Ref No. : SP77/BDI-M/SMD/00256

Date: 8 Aug 2021

## Experience Letter

**Congratulations!**

Dear Manoj Krishna Manepali,

This letter is to certify that **Mr. Manoj Krishna Manepali, Business Development Intern** has Successfully completed his project with Super77. His Project tenure was from **24 June 2021 to 8 Aug 2021**. He was the part of **Sales and Marketing Department** and was actively involved in the projects assigned to Him.

During the span, we found Him punctual and hardworking person. His learning powers are good and he picks up swifty. His feedback and evaluation proved that he learned keenly.

We wish Him a bright future.

**Mentor:-** Jesteena, Sales & Marketing Department

For Human Charging India Pvt. Ltd



**Amit Pandey**  
CEO, Super77







A Report

On

“Predictions of Stock Market using Analysis of  
Charts”



By

Naman Agarawal

A20006419029

A Report

On

“Predictions of stock market using analysis of  
charts”

BY

NAMAN AGARAWAL

A20006419029

MARGIN SENTIMENT ADVISORY GROUP

A Report submitted in partial fulfillment of

The requirements of BBA of AUR

Submitted on – 9th August, 2021

## **GUIDE CERTIFICATE**

This is to certify that Mr. Naman Agarawal, bearing Registration Number A20006419029 has prepared a report title-- "Predictions of Stock Market using Analysis of Charts" under my guidance. This has not formed the basis for the award of any degree/diploma for any university.

Place- Jaipur

Signature

Date- August 9, 2021

Dr. Swati Sharma

# ACKNOWLEDGEMENT

The internship opportunity I had with Margin Sentiment Advisory Pvt. Ltd was a great chance for learning and professional development. I have been provided with great opportunities. I am also grateful for having a chance to meet so many brilliant people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my gratitude and thanks to my Company Guide Mr. Tousiff Kalim (Director, Human Resource, Margin Sentiment Advisory Pvt Ltd.) who despite being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the internship period.

I express my gratitude and thanks to my Faculty Guide Dr. Swati Sharma for guiding me with all the rules and regulations of internships and clearing the doubts whenever required. I choose this moment to acknowledge his help gratefully.

I perceive as this opportunity a milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement to attain desired career objectives.

Hope to continue cooperation with all of you in the future.

(Naman Agarawal)

# CANDIDATE'S DECLARATION

I hereby declare that the work, which is being presented in the report, entitled- predictions of stock market using analysis of charts in partial fulfillment for the award of degree of – Bachelors of Business Administration submitted to the Department of Business, ABS, Amity University Rajasthan is a record of my own investigations carried under the guidance of Dr. Swati Sharma, Department of Business, ABS, Amity University Rajasthan.

I have not submitted the matter presented in this report anywhere for the award of any other degree.

Naman Agarawal

A20006419029

Amity Business School

Amity University Rajasthan

Counter signed by

Dr. Swati Sharma





**AMITY**  
**UNIVERSITY**  
— JAIPUR —

**A report On**  
**(JEWAR AWAS YOJNA)**

*By*

*Nishant saini*

*Enrollment No. A20006419027*

*(AMITY UNIVERSITY, RAJASTHAN)*

**A report On**  
**JEWAR AWAS YOJNA**



(PROJECT LOGO BY COPANY)

*By*

***NISHANT SAINI***

***ENROLLMENT NO. : - A20006419027***

***(STRIVE PARTNERS)***

***A report submitted in partial fulfillment of  
the requirements of (BACHELOR OF BUSINESS  
ADMINISTRATION) of AUR***





**A SUMMER TRAINING REPORT  
ON**

**PERFORMANCE APPRAISAL  
AT  
SHUBHASRHAY**

**Submitted in the partial fulfillment for the award of degree**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(Session 2019 - 2022)**

**AT**

**Amity University Rajasthan**

**Submitted By:  
Priyanshu Yadav  
A20006419031**



**Amity University Rajasthan**

## **DECLARATION**

**I, Priyanshu Yadav** Enrollment No. A20006419031 **BBA (5<sup>th</sup> Semester)** of Amity University Rajasthan here by declares that the Summer Report entitled “Performance Appraisal System & It’s Effectiveness” is my original work and the same has not been submitted to any other institute for the award of any other degree.

