

AMITY UNIVERSITY

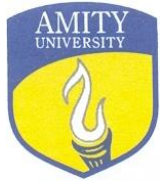
RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Master of Business Administration (MBA)

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

Program Code	Programme name	Name of the students
12019	MBA	Krishan
12019	MBA	Aayushi Agarwal
12019	MBA	Ajay Pratap Singh
12019	MBA	Ananya Sharma
12019	MBA	Anurag Jadun
12019	MBA	Arun Chib
12019	MBA	Asif Beg
12019	MBA	Athulya Vijayan
12019	MBA	Bhavya Mathur
12019	MBA	Digvijay Singh
12019	MBA	Gaurav Katara
12019	MBA	Hitansh Shrimal
12019	MBA	Khusbu Kejriwal
12019	MBA	Khushal Viraliya
12019	MBA	Mitesh Kaushik
12019	MBA	Neha Bansal
12019	MBA	Neha Sharma
12019	MBA	Nitesh Agnihotri
12019	MBA	Parvesh Chawla
12019	MBA	Pooja Sharma
12019	MBA	Prashant Soni
12019	MBA	Priyal Karnawat
12019	MBA	Priyel Bhatnagar
12019	MBA	Rashi Mathur
12019	MBA	Rati Sharma
12019	MBA	Sachin
12019	MBA	Shivani Agrawal
12019	MBA	Shreyansh Kasliwal
12019	MBA	Shweta Yadav
12019	MBA	Sonia Kejriwal
12019	MBA	Swati Gupta
12019	MBA	Tanishq Yadav



AMITY UNIVERSITY

— R A J A S T H A N —

12019	MBA	Tanya Gupta
12019	MBA	Vanshika Shrivastava
12019	MBA	Akash
12019	MBA	Akshat Rawat Updated
12019	MBA	Anukriti Trivedi
12019	MBA	Arjun Kumar
12019	MBA	Ashutosh Sharma
12019	MBA	Drishti Sharma
12019	MBA	Isha Mittal
12019	MBA	Kapil Pareek
12019	MBA	Komal Kanwar
12019	MBA	Mansi Verma
12019	MBA	Manupal Bagda
12019	MBA	Meena Yadav
12019	MBA	Mubasshira
12019	MBA	Neeraj Gupta
12019	MBA	Neha Sethi
12019	MBA	Nikhil Jeswani
12019	MBA	Nirbhay Singh Chauhan
12019	MBA	Nishi Garg
12019	MBA	Niyati Poddar
12019	MBA	Ovez Khan
12019	MBA	Pankhuri Saxena
12019	MBA	Priya Shekhawat
12019	MBA	Priyaka Banafal
12019	MBA	Rajan Sharma
12019	MBA	Rajshree Sethi
12019	MBA	Shashank Modi
12019	MBA	Shivani Chaudhary
12019	MBA	Shiwani Joshi
12019	MBA	Sonali Acharya
12019	MBA	Sonali Pradhan
12019	MBA	Sunil Kataria
12019	MBA	Tanmay Gupta
12019	MBA	Vinay
12019	MBA	Vinay Kumar Tiwari
12019	MBA	Virendra Singh Shekhawat
12019	MBA	Yash Sharma
12019	MBA	Yashshree Sharma



Research Dissertation Report

on

“EXPORT POLICIES AND PROCESS”

4/15/2021

In partial fulfillment of the requirement for the award
degree of

Master of Business Administration



Amity Business School

Amity University Rajasthan

Submitted by
Krishan
MBA 4th
A20001919034

Submitted to
Dr. Durgesh Batra
Deputy Director and Professor
Amity Business School

Declaration

I, **Krishan**, MBA Student of **Amity University Rajasthan** declare that the dissertation project entitled “**EXPORT POLICIES AND PROCESS**”, is the original work done by me and the information provided in the study is authentic to the best of my knowledge.

Place: **Amity University Rajasthan**

Krishan

MBA

A20001919034

A Dissertation Report

On

**“ANALYSIS OF EXPORT PERFORMANCE OF
INDIAN GRANITE IN INTERNATIONAL TRADE”**

By

AAYUSHI AGRAWAL

A20001919038

A Dissertation Report

On

**“ANALYSIS OF EXPORT PERFORMANCE OF
INDIAN GRANITE IN INTERNATIONAL TRADE”**

By

AAYUSHI AGRAWAL

A20001919038

**A Report Submitted in partial fulfilment of the
requirement for the award of Master of Business
Administration at Amity University, Rajasthan**

Faculty Guide:

Dr. Mamta Pankaj Jain

(Associate Professor)

Amity Business School, AUR

15 April 2021

DECLARATION

This is to declare that the dissertation report titled – “**ANALYSIS OF EXPORT PERFORMANCE OF INDIAN GRANITE IN INTERNATIONAL TRADE**” is an original work done by **Ms. Aayushi Agrawal** (A20001919038) of MBA 2019-21, as a part of the Master of Business Administration project.

This report is submitted as the partial fulfilment of the requirements of the MBA Program at Amity Business School, Amity University Rajasthan. It is not submitted to any other institution or university for award of any degree/diploma/certificate.

Faculty Guide:

Dr. Mamta Pankaj Jain

(Associate Professor)

Amity Business School, AUR

DISSERTATION REPORT ON

TITTLE: -

Service Quality Satisfaction in Private Sector Banks of Rajasthan

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE

AWARD OF

MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY- AJAY PRATAP SINGH

ENROLLMENT NO- A20001919001

MBA- 4TH SEMESTER (2019-2021)



AMITY UNIVERSITY JAIPUR, RAJASTHAN

UNDER THE GUIDANCE OF

PROF (DR.) SHIKHA SHARMA

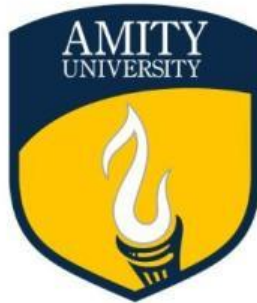
Acknowledgements

I would begin by sincerely thanking my guide, Prof. Shikha Sharma for the unyielding support she gave to me in order to produce this write-up. I appreciate her efforts because she offered to all the necessary guidelines, I needed in order to achieve this academic task.

Also, I deeply thank our families and friends for all the encouragements they gave to me during this study. Special thanks to all our respondents for giving me answers to my questionnaires and those who gave extra support in making our work have a better quality.

Above all, I thank the Almighty Lord for the strength and knowledge He gave me to carry out the academic work.

**Amity University Rajasthan, Jaipur
Amity Business School**



**MBA (2019-21)
Dissertation Report
(Jan-Apr 2021)**

**On
Understanding the Workforce: Redefining overall HR
strategies across sectors during the COVID-19 pandemic**

For the partial fulfillment of the requirement for the
Award of Master of Business Administration

**By:
Ananya Sharma
MBA (2019-21)**

**Guide:
Dr. Deepali Bhatnagar
Associate Professor**

Acknowledgement

Throughout the writing of this dissertation I have received a great deal of support and assistance.

I would first like to thank my guide, Professor Dr. Deepali Bhatnagar, whose expertise was invaluable in formulating the research topic and methodology. Your insightful feedback pushed me to sharpen my thinking and brought my work to a higher level.

I perceive as this opportunity as a big 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, in order to attain desired career objectives.

**A DISSERTATION REPORT ON “THE FUTURE OF
MARKETING BEING DIGITAL: A STUDY”**

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

SUBMITTED BY: ANURAG JADAUN



**UNDER THE ABLE GUIDANCE OF:
DR. DEEPALI BHATNAGAR**

AMITY UNIVERSITY RAJASTHAN

DECLARATION

I hereby declare that this dissertation report entitled “**THE FUTURE OF MARKETING IS DIGITAL: A STUDY**” submitted by me as a partial fulfillment for the award of Master of Business Administration degree at Amity Business School (ABS), Amity University Rajasthan, Jaipur Campus is original and genuine work to the best of my knowledge.

ANURAG JADAUN

(A20001919039)

MBA-4th Semester (2019-2021)

AMITY UNIVERSITY RAJASTHAN

DISSERTATION REPORT
ON
USE OF SOCIAL MEDIA AT MULTIVARIENT ASPECT OF LIFE
FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTERS IN BUSINESS
ADMINISTRATION

SUBMITTED BY – ARUN CHIB
ENROLLMENT NO – A20001919044
MBA 4th SEM



AMITY UNIVERSITY JAIPUR RAJASTHAN 2019-2021
UNDER THE GUIDANCE OF DR. SWATI SHARMA

CERTIFICATE BY GUIDE

This is to certify that the research is done on USE OF SOCIAL MEDIA AT MULTIVARIENT ASPECT OF LIFE is a bonafide work carried out by Mr. ARUN CHIB under the supervision and guidance of DR. SWATI SHARMA. The research is submitted towards the partial fulfilment of 2 years , full time MBA . This work has not been submitted else for my degree / diploma .

Date;.....

DR. SWATI SHARMA

AMITY UNIVERSITY ,RAJASTHAN

DISSERTATION REPORT
ON
CUSTOMER BEHAVIOUR TOWARDS ONLINE PURCHASING OF GOODS
FOR THE PARTIAL FULFILLMENT OF THE
REQUIREMENT
FOR THE AWARD OF MASTERS IN BUSINESS ADMINISTRATION

SUBMITTED BY: ASIF BEG

ENROLMENT NO: A20001919030

MBA 4TH SEM



AMITY UNIVERSITY, RAJASTHAN

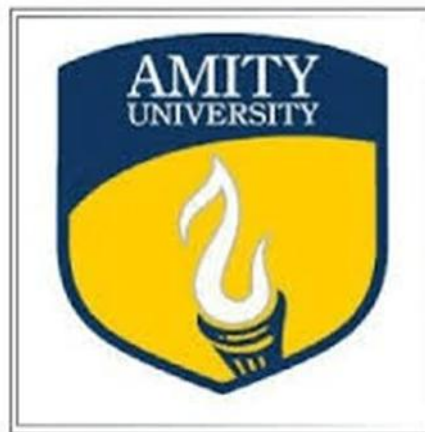
SUBMITTED TO: MRS. ASHA MAMRAJ

DISSERTATION REPORT

ON

CUSTOMERS PERCEPTION AND USAGE TOWARDS DIGITAL BANKING SERVICES DURING COVID 19

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



SUBMITTED BY

ATHULYA VIJAYAN

MBA 4TH SEMESTER

SUBMITTED TO

DR. PADAM BHUSHAN

FACULTY GUIDE

DISSERTATION PROJECT REPORT ON

**STUDY ON IMPACT OF TRAINING AND DEVELOPMENT ON
EMPLOYEE PERFORMANCE**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF**

MASTERS OF BUSINESS ADMINISTRATION

SUBMITTED BY:

BHAVYA MATHUR

A20001919025



UNDER THE GUIDANCE OF

DR. SHIKHA SHARMA

(ASSISTANT PROFESSOR)

AMITY BUSINESS SCHOOL

AMITY UNIVERSITY RAJASTHAN

**SP-1 Kant Kalwar, NH11C, RIICO Industrial Area, Jaipur, Rajasthan
303007, INDIA**

DECLARATION

A Study on Impact of Training and Development on Employee Performance

I declare

(a) That the work presented for assessment in this Dissertation Report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged

(b) That the work conforms to the guidelines for presentation and style set out in the relevant documentation.