Signature of The Candidate:

Priyanshu Yadav

# **Summer Internship Report**

**HRM & Marketing**

**(Intern) at,**

**HI -Tech Pvt. Ltd.**

**By**

**Ravi Gupta**

**Enrollment number:- A20006419034**

**A report submitted in partial fulfillment of the  
requirements of BBA of ABS{AUR}**

**Date of Submission :- 4<sup>th</sup> July 2021**

**A Report on**  
**SUMMER INTERNSHIP PROGRAM**  
**Business development and growth analysis in Super**  
**77**

**By**

**Ravi Ojha.**

**Enrollment No.**

**A20006419007**

**SUPER77**

**A report submitted in partial fulfillment of the  
requirements of BBA {ABS}**

Transforming Humans  
#super77



Ref No. : SP77/BDI/05684

Date: 23 JUNE 2021

**PRIVATE & CONFIDENTIAL**

**Congratulations!**

Dear Ravi Ohja,

With reference to your application and subsequent discussions, We are pleased to offer you the position of **Business Development intern** in our organization. Please find the following details of the specifics of your internship.

**Designation:-** Business Development intern  
**Duration:-** 24 June 21 to 30 Aug 21  
**Location:-** Work from Home (Online Based Virtual Internship)  
**Stipend:-** \*As per Sales Incentive Plan\*

You'll be representing our organization and functioning based on our requirements. You'll be provided with number of opportunities to exhibit your leadership and managerial skills.

During the period of Internship, you may have access to trade secrets and confidential business information belonging to our Company. By accepting this offer, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for your own purposes or from disclosing it to anyone outside the Company.

At the end of the term, based on your performance you'll receive a **Certificate of Completion** and **Letter of Recommendation\*** describing your achievements and active participation.

We wish you all the best & welcome once again to this transformation journey.

Rachit Goyal  
Co-founder, Super77



**Registered Office**  
**Human Charging India Pvt. Ltd.**  
 Address:- UTSAV-100, DLF Phase 5,  
 Sector 43, Gurugram,  
 Haryana, 122002, India  
 CIN No.:- U80904HR2020PTC088999



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Email:- Hello@super77.in  
 Website:- Super77.in



**Transforming Humans**  
#super77

**SUPER77**  
BY HUMAN CHARGER

Ref No. : SP77/BDI-M/SMD/00432

Date: 7 Sep 2021

### Experience Letter

**Congratulations!**

Dear Ravi Ojha,

This letter is to certify that Mr. Ravi Ojha, Business Development Intern (CONSUMER BEHAVIOUR ON COUPON BASED PROMOTIONAL ACTIVITIES) has Successfully completed his project with Super77. His Project tenure was from 24 June 2021 to 3 August 2021. He was the part of Sales and Marketing Department and was actively involved in the projects assigned to Him.

During the span, we found Him punctual and hardworking person. His learning powers are good and he picks up swiftly. His feedback and evaluation proved that he learned keenly.

We wish Him a bright future.

Mentor:- Jesteena Raju, Sales & Marketing Department

For Human Charging India Pvt. Ltd



Amit Pandey  
CEO, Super77



**Registered Office**  
**Human Charging India Pvt. Ltd.**  
Address:- UTSAV-100, DLF Phase 5,  
Sector 43, Gurugram,  
Haryana, 122002, India  
CIN No.:- U80904HR2020PTC088999



@Super77official

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Email:- Hello@super77.in  
Website:- Super77.in







# **A REPORT ON SUMMER INTERNSHIP PROGRAM**

**BY:**

**Ruchir chandrawal**

**BBA 5<sup>th</sup> sem**

**A20006419030**

**NAME OF ORGANISATION**

**SUPER 77**

**REPORT ON**  
**MANAGEMENT OF SALES**

**BY:**

**Ruchir chandrawal**

**BBA 5<sup>th</sup> sem**

**A20006419030**

**NAME OF ORGANISATION**

**SUPER 77**

**A report submitted in partial fulfillment of the  
requirements of BBA of AUR**

**Date of Submission:**

**CERTIFICATE**  
**CERTIFICATE**

Super77.