(c) I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by AMITY UNIVERSITY, RAJASTHAN.

By: Bhavya Mathur

Date of Submission of the report:

Signature of the Student

DISSERTATION PROJECT REPORT ON

“FINANCIAL RISK IN INFRASTRUCTURE PROJECTS IN INDIA”

FOR THE PARTIAL FULFILLMENT OF THE
REQUIREMENT

FOR THE AWARD OF MASTER’S IN BUSINESS ADMINISTRATION

SUBMITTED BY: **DIGVIJAY SINGH**

ENROLMENT NO: A20001919019

MBA 4TH SEMESTER



AMITY UNIVERSITY, RAJASTHAN 2021

UNDER THE GUIDANCE OF

DR. ASHA MAMRAJ SHARMA

CERTIFICATE

This is to certify that the dissertation report titled “Financial Risk in Infrastructure Projects in India” submitted in partial fulfillment for the completion of Master of Business Administration at Amity University Rajasthan is a record of bonafied investigation carried out by Mr. Digvijay Singh under my supervision. This is an original piece of work and no part of this project has been submitted elsewhere for any other degree or diploma, to the best of my knowledge. All the assistance and help received during the course of research has been fully acknowledged. In my opinion this work is suitable for the presentation in partial fulfillment for the award of the degree of Master of Business Administration.

DR. ASHA MAMRAJ SHARMA

AMITY BUSINESS SCHOOL

AMITY UNIVERSITY RAJASTHAN

CONSUMER'S PERCEPTION ON ONLINE SHOPPING"

Dissertation

Submitted To

AMITY UNIVERSITY JAIPUR



by

GAURAV KATARA

A20001919015

Under the Supervision of

Dr.RITU VASHISTHA

AMITY UNIVERSITY JAIPUR

Student Declaration

I declare that I, **gaurav katara**, the undersigned, have completed this work and that I have not used any other than permitted reference sources or materials nor engaged in any plagiarism. All references and other sources used by me have been appropriately acknowledged in the work. I further declare that the work has not been submitted for the purpose of academic examination, either in its original or similar form, anywhere else.

Signature

Place / Date



AMITY UNIVERSITY RAJASTHAN
Amity Business School

A Dissertation Report on

**Impact of Digital Marketing on Consumer's
Buying Behavior During Covid 19**

Submitted for the partial fulfilment of award of
Masters of Business Administration
Academic Session (2019 - 2021)

Under the
supervision of

Dr Padam Bhushan

Assistant Professor ABS

Submitted
By

Hitansh Shrimal

MBA (2019 – 21)

Acknowledgement

I dedicate this page to all those who have silently or actively left indelible mark on my project report, so that they may give credits which richly deserve.

Talent & capabilities are of course necessary but opportunities & right guidance is two very important backups without which any person cannot climb the ladder for success. Proper guidance and direction is required in order to achieve the goal & making optimum of each & every opportunity. I am thankful from the core of my heart & express my feeling of gratitude and acknowledgement to my Dissertation Mentor “**Dr. Padam Bhushan**” whose constant support and faith in me always motivated me and their knowledge and brilliance has pulled me out of doldrums in this project.

DISSERTATION PROJECT REPORT ON

**TOPIC - CHANGING CONSUMER BEHAVIOUR & SENTIMENT
TOWARDS ONLINE SHOPPING DUE TO COVID-19 OUTBREAK**

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

SUBMITTED BY - KHUSBU KEJRIWAL

ENROLLMENT NO - A20001919014

MBA 4TH SEM



AMITY UNIVERSITY JAIPUR RAJASTHAN 2019 - 2021

UNDER THE GUIDANCE OF

DR. SWATI SHARMA

DECLARATION

I hereby declare that the dissertation report titled Changing Consumer Behaviour & Sentiment Towards Online Shopping Due to Covid-19 Outbreak submitted to Amity University, Rajasthan is a record of original work done by me under the guidance and supervision of Dr Swati Sharma, Faculty Guide, Amity Business School, AUR. The project is submitted for the partial fulfilment of the requirement of the award of Master's 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.

Ms. Khusbu Kejriwal
Amity Business School
Amity University Jaipur

DISSERTATION PROJECT REPORT ON

**“A STUDY ON DOCTOR’S BEHAVIOR TOWARDS
ELECTRONIC MEDICAL RECORD SOFTWARE”**

FOR THE PARTIAL FULFILLMENT OF THE
REQUIREMENT

FOR THE AWARD OF MASTERS IN BUSINESS ADMINISTRATION

SUBMITTED BY: **KHUSHAL VIRALIYA**

ENROLMENT NO: A20001919036

MBA 4TH SEMESTER



AMITY UNIVERSITY, RAJASTHAN 2021

UNDER THE GUIDANCE OF

DR. APEKSHA BHATNAGAR

CERTIFICATE

This is to certify that the dissertation report titled “A Study on Doctor’s Behaviour Towards EMR” submitted in partial fulfilment for the completion of Masters of Business Administration at Amity University Rajasthan is a record of bonafied investigation carried out by Mr. Khushal Viraliya under my supervision. This is an original piece of work and no part of this project has been submitted elsewhere for any other degree or diploma, to the best of my knowledge. All the assistance and help received during the course of research has been fully acknowledged. In my opinion this work is suitable for the presentation in partial fulfilment for the award of the degree of Masters of Business Administration.

**DR. APEKSHA BHATNAGAR
AMITY BUSINESS SCHOOL
AMITY UNIVERSITY RAJASTHAN**

A Dissertation Report

On

**“ANALYSIS OF EXPORT PERFORMANCE OF
INDIAN SPICES IN INTERNATIONAL TRADE”**

By

MITESH KAUSHIK

A20001919042

A Dissertation Report

On

**“ANALYSIS OF EXPORT PERFORMANCE OF
INDIAN SPICES IN INTERNATIONAL TRADE”**

By

MITESH KAUSHIK

A20001919042

**A Report Submitted in partial fulfilment of the
requirement for the award of Master of Business
Administration at Amity University, Rajasthan**

Faculty Guide:

Dr. Mamta Pankaj Jain

(Associate Professor)

Amity Business School, AUR

2021

DECLARATION

This is to declare that the dissertation report titled – “ANALYSIS OF EXPORT PERFORMANCE OF INDIAN SPICES IN INTERNATIONAL TRADE” is an original work done by Mr. Mitesh Kaushik (A20001919042) of MBA 2019-21, as a part of the Master of Business Administration project.

This report is submitted as the partial fulfilment of the requirements of the MBA Program at Amity Business School, Amity University Rajasthan. It is not submitted to any other institution or university for award of any degree/diploma/certificate.

Faculty Guide:

Dr.Mamta Pankaj Jain

Amity Business School, AUR

A dissertation

On

**“GENDER DISCRIMINATION FACED BY FEMALE EMPLOYEES DURING THE RECRUITMENT
PROCESS”**

By

Neha Bansal

A20001919009

MBA 2019-21

Authorisation-

“The dissertation report is submitted as partial fulfilment of the requirement of Master of Business Administration of Amity University Rajasthan.

I was in regular contact with the nominated faculty guide Dr. Apeksha Bhatnagar, Professor, Amity Business School, while completing my dissertation.

Date of Dissertation Submission: April 15, 2021

Signature of Student:

Neha Bansal

MBA 2019-21

A20001919009

DISSERTATION REPORT
ON
IMPACT OF COVID 19 ON INDIAN E-COMMERCE
FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTERS IN BUSINESS
ADMINISTRATION

SUBMITTED BY – NEHA SHARMA
ENROLLMENT NO – A2001919016
MBA 4th SEM



AMITY UNIVERSITY JAIPUR RAJASTHAN 2019-2021
UNDER THE GUIDANCE OF DR. PREETI YADAV

CERTIFICATE BY GUIDE

This is to certify that the research is done on IMPACT OF COVID 19 ON INDIAN E-COMMERCE is a bonafide work carried out by Ms. NEHA SHARMA under the supervision and guidance of DR. PREETI YADAV. The research is submitted towards the partial fulfilment of 2 years , full time MBA . This work has not been submitted else for my degree / diploma .

Date;.....

DR. PREETI YADAV

AMITY UNIVERSITY ,RAJASTHAN

Impact of Covid 19 on Consumer Buying Behavior In E-commerce sector at Delhi

*A report submitted in
the partial fulfillment of the degree*

of

MASTER OF BUSINESS ADMINISTRATION

By

Nitesh Agnihotri
Enrollment No. A20001919031

Under the Guidance of
Dr. Ritu Vashista
Assistant Professor
Amity Business School
Amity University Rajasthan



AMITY
UNIVERSITY
JAIPUR

SP-1 Kant Kalwar, NH11C,
RIICO Industrial Area, Jaipur, Rajasthan 303007

ACKNOWLEDGEMENT

I dedicate this page to all those who have silently or actively left indelible mark on my project report, so that they may give credits which richly deserve.

Talent & capabilities are of course necessary but opportunities & right guidance is two very important backups without which any person cannot climb the ladder for success. Proper guidance and direction are required in order to achieve the goal & making optimum of each & every opportunity. I am thankful from the core of my heart & express my feeling of gratitude and acknowledgement to my Dissertation Mentor

Dr. Ritu Vashista, Assistant Professor, Program Coordinator of Masters of Business Administration, Amity Business School, Amity University Rajasthan whose constant support and faith in me always motivated me and their knowledge and brilliance has pulled me out of doldrums in this project.

Thank You

Mr. Nitesh Agnihotri
A20001919031
Amity Business School
Amity University Rajasthan

**DISSERTATION PROJECT REPORT ON
“STUDY THE PREFERENCE OF CONSUMER TOWARD DIGITAL
MEDIA”
FOR THE PARTIAL FULFILLMENT OF THE
REQUIREMENT
FOR THE AWARD OF MASTERS IN BUSINESS ADMINISTRATION**

SUBMITTED BY: PARVESH CHAWLA

ENROLMENT NO: A20001919027

MBA 4TH SEM



AMITY UNIVERSITY, RAJASTHAN 2021

UNDER THE GUIDANCE OF

DR. RAHUL AGARWAL

CERTIFICATE

This is to certify that the dissertation report titled “**STUDY THE PREFERENCE OF CONSUMER TOWARD DIGITAL MEDIA**” submitted in partial fulfillment for the completion of Masters of Business Administration at Amity University Rajasthan is a record of bonafied investigation carried out by **Parvesh Chawla** under my supervision. This is an original piece of work and no part of this project has been submitted elsewhere for any other degree or diploma, to the best of my knowledge. All the assistance and help received during the course of research has been fully acknowledged. In my opinion this work is suitable for the presentation in partial fulfillment for the award of the degree of Masters of Business Administration.

DR. RAHUL AGARWAL

AMITY BUSINESS SCHOOL

AMITY UNIVERSITY RAJASTHAN

A Dissertation Report

On

**“A STUDY ON EFFECT OF PANDEMIC ON THE
WORK LIFE BALANCE OF FEMALE
EMPLOYEES”**

By

POOJA SHARMA

A20001919006

A Dissertation Report

On

**“A STUDY ON EFFECT OF PANDEMIC ON THE
WORK LIFE BALANCE OF FEMALE
EMPLOYEES”**

By

POOJA SHARMA

A20001919006

**A Report Submitted in partial fulfilment of the
requirement for the award of Master of Business
Administration at Amity University, Rajasthan**

Faculty Guide:

Dr. Rahul Agarwal

Amity Business School, AUR

AUTHORIZATION

This is to authorize that the dissertation report titled – “A STUDY ON EFFECT OF PANDEMIC ON THE WORK LIFE BALANCE OF FEMALE EMPLOYEES” is an original work done by Ms. Pooja Sharma (A20001919006) of MBA 2019-21, as a part of the Master of Business Administration project.

This report is submitted as the partial fulfilment of the requirements of the MBA Program at Amity Business School, Amity University Rajasthan. It is not submitted to any other institution or university for award of any degree/diploma/certificate.

Faculty Guide:

Dr. Rahul Agarwal

Amity Business School, AUR



**Research Dissertation Report
On**

**“Influence of Advertising on Consumer Behaviour
towards FMCG Products”**

**In partial fulfillment of the requirement for the award
degree of
Master of Business Administration**



**Amity Business School
Amity University Rajasthan**

**Submitted by
Prashant Soni
MBA 4th
A20001919022**

**Submitted to
Dr. Durgesh Batra
Deputy Director and Professor
Amity Business School**

Declaration

I, **Prashant Soni**, MBA Student of **Amity University Rajasthan** declare that the dissertation project entitled “**Influence of Advertising on Consumer Behaviour towards FMCG Products**”, is the original work done by me and the information provided in the study is authentic to the best of my knowledge.

Place: Amity University Rajasthan

Prashant Soni
MBA
A20001919022

DISSERTATION REPORT ON

**A Comparative Study on the Consumer Satisfaction between
UDEMY and COURSERA Online Learning Platform**

By

PRIYAL KARNAWAT

A20001919011

*For partial fulfillment of the requirements of final year MBA curriculum of
Two years Full time MBA Programme 2019-21.*



SUBMITTED TO:

DR. AMITA CHOURASIYA

ASSISSTANT PROFFESOR, ABS

STUDENT'S DECLARATION

I hereby solemnly affirm, declare and state this Research Project done on “Consumer Satisfaction between UDEMY and COURSERA Online Learning Platform ” is done by me with due diligence and sincerity and this report based on that study is a bonafied work by me and submitted to AMITY UNIVERSITY RAJASTHAN under the guidance and supervision of Prof. Amita Chourasiya, Faculty AUR.

PLACE: Jaipur

SIGNATURE: Priyal Karnawat

DATE: 20.04.2021

ENROLLMENT NO. A20001919011



DISSERTATION REPORT

ON

“IMPACT OF FINANCIAL

LITERACY ON

INVESTMENT DECISION IN

GUINEA MARKET”

“AMITY BUSINESS SCHOOL,

**AMITY UNIVERSITY
RAJASTHAN”**

SUBMITTED BY-

SUBMITTED TO-

PRIYEL BHATNAGAR

DR.

UDAY BHAN SINGH

(MBA 4th SEM)

AMITY

BUSINESS SCHOOL

A20001919017

STUDENT DECLARATION

I Priyel Bhatnagar, MBA student of Amity

University Rajasthan declare that the

dissertation project entitled “Impact of financial literacy on investment decision in Guinea market”, is the original work done by me and the information provided in the study is authentic to the best of my knowledge.

Place: Amity University Rajasthan

Priyel Bhatnagar

(MBA)

A20001919017

DISSERTATION REPORT



AMITY UNIVERSITY RAJASTHAN

A REPORT ON

**“The Study on Emotional Intelligence & Quality of Work Life
For the Employees in the Organizations”**

**A REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
OF MASTER OF BUSINESS ADMINISTRATION OF AMITY UNIVERSITY RAJASTHAN
(2019-2021)**

**SUBMITTED BY:
RASHI MATHUR
ENROLLS. NO. A20001919045
PROGRAM: MBA 2019-2021**

**SUBMITTED TO:
Dr. AMITA CHOURASIA
(ASSISTANT PROFESSOR, ABS)**

AUTHORIZATION

This is to authorize that the project report titled – “**The Study on Emotional Intelligence & Quality of Work Life for the Employees in the Organizations**” is an original work done by **Ms. Rashi Mathur** (A20001919045) of MBA 2019-21, as a part of the Dissertation Project.

This report is submitted as the partial fulfilment of the requirements of the MBA Program at Amity Business School, Amity University Rajasthan. It is not submitted to any other institution or university for award of any degree/diploma/certificate.

Faculty Guide:

Dr. Amita Chourasia
Amity Business School, AUR

Dissertation report
On
Online shopping vs Offline Shopping behavior towards
FMCG Sector.



For the partial fulfillment of the requirement for the
award of Master of Business Administration

2019-21

Faculty Guide:

Dr. Padam Bhushan

Submitted By:

Rati Sharma

A20001919010

Acknowledgement

First and foremost I am extremely grateful to my faculty guide, **Dr. Padam Bhushan sir** for their invaluable advice, continuous support. Their immense knowledge and plentiful experience have encouraged me in all the time of my dissertation. Also, I would like to thank all people who participated in the survey for data collection, without which the completion of the project would never have been possible.

My deepest gratitude to **Amity University Jaipur** for their kind cooperation and for their valuable and continuous guidance and encouragement at every level of my project work.

I also extend my sincere thanks to those who directly and indirectly helped me to complete the project.

DISSERTATION REPORT



AMITY UNIVERSITY RAJASTHAN

A REPORT ON

**“An analysis of Technological Trends and their
Impact on International Business”**

**A REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT OF
MASTER OF BUSINESS ADMINISTRATION OF AMITY UNIVERSITY RAJASTHAN
(2019-2021)**

SUBMITTED BY:

Sachin

Enroll. No. : A20001919037

Program: MBA (2019-2021)

SUBMITTED TO:

Dr. Ashish Kumar

(Associate Professor, ABS)

Amity University

S No.	<u>PARTICULARS</u>
1	Authorization
2	Acknowledgement
3	Abstract
4	Introduction
5	Review Of Literature
6	Research Methodology
7	Research Objectives
8	Data Analysis
9	Research Data
10	Conclusion
11	References

AUTHORIZATION

This is to authorize that the project report titled “An analysis of Technological trends and their impact on International Business” is an original work done by **Mr. Sachin** (A20001919037) of MBA 2019-21, as a part of the Dissertation.

This report is submitted as the partial fulfillment of the requirements of the MBA Program at Amity Business School, Amity University Rajasthan. It is not submitted to any other institution or university for award of any degree/diploma/certificate.

Faculty Guide:

Dr. Ashish Kumar
Associate Professor
(Amity Business School, AUR)
Amity University

DISSERTATION PROJECT REPORT ON

**TOPIC - IMPORTANCE OF CUSTOMER RELATIONSHIP MANAGEMENT
IN BANKING INDUSTRY: A COMPARATIVE STUDY ON PUBLIC AND
PRIVATE SECTOR BANK OF INDIA**

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

SUBMITTED BY – SHIVANI AGRAWAL

ENROLLMENT NO - A20001919043

MBA 4TH SEM



AMITY UNIVERSITY JAIPUR RAJASTHAN 2019 - 2021

UNDER THE GUIDANCE OF

DR. PADAM BHUSHAN

CERTIFICATE BY FACULTY GUIDE

I hereby certify that the Dissertation report titled IMPORTANCE OF CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING INDUSTRY: A COMPARATIVE STUDY ON PUBLIC AND PRIVATE SECTOR BANK OF INDIA submitted to Amity University, Rajasthan by Shivani Agrawal is a record of original work done by her under my supervision and guidance. The dissertation report is submitted towards the partial fulfilment of the requirement of the award of Master's in Business Administration.