UTSAV-100, DLF Phase 5,

Sector 43, Gurugram,

Haryana, 122002, India

CIN No.:- U80904HR2020PTC088999

Date:08/08/2021.

This certificate is awarded to RUCHIR CHANDRAWAL on the successful completion of summer internship from 14<sup>TH</sup> JUNE 2021 TO 15 AUGUST 2021 at Super77.

The student has contributed to the project titled Sales management and Marketing as Business development intern and he has made sales of our company's product.

During the period of his internship, he was found to discipline, hardworking and self motivated.

We wish all the success to him in life.

Signature and Seal:

Name:

Designation:



**AMITY UNIVERSITY**  
— R A J A S T H A N —

## **SUMMER INTERNSHIP REPORT**

A report submitted in partial fulfilment of the requirements of BBA Of AUR

By: Sachin Dev P

Enrolment No: A20010419002

Date of submission 9<sup>TH</sup> AUGUST 2021

## **A Report On: SALES MANAGEMENT**

Company details:

Vodafone Idea Mini Store (Gurukripa Communications)

G-10/11, Ground Floor, Central Spine, Time Square,

Vidhyadha Nagar, Jaipur, Rajasthan – 302013



## CERTIFICATE OF COMPLETION

VI Mini Store (GURUKRIPA COMMUNICATIONS) gives

# SACHIN DEV P

this certificate for his stellar performance during  
the Internship program from June 16 to July 31,  
2021.

GURUKRIPA COMMUNICATION  
JALANMSGUC  
G-10 11 Ground Floor Time Square  
Central Spine  
Vidhyadhar Nagar Jaipur  
JAIPUR  
Rajasthan  
302030

---

**MANISH KHANDELWAL**  
Channel Partner



A Report on  
Summer Internship Programme

Submitted by- Samarth Singh Thakur

BBA 5<sup>th</sup> Semester

Enrollment no. A20006419003

A report On  
Summer Internship Programme  
working as “Business Analyst” at Yink  
360

By Samarth Singh Thakur  
A2006419003

A report submitted in partial fulfilment  
of the requirements of BBA of AUR  
Submitted on- August 15, 2021

## GUIDE CERTIFICATE

This is to certify that Mr. Samarth Singh Thakur, bearing Registration Number A20006419003 has prepared a report title--  
“Summer Internship Programme”  
under my guidance. This has not formed the basis for the award of any degree/diploma for any university.

Signature

Place: Jaipur

Date: August 2021

Dr. Uday Bhan Singh



## DECLARATION

I Samarth Singh Thakur student of BBA from Amity University Jaipur Rajasthan hereby declare that I have completed summer internship on the project titled “Business Analyst” as part of the course requirement. The project duration was from 30<sup>th</sup> June 2021 to 30<sup>th</sup> July 2021. I further declare that the information presented in this project is true and original to the best of my knowledge.

Samarth Singh Thakur

Place: Jaipur



A REPORT ON  
JEWAR AAWAS YOJNA

BY

SAQLAIN

A20006419021

STRIVE PARTNERS

A REPORT ON  
JEWAR AAWAS YOJNA

BY

SAQLAIN (A20006419021)

STRIVE PARTNERS

A REPORT SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS  
OF BBA OF AUR.

22<sup>ND</sup> JULY.

# CERTIFICATE

STRIVE PARTNERS

302, C-Block, C-87, Sector 63, Noida, Uttar Pradesh  
201305

22<sup>nd</sup> JULY

THIS CERTIFICATE IS AWARDED TO SAQLAIN ON  
THE SUCCESSFUL COMPLETION OF SUMMER  
INTERNSHIP FROM 21<sup>ST</sup> JUNE TO 21<sup>ST</sup> JULY AT  
STRIVE PARTNERS.

THE STUDENT HAS CONTRIBUTED TO THE PROJECT  
TITLED JEWAR AAWAS YOJNA AS BUSINESS  
ASSOCIATE AND HE HAS DONE A GOOD JOB.

DURING THE PERIOD OF HIS INTERNSHIP, HE WAS  
FOUND TO DISCIPLINE, HARDWORKING AND SELF  
MOTIVATED.

WE WISH ALL THE SUCCESS TO HIM IN LIFE.

GAZAL SHARMA



Amity University

**Final Report**

**Strive partners ( Jewar Awas yojana)**



**Submitted By :-**

**Name -Shivi Bansal**

**Course -BBA 5<sup>th</sup> Semester**

**Enrollment no.A20006419013**

**Submitted To :-Prof Deepali Bhatnagar**

**Submitted Date :- 9<sup>th</sup> August 2021**

## Title of project

An internship report on Real estate business:-  
plot sales and marketing of Jewar Awas  
yojana under stive partners company.



1



302, C-87 SECTOR 63 NOIDA, UP -201301  
PHONE- 0120-4560714 , 9599654440  
info@strivepartners.in | www.strivepartners.in

Date: July/21/2021

### INTERNSHIP LETTER

This is to certify that Ms. Shivi Bansal, student of BBA, Amity University, Rajasthan has successfully completed her one month internship (From 12th June 2021 to 20th July 2021) as Business Development Trainee at STRIVE PARTNERS, Noida. During this period of her internship with us, she was punctual, hardworking and inquisitive.

We wish her every success in life!!

For Strive Partners

A circular stamp with the word "STRIVE" at the top and a handwritten signature in the center. The signature appears to be "Anurag".

Authorized Signature.

**STRIVE PARTNERS**

A decorative footer consisting of a red wavy line above a green wavy line, resembling a stylized horizon or a field.



A report on  
(INTERNSHIP IN MILK ORGANIZATION)

By  
(Sohan Yadav – A20006419010)  
(Shree Yadav Milk & Milk Products)

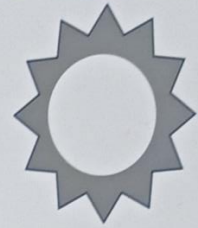
A report submitted in partial fulfilment of the requirements of BBA  
Program of  
AUR

Date of submission- August 09, 2021

## **DECLARATION**

I Sohan yadav the student of Bachelor`s in Business Administration 5<sup>TH</sup> Semester, 2019-2022 batch, hereby declare that the work presented in this summer internship program “ Production and Management” is the out come of my own work, is bonafied and correct to the best of my knowledge. The work presented does not infringe any patented and has not been submitted to any other University or anywhere else for the award of any degree or any professional diploma.

# SHREE YADAV MILK AND MILK PRODUCTS



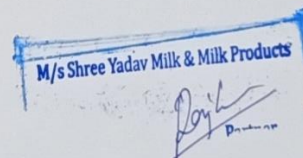
## CERTIFICATE OF INTERNSHIP

DATE - JULY 22, 2021

This certificate is awarded to **MR. SOHAN YADAV** on successful completion of summer internship from JUNE 16, 2021 to JULY 20, 2021 at SHREE YADAV MILK AND MILK PRODUCTS.

MANAGING DIRECTOR

RAJKUMAR YADAV



## ACKNOWLEDGEMENT

A Summer internship project is always been a great opportunity to learn and explore more towards our future Goal. I consider myself very lucky and honoured to have so many experienced guide who help me in completion of this project.

I have great pleasure I expressing my gratitude to Mr. RAJKUMAR YADAV, the Managing director at Shree Yadav Milk and Milk Products.

I am also thankful to my faculty guide Dr. UDAY BHAN SHIGH who provided me a particular path to complete the SIP as well as this report.