Dr. Padam Bhushan
Amity Business School
Amity University, Rajasthan

A Dissertation On

“THE EMERGENCE OF OTT PLATFORMS IN INDIA”

**Submitted in partial fulfilment of the requirement
of
Masters of Business Administration
of
Amity University Rajasthan
during the year 2019-2021**

By

SHREIYANSH KASLWAL

A20001919004

**Under the guidance of
DR. DURGESH BATRA**



**AMITY BUSINESS SCHOOL
AMITY UNIVERSITY RAJASTHAN
Jaipur, Rajasthan**

DECLARATION

I hereby declare that the dissertation titled “**THE EMERGENCE OF OTT PLATFORMS IN INDIA**” is an original work prepared and written by me, under the guidance of Dr. Durgesh Batra, Assistant Professor, Amity Business School, Amity University Rajasthan in partial fulfilment of the requirements for the degree of Masters of Business Administration.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

Shreyansh Kasliwal

A20001919004

Date: 23-04-2021

Place: Jhalrapatan, Rajasthan

**REPORT ON
TO STUDY ON ROLE OF HR IN MERGER AND
ACQUISITION**

AMITY UNIVERSITY RAJASTHAN



AMITY BUSINESS SCHOOL

SUBMITTED BY

SHWETA YADAV

ENROLLMENT NO:A20001919023

UNDER THE SUPERVISION OF

MR. ASHISH KUMAR

AMITY UNIVERSITY RAJASTHAN JAIPUR (2021)

CERTIFICATE BY GUIDE

This is to certify that the research is done on ROLE OF HR IN MERGER AND ACQUISITION is a bonafide work carried out by Ms. SHWETA YADAV under the supervision and guidance of Mr. ASHISH KUMAR. The research is submitted towards the partial fulfilment of 2 years , full time MBA . this work has not been submitted else for my degree / diploma .

Date;.....

MR. ASHISH KUMAR

AMITY UNIVERSITY ,RAJASTHAN

DISSERTATION PROJECT REPORT ON
“SOCIAL MEDIA INFLEUNCERS CHANGING THE GAME OF ONLINE
MARKETING”

FOR THE PARTIAL FULFILLMENT OF THE
REQUIREMENT
FOR THE AWARD OF MASTER IN BUSINESS ADMINISTRATION

SUBMITTED BY: SONIA KEJRIWAL

ENROLLMENT NO: A20001919029

MBA 4TH SEM



AMITY UNIVERSITY, RAJASTHAN 2019

UNDER THE GUIDANCE OF

DR. SANJIV SINGH BHAL

DECLARATION

I hereby declare that the Dissertation Report titled “Social Media Influencer changing the game of online marketing” submitted to Amity University Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Sanjiv Singh Bhal, faculty guide, Amity business school, AUR. The project is submitted for the partial fulfilment of the requirement of the award of Masters 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.

MS. SONIA KEJRIWAL

AMITY BUISNESS SCHOOL

AMITY UNIVERSITY JAIPUR, RAJSTHAN

Dissertation project Report on
**“Impact on Export & Import of Agricultural Industry
during Covid 19”**

For the Partial Fulfillment of the
Requirement
For the Award of Master in Business Administration

Submitted By: Swati Gupta

Enrollment No.: A20001919013

MBA 4th Sem.



Amity University, Jaipur 2019-2021

Under the Guidance of

Dr. Sanjeev Singh Bhal

Declaration

I hereby declare that the Dissertation report Title “**Impact on Export & Import of Agricultural industry during Covid 19**” Submitted to Amity University, Jaipur is a record of original work done by me under the Guidance of **Dr. Sanjeev Singh Bhal**, faculty guide, Amity Business School, AUR. The project is submitted for the partial fulfillment of the requirement of the award of Masters 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.

Ms. Swati Gupta

Amity Business School

Amity University, Jaipur

DISSERTATION

ON

***“ E-COMMERCE & ITS IMPACT ON RETAIL MARKET IN INDIA
WITH RESPECT TO SNAPDEAL ”***

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

MASTERS OF BUSINESS ADMINISTRATION

SUBMITTED BY:

TANISHQ YADAV

ENROLLMENT NO. : A20001919028



UNDER THE GUIDANCE OF:

DR. ASHA MAMRAJ SHARMA

AMITY UNIVERSITY RAJASTHAN

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 2019-2021**) for the partial fulfillment for the award of degree of Masters of Business Administration and has not been presented elsewhere for the completion of any other courses.

By : **TANISHQ YADAV**

Date of submission of the report: _____

Signature of the Student

Faculty guide's comment:

Signature of Faculty guide

DISSERTATION REPORT ON
“CONSUME BEHAVIOUR AND THEIR SENTIMENTS ON CREDIT CARDS”

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

SUBMITTED BY: TANYA GUPTA

ENROLMENT NO: A20001919026

MBA 4TH SEM



AMITY UNIVERSITY, RAJASTHAN 2021

UNDER THE GUIDANCE OF

DR. DEEPALI BHATNAGAR

DECLARATION

I hereby declare that the Dissertation Report titled “Consumer behavior and sentiments on credit cards” submitted to 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, AUR. The project is submitted for the partial fulfilment of the requirement of the award of Masters 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.

Ms. Tanya Gupta

Amity Business School

Amity University Jaipur

Dissertation Report on
“Employer Branding- A New HR Arena”
For the partial Fulfillment of the requirement
for the award of Masters in Business
Administration

SUBMITTED BY:

VANSHIKA SHRIVASTAVA

ENROLLMENT NO.:A20001919041



AMITY
UNIVERSITY
ODL

AMITY UNIVERSITY RAJASTHAN
UNDER THE GUIDANCE OF
DR. UDAI BHAN SINGH

DECLARATION

I Vanshika Shrivastava hereby state that this final evaluation report has been submitted to Amity University, Rajasthan in partial fulfillment of requirements of Dissertation in MBA (Master of Business Administration) program class of 2019-21.

The empirical information of this report is based on my experience in dissertation. Any part of this report has not been reported or copied from any report of the universities and others.

Vanshika Shrivastava

Enrollment No:A20001919041

MBA 2019-21

A report
On
(WEALTH MANAGEMENT)

By
(Akash Swami)
A20001920032
(Amity University Rajasthan)

A Report On
(WEALTH MANAGEMENT)

By

Akash Swami - A20001920032

Edelweiss Broking Limited

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

Date of submission:

A
SUMMER INTERNSHIP PROJECT
ON
TECHNICAL ANALYSIS WITH THE HELP OF CANDLESTICK CHART
IN EQUITY MARKET.

FOR
GROWTH ARROW, BENGALURU



DEPARTMENT OF BUSINESS ADMINISTRATION

AMITY UNIVERSITY, RAJASTHAN

UNDER THE GUIDANCE OF-

Dr. APEKSHA BHATNAGAR

SUBMITTED BY-

AKSHAT RAWAT

MBA-II (Batch 2020-22)

SUBMITTED TO AMITY UNIVERSITY
IN PARTIAL FULFILLMENT OF 2 YEARS FULL TIME COURSE
MANAGEMENT OF BUSINESS ADMINISTRATION (MBA)



48/2, 2nd Floor KC Das Building
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Bengaluru- 560001
Email :support@thegrowtharrow.com
www.thegrowtharrow.com

Date: 27-08-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Akshat Rawat** has completed his Internship as “**Equity Research Analyst**” at **Growth Arrow**, Bangalore, from 25-06-2021 to 25-08-2021.

During his tenure he has demonstrated his skills with determination and sincerity. As we observed, he was an active and could perform all of assigned tasks effectively.

Moreover, he demonstrated excellent behaviour and attitude during his internship with us. We found him to be sincere, truthful, reliable, and sociable. He was also a pleasant person to talk and work within a team.

We wish him all the best for his upcoming career.

Sr. Branch Manager

Krishna Raju



www.thegrowtharrow.com Phone: 080-42118225

A Report
On
Study on marketing mix and competitive analysis of Outlook
Groups



Submitted in partial fulfillment of the requirements of
Masters in Business Administration of AUR



Session : 2020-2022

By

Anukriti Trivedi

A20001920011

SIP Report

Arjun Kumar

July - August, 2021

A report On

**STRATEGIZING AND IMPLEMENTING
AN INBOUND MARKETING PLAN FOR
FMLI, UK**

By

ASHUTOSH SHARMA

Enrollment No. A20001920035

Financial Markets Leadership Insights (FMLI)

A Report On
-STRATEGIZING AND IMPLEMENTING AN INBOUND
MARKETING PLAN FOR FMLI, UK

at

Financial Markets Leadership Insights (FMLI)

By:

ASHUTOSH SHARMA

Enrollment No. A20001920035

Under the guidance of:

Dr. Uday Bhan Singh

A report submitted in partial fulfillment of the requirements of Master of Business
Administration of AUR



AMITY UNIVERSITY JAIPUR, RAJASTHAN

SP-1 Kant Kalwar, NH11C, RIICO Industrial Area, Jaipur, Rajasthan 303007

2020-22



Samir Jayaswal
Founder

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Mumbai 400 034,
India.

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Internship Certificate Letter

Mr. Ashutosh Sharma,
Amity University,
Rajasthan

Dear Ashutosh,

We are pleased to inform that you have successfully completed your internship with Financial Markets Leadership Insights (FMli), UK Limited with the following details –

Title – Strategizing and Implementing an Inbound Marketing Plan for FMli, UK

Date of Internship: 28th June, 2021 – 28th August, 2021

Work Location - Work from home

Reporting to – Samir Jayaswal, Director, FMli

We take this opportunity to thank you and wish you all the best in your life and career.

Date: 02nd September 2021

Yours Sincerely,

Samir Jayaswal

Financial Markets Leadership Insights (FMli) UK Limited

A Report On

SALES GENERATING STRATEGIES FOR
OUTLOOK GROUP USING CORPORATE
PROMOTIONAL ACTIVITIES AND ONLINE
INTERNET MARKETING

By-

Drishti Sharma

Enrollment No.: A20001920037



OUTLOOK GROUP

A Report On
SALES GENERATING STRATEGIES FOR OUTLOOK GROUP
USING CORPORATE PROMOTIONAL ACTIVITIES AND
ONLINE INTERNET MARKETING

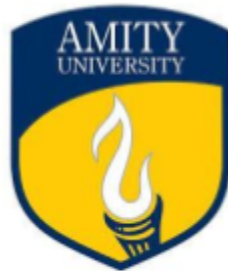
By-

Drishti Sharma

Enrollment No.: A20001920037

OUTLOOK GROUP

A report submitted in partial fulfilment of the
requirements of Master of Business Administration
(2020-22) of AUR



Date of submission
3rd September, 2021

CERTIFICATE

This certificate is awarded to **DRISHTI SHARMA** on the successful completion of summer internship from **28th June 2021 to 15th August 2021** at **Outlook Publishing India Pvt Ltd.**

The student has contributed to the project titled “*Sales Generating Strategies of Outlook Group using Corporate Promotional Activities and Online Internet Marketing*” as **Marketing Intern** and she has worked efficiently in helping the company get profits.

During the period of her internship, she was found to be disciplined, hardworking and self-motivated.

We wish all the success to her in life.

Mr. Kaustav Banerjee

(Team Leader)

A PROJECT REPORT

ON

“A Study on Customer Retention At OUTLOOK GROUP”

A training report submitted in partial fulfilment of the requirement for the degree of

MASTERS IN BUSINESS ADMINISTRATION

(2020-2022)

Submitted By:- ISHA

Class: - MBA 2ND Year (Sem 3RD)

Enrolment. No: - A2000192000

Amity University, Jaipur



DECLARATION

I hereby declare that the project titled “**A Study on Customer Retention At OUTLOOK GROUP**” is an original piece of research work carried out under the guidance of supervisor the information has been collected from genuine & authentic sources.

The work has been submitted in partial fulfilment of the requirement of **MBA (Batch 2020-2022) of Amity University, Jaipur.**

Isha

**A SUMMER INTERNSHIP REPORT
ON
MARKETING STRATEGIES WITH SPECIAL
REFERENCE TO MAHINDRA SCORPIO**



**AMITY
UNIVERSITY**

SUBMITTED TO:

Dr. DEEPALI BHATNAGAR
FACULTY OF MANAGEMENT
Amity University

SUBMITTED BY:

KAPIL PAREEK
MBA 2ND YEAR MARKETING
Amity University

DECLARATION

I hereby declare that the project entitled “MARKETING STRATEGIES WITH SPECIAL REFERENCE TO MAHINDRA SCORPIO” submitted in partial fulfilment of the requirement for the degree of MBA to AMITY UNIVERSITY, at Jaipur is my original work and not submitted for award if any other degree/ diploma or similar title or prize.

DATE:

KAPIL PAREEK

MBA (2020-22)

PLACE: Jaipur

PROJECT REPORT ON

STUDY ON PERCEPTION OF INVESTORS TOWARDS SHRIRAM LIFE INSURANCE COMPANY



A Summer training report submitted to

AMITY UNUNIVERSITY RAJASTHAN

In partial fulfillment of the requirement for the award of the degree of

MASTERS OF BUSINESS ADMINISTRATION

Batch 2020-2022



SUBMITTED BY:

KOMAL KANWAR

A20001920021

SUBMITTED TO:

DR MAMTA PANKAJ JAIN

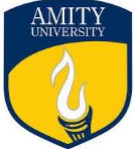
DECLARATION

This is to certify that dissertation entitled “**Study on Perception of Investors Towards Shriram Life Insurance Company**” submitted by **KOMAL KANWAR** to Amity Business School, Amity University in partial fulfillment of requirement for the award of the Masters of Business Administration degree is an original piece of work carried out under my guidance and may be submitted for evaluation.

The assistance rendered during the study has been duly acknowledged.

No part of this work has been submitted for any other degree.

SIGNATURE



A Summer Internship Report
On

***“TO STUDY THE POTENTIAL OF
SOCIAL NETWORKING SITES IN ORDER TO INCREASE
THE CIRCULATION OF
OUTLOOK MAGAZINES”***

BY-
MANSI VERMA

Enrollment No - A200019200010

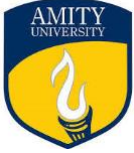
AT

Outlook

Outlook Publishing India Pvt Ltd, Delhi



**AMITY
UNIVERSITY**
— JAIPUR —



A Summer Internship Report
On

**“TO STUDY THE POTENTIAL OF SOCIAL NETWORKING
SITES IN ORDER TO INCREASE THE CIRCULATION OF OUTLOOK
MAGAZINES”**

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF

MASTERS IN BUSINESS ADMINISTRATION

(2020-2022)



Submitted By -

MANSI VERMA

Enrollment No - A200019200010

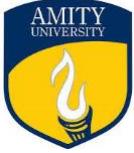
Outlook Publishing India Pvt Ltd., Delhi

Under the guidance of -

Dr. Durgesh Batra

AMITY UNIVERSITY RAJASTHAN

Date Of Submission - September 2, 2021



CERTIFICATE

This certificate is awarded to **MANSI VERMA** on the successful completion of summer internship from **28th June 2021 to 15th August 2021** at **Outlook Publishing India Pvt Ltd.**

The student has contributed to the project titled *“To Study The Potential Of Social Networking Sites In Order To Increase The Circulation Of Outlook Magazines”* as **Marketing Intern** and she has worked efficiently in helping the company get profits.

During the period of her internship, she was found to be disciplined, hardworking and self-motivated.

We wish all the success to her in life.

Mr. Kaustav Banerjee

(Team Leader)

Outlook Publishing India Pvt. Ltd.



A REPORT

ON

**A STUDY ON FINANCIAL & ACCOUNTING ACTIVITIES OF
GAIL (INDIA) LIMITED**

BY

MANUPAL BAGDA

Enrollment No- A20001920031

AMITY UNIVERSITY, RAJASTHAN

AMITY BUSINESS SCHOOL, JAIPUR

A Report

On

**A STUDY ON FINANCIAL AND ACCOUNTING ACTIVITIES
OF GAIL (INDIA) LIMITED**

By

MANUPAL BAGDA

Enrollment No- A20001920031

Gas Authority of India (GAIL)

A report submitted in partial fulfillment of the requirements of Summer
Internship Program of AUR

Date of submission: 23rd August 2021

CERTIFICATE



गेल (इंडिया) लिमिटेड
(भारत सरकार का उपक्रम - महारत्न कंपनी)
GAIL (India) Limited
(A Government of India Undertaking - A Maharatna Company)

गेल भवन
जामनगर लोनी एल.पी.जी. पाइपलाइन मुख्यालय,
सेक्टर-6, विद्याधर नगर, जयपुर-302039

GAIL BHAWAN
JAMNAGAR LONI LPG PIPELINE HQ,
SECTOR-6, VIDHYADHAR NAGAR, JAIPUR-302039
फोन/PHONE : 0141-2230347, 2230617, 2230698
फैक्स/FAX : 0141-2230374

August 28, 2021

CERTIFICATE OF SUMMER TRAINING

This is to certify that Mr. **Manupal Bagda**, a student of MBA (Finance) from **Amity University, Rajasthan (Amity Business School, Jaipur)** has undergone 08 weeks training during the period from 25.06.2021 to 08.08.2021 under the guidance of Shri M. C. Dwivedi, DGM (Finance) at GAIL (India) Ltd., Jaipur.

During the Training period, he prepared a report on "**A Study on Financial & Accounting Activities of GAIL (India) Limited**".

During this period, his performance & conduct was excellent. We wish best of luck for his career and future endeavors.


(P. K. Dey)

General Manager (Training)

निगमित कार्यालय : 16, भीकाएजी कामा प्लेस, आर.के. पुरम, नई दिल्ली - 110066
दूरभाष : +91 11 26182955 फैक्स : +91 11 26185941
Corp. Office : 16, Bhikaiji Cama Place, R.K. Puram, New Delhi - 110066
Phone: +91 11 26182955 Fax: +91 11 26185941

सीआईएन/CIN
L40200DL1984G01018976
www.gailonline.com

**A Report
on
(Change in customer perception towards the print media
industry with the advent of the digital media)**

By

Meena Yadav

Enrollment- 20001920008

MBA (2020-22)



Amity University

**Outlook Publishing India Pvt.
Ltd. New Delhi.**

A Report
On
(Change in customer perception
towards the print media industry with
the advent of the digital media)

A Report Submitted in Partial Fulfillment of the
Requirements of the MBA Program of Amity
University, Rajasthan.

Submitted to:
Amity University, Rajasthan

Submitted by: Meena Yadav

Date of Submission: 4th sept 2021

**A REPORT
ON
BRAND MANAGEMENT**

**BY
MUBASSHIRA KHAN**

A20001920012

KAPIVA



**SUMMER INTERNSHIP PROJECT REPORT ON
BRAND MANAGEMENT**

BY

**BY: MUBASSHIRA KHAN
A20001920012**

KAPIVA, MUMBAI

**A REPORT SUBMITTED IN THE PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF
MASTER'S IN BUSINESS ADMINISTRATION AT AMITY
UNIVERSITY, RAJASTHAN**

**SUBMITTED TO: DR. ASHA SHARMA
CORPORATE GUIDE: MISS. HARIKA ANNAM**

AUTHORISATION

This is to authorize that Project Report titled “maintain brand integrity across all marketing initiative’ is an originalresearch work done by Ms. Mubasshira Khan, Enrollment no. A20001920012, MBA 2020- 2022, Amity University, Jaipur, during her Summer Internship at Kapiva, Mumbai. This work is submitted in the partial fulfillment of the requirement of MBA program at Amity University, Jaipur.

This work has not been submitted to any other university or organization for assessment or award.