**AMITY  
UNIVERSITY**

**By : Tanmay Agarwal**

**A20006419017**

**INTERNSHIP REPORT**

**A COMPARATIVE STUDY ON PHARMA  
SECTOR STOCKS USING TECHNICAL  
INDICATORS.**

**Faculty guide: Dr. Mamta Pankaj Jain**

**Company Guide : Mr. Touffiq Kalim**

**(Duration: 16<sup>th</sup> June 2021 to 20<sup>th</sup> June 2021)**

**A Report submitted in partial fulfilment of The  
requirements of BBA of AUR**

**Submitted on 9<sup>th</sup> august**

# **GUIDE CERTIFICATE**

**This is to certify that Mr. Tanmay Agarawal, bearing Registration Number A20006419017 has prepared a report title-- "A COMPARATIVE STUDY ON PHARMA SECTOR STOCKS USING TECHNICAL INDICATORS." under my guidance. This has not formed the basis for the award of any degree/diploma for any university.**

**Place : Jaipur**

**Signature :**

**Date: 9<sup>th</sup> August**

**Dr. Mamta Pankaj Jain**



Margin Sentiment Advisorys Private Limited

CIN NO: - U74999KA2020PTC134913

Date: - 20/07/2021

### **COMPLETION LETTER**

This is to certify that Mr. Tanmay Agarwal, a bonafide student of Amity University Jaipur, Rajasthan, bearing an enrollment number A20006419017 has completed 06 weeks of internship in the field of Finance for the role of **Financial Analyst** from **16<sup>th</sup> Jun 2021 to 20<sup>th</sup> Jul 2021**.

He was sincere and has taken a keen interest in completing his internship. We wish him all the best, good luck and success in his future endeavors.



Touffiq Kalim  
Director  
M S Advisorys Pvt Ltd



# Margin Sentiment Advisorys Private Limited

CIN NO: - U74999KA2020PTC134913

Date: - 20/07/2021

## **LETTER OF RECOMMENDATION**

### **TO WHOM EVER IT MAY CONCERN**

It is a great pleasure to write a letter of recommendation for Mr. Tanmay Agarwal. He has completed his internship with Margin Sentiment Advisorys Pvt Ltd and actively participated in contributing to the growth of the company.

As he was directly placed under me, he was easy to manage, took responsibility, and always met deadlines. He demonstrated superior analytical and technical skills. It was a joy to work with him as he has a positive attitude towards working with the team to achieve the designated tasks. He is reliable and consistently performed.

I strongly recommend Mr. Tanmay Agarwal, as an excellent and professional worker. Should you have any questions concerning the above, please do not hesitate to contact me.



Ujjawal Upadhyay

BBA sem-5

A20006419014

**Title**

Marketing and sales management using soft and  
technical skills



A report On

# AdmitKard

**Our goal is to change how you study abroad**

By

Varun Ahuja

Enrolment No. A20006419022

(AMITY University, Rajasthan)



A report On

# AdmitKard

**Our goal is to change how you study abroad**

By

Varun Ahuja

Enrolment No. A20006419022

This report is submitted in partial fulfilment of the requirements  
of (BACHELOR OF BUSINESS ADMINISTRATION) of AUR.

Date of submission: 01-07-2021

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**A**

**REPORT ON**

**Human Resource Management and Recruitments for PrepnJob using  
Email Marketing and on call interviews**

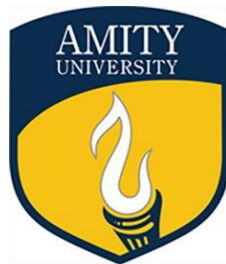


**For the Partial Fulfilment of the Requirement for the Award of**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY:-**

**YASHIKA VIJAY**



**UNDER THE GUIDANCE OF:-**

**Mrs. Preeti Yadav**

**Assistant Professor**

**AMITY UNIVERSITY RAJASTHAN**

CERTIFICATE BY THE COMPANY



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**CERTIFICATE BY FACULTY GUIDE**

This is to certify that Yashika Vijay is a student of Bachelor of Business Administration (20182021), Amity University Rajasthan. Summer Internship Report work titled 'Human Resource Management For PrepNjob Using email marketing Activities and Online Interviews' is prepared by her under the guidance of Mrs. Preeti Yadav, in partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration of Amity University Rajasthan. The work incorporated in the project report has been completed under my supervision.

Materials obtained from other sources have been duly acknowledged in this project report.

Mrs.Preeti Yadav

Amity University Rajasthan

Date: 9<sup>th</sup> August 2021