Faculty Guide:

Dr. Asha Sharma
Faculty
Amity University, Jaipur

Corporate Guide:

Miss. Harika Annam
Kapiva, Mumbai

MARKETING STRATEGIES OF MAGNIK GROUP

ASUMMERINTERNSHIPREPORT

Submitted by

NEERAJ GUPTA

RegistrationNo:A20001920006

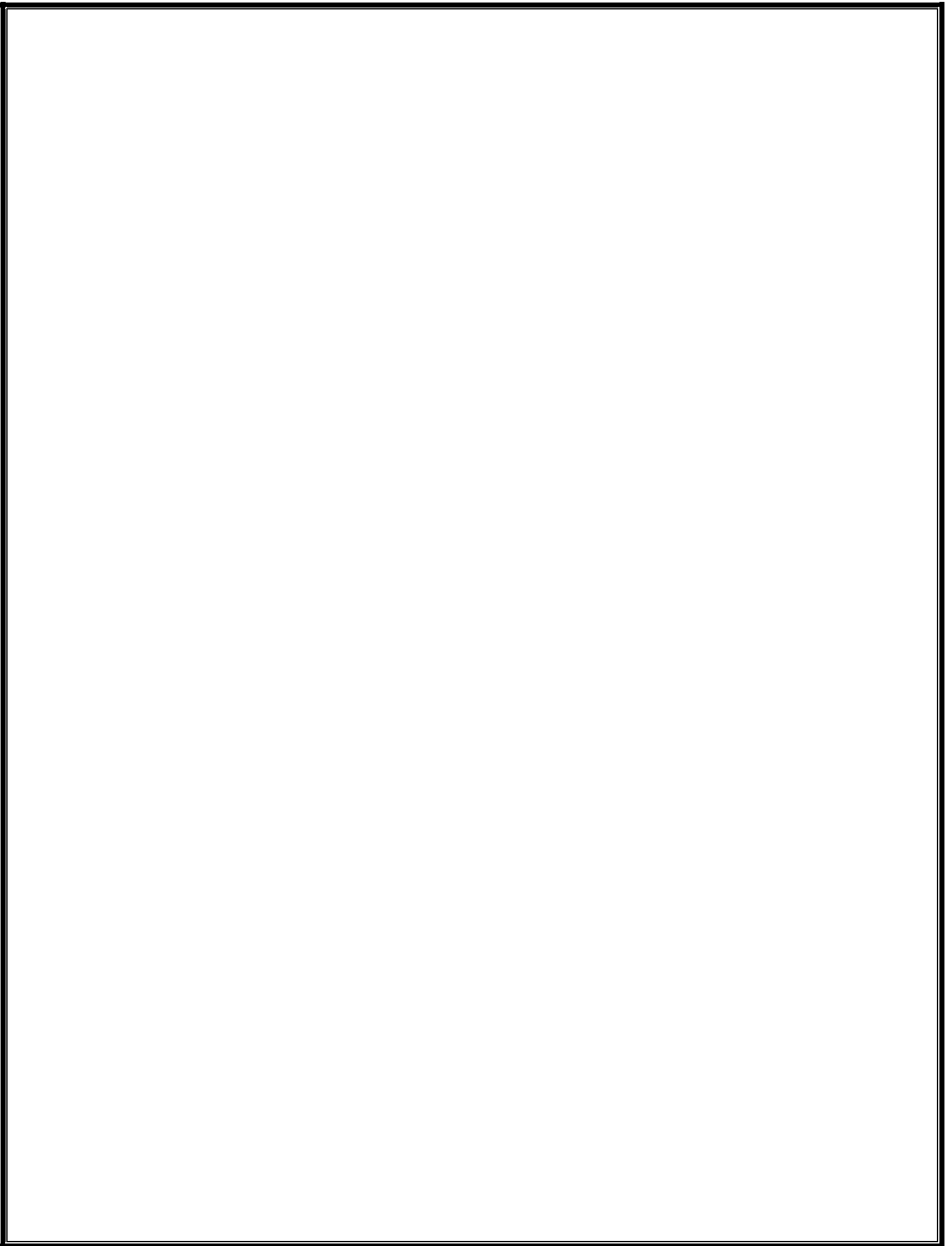
inpartialfulfillmentofSummerInternshipfortheawardofthedegreeof

MASTER OFBUSINESSADMINISTRATION



AMITY UNIVERSITY

Jaipur ,Rajasthan



A PROJECT REPORT
On
PERFORMANCE ANALYSIS
Of
INDIAN OIL CORPORATION LIMITED



IndianOil

*Project report submitted in partial fulfillment of the requirement of
Amity University for the award of the degree of*
MASTER OF BUSINESS ADMINISTRATION

Submitted by

NEHA SETHI

(Enrollment No: A20001920002)

Under the guidance of

Mrs. Asha Mamraj

Associate Professor,

Amity Business School,

Amity University.



DEPARTMENT OF MANAGEMENT STUDIES
AMITY BUSINESS SCHOOL, JAIPUR
AMITY UNIVERSITY

JULY-AUGUST 2021

DECLARATION

I hereby declare that the project titled, "**PERFORMANCE ANALYSIS OF INDIAN OIL CORPORATION LIMITED**" is original work done by me during July-Aug 2021 under the guidance of **Mrs. Asha Mamraj**, Associate Professor, Department of Management Studies, Amity Business School, Jaipur. This project or any part thereof has not been submitted for any Degree / Diploma / Associate ship / Fellowship / any other title or recognition to this University or any other University / Institution.

Place:

Date:

(NEHA SETHI)

GUIDE'S CERTIFICATE

Certified that this report entitled “**PERFORMANCE ANALYSIS OF INDIAN OIL CORPORATION LIMITED**” is submitted in partial fulfillment for the award of **MBA** is record of independent research work carried out by **NEHA SETHI** under my guidance and no part of this corporate Exposure Training has been previously submitted earlier for the award of any degree/diploma.

Faculty Guide:

Mrs. Asha Mamraj
Associate Professor
Department Of Management Studies
Amity Business School, Jaipur

•



**AMITY
UNIVERSITY**

**An Internship report on
“Study on brand awareness of Sriram Life
Insurance”**



Submitted by- Nikhil Jeswani

Enrollment no- A20001920034

Submitted to- Prof. Shikha Sharma

SHRI RAM LIFE INSURANCE COMPANY



“STUDY ON BRAND AWARENESS OF SHRI RAM INSURANCE COMPANY”

A report submitted in partial fulfillment of the requirements of
Masters of Business Management of Amity University,
Rajasthan.

Date- 23/08/21

Name- Nikhil Jeswani

Enrolment no- A20001920034

CERTIFICATE



CERTIFICATION OF INTERNSHIP

This is to certify that **Mr. Nikhil Jeswani** from AMITY UNIVERSITY, JAIPUR, has successfully completed his Internship Program in our company, during the period from 26th June, 2021 to 8th August, 2021.

During the period of Internship Program, he is found to be committed to the assignments & tasks assigned and has shown a desire to learn and complete the tasks systematically.

We wish her all success in future endeavours.

For (Shriram Life Insurance Company Limited)



Vikas Surendran
AGM - Digital Business Channel

Shriram Life Insurance Company Limited
Plot No: 31 & 32, 5th & 8th floor Ramky Selenium,
Beside Andhra Bank Training Centre, Financial District,
Gachibowli, Hyderabad - 500 032, Telangana State
Phone: 91 40 2300 9400 (Board) Web: www.shriramlife.com
CIN : U66010TG2005PLC045616

associated with  **Sanlam** group



AMITY UNIVERSITY, RAJASTHAN
AMITY SCHOOL OF BUSINESS

INTERIM PROJECT REPORT

A report on- Marketing techniques of SLIC.

Submitted by- Nirbhay Singh Chauhan

MBA

3rd semester

Enrollment no. - A20001920033

Submitted to- Dr. Ritu Vashishtha

SHRI RAM LIFE INSURANCE **COMPANY**

MARKETING TECHNIQUES OF SHRI RAM INSURANCE COMPANY

A report submitted in partial fulfillment of the requirements of Masters of Business Management of Amity University, Rajasthan.

Date -23/08/2021

Enrollment no. -: A20001920033

A Report

On

**STRATEGIZING AND IMPLEMENTING AN
INBOUND MARKETING PLAN FOR FMLI, UK**

By

Nishi Garg

A20001920017

Financial Market Leadership Insights, UK



A Report On

**STRATEGIZING AND IMPLEMENTING AN
INBOUND MARKETING PLAN FOR FMLI, UK**

By

Nishi Garg

A20001920017

AMITY UNIVERSITY RAJASTHAN

**A report submitted in partial fulfilment of the requirements of Masters of
Business Administration of AUR**

1 September, 2021

CERTIFICATE PAGE

ACKNOWLEDGEMENT

*The internship opportunity I had with **Financial Markets Leadership Insights, UK** was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.*

*I would like to take this opportunity to express my heartfelt gratitude and special thanks to the **Founder of FMLI, UK, Mr. Samir Jayaswal** (who is also my company guide) despite being extremely busy with his responsibilities, took the time to listen, guide, encourage and keep me on track and for giving opportunity to work for FMLI, UK as a Marketing Intern.*

*I would like to thank **Dr. Swati Sharma** my Summer Internship Project Guide for her valuable guidance and her regular support in completion of my report successfully.*

Finally, I can confidently state that I would not be able to finish the task in a timely and suitable manner without the continual support and advice of my friends and family.

Sincerely,

Name: Nishi Garg

Place: Indore

Date: August 25, 2021

A Report On

**“Sales generating strategies of
outlook group using corporate
promotional activities and online
internet marketing”**

By-

Niyati Poddar

Enrollment No.: A20001920020



OUTLOOK PUBLISHING MEDIA

A Report On

**“Sales generating strategies of outlook group
using corporate promotional activities and
online internet marketing”**

By-

Niyati Poddar

Enrollment No.: A20001920020

OUTLOOK PUBLISHING MEDIA PVT. LTD

A report submitted in partial fulfilment of the requirements of
Master of Business Administration (2020-22) of AUR



Date of submission

September 2, 2021

CERTIFICATE

This certificate is awarded to **NIYATI PODDAR** on the successful completion of summer internship from **28th June 2021 to 15th August 2021** at **Outlook Publishing India Pvt Ltd.**

The student has contributed to the project titled “ *Sales Generating Strategies of Outlook Group using Corporate Promotional Activities and Online Internet Marketing* ” as **Marketing Intern** and she has worked efficiently in helping the company get profits.

During the period of her internship, she was found to be disciplined, hardworking and self-motivated.

We wish all the success to her in life.

Mr. Kaustav Banerjee

(Team Leader)

An
Internship Report
On
“Influence of segmentation and promotional tools on consumer
buying behavior with reference to Bajaj Auto Ltd”



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

MASTER OF BUSINESS ADMINISTRATION



Session : 2020-2021

Submitted to:

Dr. Ritu Vasishtha

Associate Professor

Submitted By:

Ovez Khan

MBA (Semester III)

Enroll. No:-A20001920028

ACKNOWLEDGEMENT

I am highly grateful to many of the individuals who have extended their valuable guidance and help. Their guidance has helped me to complete my project well in time. Therefore, I hereby extend my sincere thanks and gratitude.

First, I am grateful to Dr. Ritu Vasishtha, AMITY UNIVERSITY, JAIPUR for her valuable guidance, encouragement and tireless persistence for perfection during the course of study and also for their unflinching faith in my capabilities

I also extend my sincere gratitude to Mr. Rohit (Manager, KAI), Ms.Naresh samant(CAM), Mr.Mahaveer singh (workshop manager),Soni auto bajaj , Kota for rendering support and information required at different stages of my work and also for devoting their precious time for my project.

I would also like to thank my family and all the staff Members of AMITY UNIVERSITY, JAIPUR for their overwhelming support.

A REPORT

ON

FINANCIAL ANALYSIS OF CERTAIN FIRMS AND THE
PROCEDURE FOLLOWED BY THE UNION BANK OF INDIA

BY

PANKHURI SAXENA

A20001920004

AMITY BUSINESS SCHOOL, JAIPUR
AMITY UNIVERSITY, RAJASTHAN

A REPORT

ON

FINANCIAL ANALYSIS OF CERTAIN FIRMS AND THE
PROCEDURE FOLLOWED BY THE UNION OF INDIA

BY

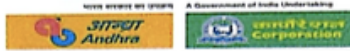
PANKHURI SAXENA – A20001920004

UNION BANK OF INDIA

A report submitted in partial fulfillment of the requirements of Summer
Internship Program of Amity University, Rajasthan

CERTIFICATE

यूनियन बैंक ऑफ इंडिया  Union Bank of India



REGIONAL OFFICE, 101 A, 101 B & 102, KISAN BHAWAN, LAL KOTHI, TONK ROAD, JAIPUR-302015
Ph-0141-2744628, 2744683, FAX- 0141-2741914, Email-rh.jaipur@unionbankofindia.com

ROJ/HR/CC/21/2021-22

Date 18.08.2021

Summer Internship - Completion Certificate

This certificate is awarded to Ms. Pankhuri Saxena D/o Sh. Vivek Saxena on the successful completion of Summer Internship from 01.07.2021 to 11.08.2021 at Union Bank of India, Regional Office Jaipur & other branches under this office located in Jaipur City.

The student has contributed to the project titled-Financial Analysis of certain firms & the procedure followed by banks as apprentice manager and she understood the analysis carefully.

During the period of her internship, she was found to be disciplined, hard working & self motivated.

We wish all the success to her in life.


(Hari Mohan Meena)
Dy. Regional Head

A report on
RECRUITMENT AND SELECTION



By

Name - Priya Shekhawat

Enrolment no – A20001920009

OUTLOOK GROUPS

A Report On
RECRUITMENT AND SELECTION



By

Name - Priya Shekhawat

Enrolment no – A20001920009

OUTLOOK GROUPS

“For the partial fulfilment of the requirement for the award of
master’s in business administration”

03 September 2021

Certificate

Acknowledgement

Aside from myself, I would also like to express my gratitude to the individuals who supported and encouraged me during the course of this project. The success of my report depends on the guidelines and encouragement of my faculty guide. I take this opportunity to express my gratitude to the person who has been helpful in the successful completion of the project. Thankful to **PROF. PREETI YADAV**, Amity Business School whose encouragement, guidance and support from the initial to the final level enabled me to develop an understanding of the subject. Thoroughly helped in gathering all the required contents to carry out internship report work and nurtured my skills to complete this task. Furthermore, I would like to express my sincere gratitude to our company guide **MR. KAUSTAV BANERJEE** for his constant support and encouragement.

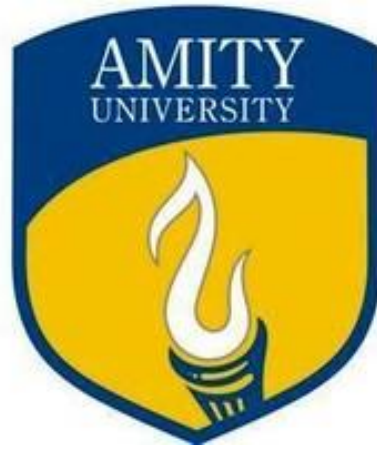
Declaration

I hereby declare that the Summer Internship Report entitled “work with recruitment and selection” submitted to Amity University Jaipur Rajasthan is a record of original work done by me under the guidance and supervision of Prof. Preeti Yadav, faculty guide, Amity Business School. project is submitted for the partial fulfilment of the requirement of the award of Masters 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.

Ms. Priya Shekhawat

Amity Business School

Amity University Jaipur Rajasthan



Study on factor influencing investment decisions in Insurance sectors.

Under the guidance of
Faculty Guide
Dr. Uday Bhan Sir

Submitted by
Priyanka Banafal
MBA 3 Semester
A2000192023

SHRIRAM LIFE INSURANCE



*Study on factor influencing investment decisions in Insurance
sectors.*

By

Priyanka Banafal

A2000I920023

SHRIRAM LIFE INSUANCE

In Partial fulfilment of the requirement of the award for the degree

of

Post Graduate Diploma in Management

Amity University Jaipur Raj.

CERTIFICATE

SHRIRAM LIFE INSURANCE

E-8, Tonk Road Sitapura, Ricco Industrial Area, EPIP,
Rajasthan 302022

Date 02/09/2021

This certificate is awarded to PRIYANKA BANAFAL on the successful completion of Summer Internship from (25/07/2021) to (30/08/2021) at SHRIRAM LIFE INSURANCE.

The student has contributed to the project titled (Study on factor influencing investment decisions in Insurance) as employee and she has work done very well.

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

We wish all the success to him/her in life.

Signature & Seal

Name

Designation

SUMMER INTERNSHIP PROJECT REPORT
On
**STUDY ON MARKETING STRATEGY OF PHARMACEUTICAL
INDUSTRY**
Of
ALKA LABORATORIES PVT. LTD.

*Project report submitted in partial fulfillment of the requirement
of Amity University for the award of the degree of*
MASTER OF BUSINESS ADMINISTRATION

Submitted by
RAJAN SHARMA
(Enrollment No: A20001920013)

Under the guidance of
Mr. Sanjiv Singh Bhal
Associate
Professor,
Amity Business
School, Amity
University.



**DEPARTMENT OF MANAGEMENT STUDIES
AMITY BUSINESS SCHOOL, JAIPUR
AMITY UNIVERSITY, RAJASTHAN**

JULY – AUGUST 2021

STUDENT DECLARATION

This is to certify that I have completed the Project titled “**STUDY ON MARKETING STRATEGY OF PHARMACEUTICAL INDUSTRY**” under the guidance of “**MR. SANJIV SINGH BHAL**” in partial fulfillment of the requirement for the award of degree of **MASTER OF BUSINESS ADMINISTRATION** with honors at Amity university , Amity School of Business, Rajasthan.

Rajan Sharma
Enrollment No.- A20001920013

CERTIFICATE FROM GUIDE

This is to certify that the project titled “**STUDY ON MARKETING STRATEGY OF PHARMACEUTICAL INDUSTRY**” is an academic work done by “**RAJAN SHARMA**” submitted in the partial fulfillment of the requirement for the award of the degree of **MASTERS OF BUSINESS ADMINISTRATION (M.B.A)** from **Amity university, Amity business school**, under my guidance & direction. To the best of my knowledge and belief the data & information presented by him in the project has not been submitted earlier.

MR. SANJIV SINGH BHAL

-

A Report

On

**STRATEGIZING AND IMPLEMENTING AN
INBOUND MARKETING PLAN FOR
FINANCIAL MARKETS LEADERSHIP
INSIGHTS (FMLI), UK**

BY

Rajshree Sethi

A20001920019

Financial Markets Leaderships Insights, UK

A Report

On

**STRATEGIZING AND IMPLEMENTING AN
INBOUND MARKETING PLAN FOR
FINANCIAL MARKETS LEADERSHIP
INSIGHTS (FMLI), UK**

BY

Rajshree Sethi

A20001920019



AMITY UNIVERSITY RAJASTHAN

**A report submitted in partial fulfilment of the requirements of Masters of
Business Administration of AUR**

30th August, 2021

CERIFICATE



Samir Jayaswal
Founder

☎ +91 9594511110
(India)
☎ +41-775081385
(EU/US)
✉ samir@fmli.uk

London
Kemp House,
160 City Road,
London,
EC1V 2NX
United Kingdom.

Mumbai
No. 26, Building No. 1,
Government Colony,
Haji Ali,
Mumbai 400 034,
India.

www.fmli.uk

Internship Certificate Letter

Ms. Rajshree Sethi,
Amity University,
Rajasthan

Dear Rajshree,

We are pleased to inform that you have successfully completed your internship with Financial Markets Leadership Insights (FMLI), UK Limited with the following details –

Title – Strategizing and Implementing an Inbound Marketing Plan for FMLI, UK

Date of Internship: 28th June, 2021 – 28th August, 2021

Work Location - Work from home

Reporting to – Samir Jayaswal, Director, FMLI

We take this opportunity to thank you and wish you all the best in your life and career.

Date: 02nd September 2021

Yours Sincerely,

Samir Jayaswal

Financial Markets Leadership Insights (FMLI) UK Limited



A Project Report on

“Understanding the effect of Branding For Outlook”



(A Training report submitted in partial fulfilment of the requirement for the degree of)

POST GRADUATE DIPLOMA IN MANAGEMENT

Awarded by

Amity University

(Academic Batch 2020-2022)

Submitted By:

Shashank Modi (A20001920001)

2. DECLARATION

I, hereby declare that the training report entitled “**Understanding the effect of Branding for Outlook**” is based on my learning.

I further declare that this project report is submitted as per the requirement of PGDM curriculum, is my original work and based on the findings during the project.

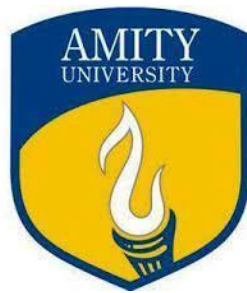
I further declare that the personal data and information received from any respondent during survey has not been shared with any one and is used for academic purpose only.

This project report would not be submitted in any other institute for any award of any other degree, diploma, fellowship or other similar title or prizes.

This project report would not be submitted in any other degree in future and no other person will be allowed to copy from this project in any other form.

Shashank Modi

A Report on
STUDY OF TRAITS OF EMPLOYABILITY FOR
HUMAN CAPITAL CREATION SUITABLE FOR FAST
PACED STARTUPS IN CONTEXT OF INDIAN
UNICORNS



By
Shivani Chaudhary
A20001920015

Amity University Rajasthan

A Report on
STUDY OF TRAITS OF EMPLOYABILITY FOR
HUMAN CAPITAL CREATION SUITABLE FOR FAST
PACED STARTUPS IN CONTEXT OF INDIAN
UNICORNS

By
Shivani Chaudhary
A20001920015

Amity University Rajasthan

In partial fulfilment of Summer Internship for the
award of the degree of

MASTER OF BUSINESS ADMINISTRATION

IN

HUMAN RESOURCES

30th August 2021

Certificate



Samir Jayaswal
Founder

☎ +91 9594511110
(India)
☎ +41-775081385
(EU/US)
✉ samir@fmli.uk

London
Kemp House,
160 City Road,
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EC1V 2NX
United Kingdom.

Mumbai
No. 26, Building No. 1,
Government Colony,
Haji Ali,
Mumbai 400 034,
India.

www.fmli.uk

Internship Certificate Letter

Ms. Shivani Chaudhary,
Amity University,
Rajasthan

Dear Shivani,

We are pleased to inform that you have successfully completed your internship with Financial Markets Leadership Insights (FMLI), UK Limited with the following details –

Title – Study of traits of employability for human capital creation suitable for fast paced start-ups in context of Indian unicorns

Date of Internship: 28th June, 2021 – 28th August, 2021

Work Location - Work from home

Reporting to – Samir Jayaswal, Director, FMLI

We take this opportunity to thank you and wish you all the best in your life and career.

Date: 03rd September 2021

Yours Sincerely,

Samir Jayaswal

Financial Markets Leadership Insights (FMLI) UK Limited

A Report

On

STUDY OF ASSET ALLOCATION

BY

Shiwani Joshi

A20001920018

SSBA Innovations

**(Holding and promoting Company of Taxbuddy and
Finbingo)**

A Report

On

STUDY OF ASSET ALLOCATION

BY

Shiwani Joshi

A20001920018

SSBA Innovations

(Holding Company of Taxbuddy and Finbingo)

**A report submitted in partial fulfilment of the requirements
of Master of Business Administration of AUR**

September 3, 2021

A report On
Talent Acquisition procedure in HuQuo

BY

Sonali Acharya - A20001920025

**SUBMITTED BY :
SONALI ACHARYA
A20001920025**

**SUBMITTED TO:
Dr.DEEPALI BHATNAGAR**

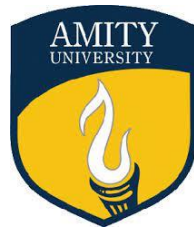
**MBA 2020-2022
COMPANY NAME – HUQUO CONSULTING PVT LTD.
COMPANY GUIDE NAME : Mr.Manish Kumar**

A Report On

**Talent Acquisition Procedure in
HuQuo**

BY

Sonali Acharya – A20001920025



A report submitted in partial fulfillment of the requirements of Masters
in Business Administration program of Amity University Rajasthan

1st September 2021



Date:19th Aug 2021

TO WHOM IT MAY CONCER

**FOR SONALI ACHARYA- LETTER OF APPRECIATION ON HER
OUTPERFORMANCE DURING INTERNSHIP!!**



This is to certify that Ms. Sonali Acharya was under internship with our Organisation on *Digital Hiring process* for Analytics Industry under the mentorship of Mr. Manish Kumar, Project Manager from 28th June to 14th August 2021.

Her overall performance & conduct was excellent during entire training period & she has potential to become an asset for any organisation in future – pls. treat this letter as an appointment as well as an experience letter from *HUQUO CONSULTING PVT. LTD.*

Good Luck!!

Authorized Signatory

(Arpana M Sharma)

HUQUO CONSULTING PRIVATE LIMITED

Corporate Address: 3rd Floor, Time Square Building, B-Block, Sushant Lok-1, Gurgaon-122002 | +91 124-4559224 | CIN:U74999DL2016PTC298892 | Email:contact@huquo.com | www.huquo.com

SUMMER INTERNSHIP PROJECT REPORT
ON
"TO STUDY CUSTOMER PERCEPTION TOWARDS SHRIRAM LIFE
INSURANCE"



Submitted For

THE PARTIAL FULLFILLMENT OF THE AWARD OF DEGREE OF

MASTER OF BUSINESS ADMINISTRATON (MBA)

Session: 2020-22



SUBMITTED TO-

Dr. Amita Chourasiya

SUBMITTED BY-

Sonali Pradhan

DECLARATION

This is to certify that dissertation entitled "**Customers Perception towards Shriram Life Insurance Company**" submitted by **SONALI PRADHAN** to Amity Business School, Amity University in partial fulfilment of the requirements for the award of the Master of business administration degree is an original piece of work carried out under my guidance and may be submitted for evaluation.

The assistance rendered during the study has been duly acknowledged.

No part of this work has been submitted for any other degree.

Report
On
Summer Training

**A STUDY ON HRM POLICIES AND HR BUSINESS PROCESS IN
TATA STEEL LIMITED**



SUMMER INTERNSHIP REPORT

Submitted by

SUNIL KATARIA

Registration No: A20001920036

in partial fulfilment of Summer Internship for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

IN

HUMAN RESOURCES

AMITY UNIVERSITY



Amity University

JAIPUR, RAJASTHAN

DECLARATION

I hereby declare that the project work entitled “**A STUDY ON HRM POLICIES AND HR BUSINESS PROCESS IN TATA STEEL LIMITED**” submitted by me is the outcome of our interaction with the HR professionals at TATA STEEL. This is the original piece of work submitted as a part of partial fulfilment of my degree and has never been submitted to any other institution or university and has not been published before.

I hereby that, this report will fulfil the need of the understudy training programme, I had undergone.

Signature of the candidate

Sunil Kataria

Reg No: A20001920036

Amity University, Jaipur, Rajasthan.

DATE: Tuesday, 20 September 2022

PLACE: **JAIPUR**

ACKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals. I would like to extend our sincere thanks to all of them.

I am highly indebted to Mr Brahmananda Senapati, Sr. Manager-HR, TATA Steel Limited, FAMD Division, Joda.

For the guidance and constant supervision as well as for providing necessary information regarding the project and for their support in completing the project.

I would like to express our special gratitude and thanks to all the staffs of HR department TATA STEEL for providing vital information as and when required.

Sunil Kataria

SUMMER INTERNSHIP PROJECT
REPORT ON STUDY ON DIGITAL SALES EVALUATIONS IN
INSURANCE INDUSTRY
COMPANY NAME – SHRIRAM LIFE INSURANCE
COMPANY

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTERS IN BUSINESS
ADMINISTRATION

SUBMITTED BY – TANMAY GUPTA
ENROLLMENT NO – A20001920030



MBA 3rd SEM

AMITY UNIVERSITY JAIPUR RAJASTHAN 2020-2022
UNDER THE GUIDANCE OF DR. DURGESH BATRA

CERTIFICATE BY FACULTY GUIDE

I hereby certify that the Summer Internship Report entitled “ STUDY ON DIGITAL SALES EVALUATIONS IN INSURANCE INDUSTRY ” submitted to Amity University Jaipur Rajasthan by TANMAY GUPTA is a record of original work done by him under my supervision and guidance. The project report is submitted towards the partial fulfillment of the requirement of the Masters in Business Administration.

Dr. Durgesh Batra

Amity Business School

Amity University Jaipur Rajasthan

“MARKETING STRATEGIES OF OUTLOOK GROUP”

A SUMMER INTERNSHIP REPORT

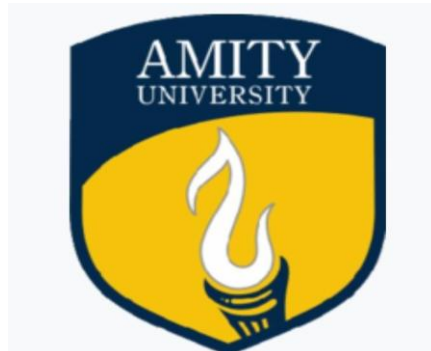
Submitted by

VINAY PARASAR

Registration No: A20001920041

in partial fulfillment of Summer Internship for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



AMITY UNIVERSITY

Jaipur , Rajasthan

ACKNOWLEDGEMENT

Behind every success lies an unknowable sea of thankfulness to those who have extended their support and without whom it would never have come into existence. To them we say our words of appreciation.

I would take this opportunity to thank Mr. Pritam Ghosh at Outlook Group and also our team leader for providing me the opportunity to be a part of his sales Team and giving me help and support throughout this internship program.

I would like to express my deepest sense of gratefulness to our faculty for giving me this opportunity to undergo Summer Training at Outlook India Ltd. I would also like to extend my heartfelt gratitude to them for their constant motivation and valuable insight, guidance and facilities at all phases of the project.

Vinay Parasar
MBA

**A
Report
On
STRATEGIZING AND IMPLEMENTING AN INBOUND
MARKETING PLAN FOR FMLI, UK**

Submitted to:



By: VINAY KUMAR TIWARI

Enrolment No: A20001920040

AMITY UNIVERSITY JAIPUR, RAJASTHAN

Summer Internship Report

WEALTH MANAGEMENT & ITS FUTURE IN A DEVELOPING NATION LIKE INDIA

Virendra Singh Shekhawat

A20001920022

UAS International

(A Unit of United Accrual Services Pvt Ltd)

WEALTH MANAGEMENT & ITS FUTURE IN A DEVELOPING NATION LIKE INDIA

Virendra Singh Shekhawat

A20001920022

Amity University Jaipur

In partial fulfilment of Summer Internship for the award of the degree of

Masters Of Business Administration

Date 30/08/2021

Certificate



Unit Number 126 1st floor Vipul Agora Mall Delhi-Mehrauli road
near MG road metro station sector 28 Gurugram Haryana 122001

30 Aug, 2021

To,

Virendra Singh Shekhawat

HINDALCO MAHAN TOWNSHIP, BARGAWAN F TYPE B BLOCK ROOM NO. 26 , PIN -486886

VSHEKHAWAT6122@GMAIL.COM

8824565843

We are pleased to confirm that Virendra Singh Shekhawat from AMITY UNIVERSITY JAIPUR has successfully completed his Summer Internship with Project Title **'WEALTH MANAGEMENT AND TRAVEL TOURISM'** from 12 Jun, 2021 to 12 Aug, 2021.

Location for Summer Internship: (Delhi)

Score card on the basis of his performance during the Summer Internship: 80%.

During the Summer Internship he demonstrated good design skills with self-motivated attitude to learn new things. His/her performance exceeded expectations and was able to complete the project successfully on time.

Best Wishes



(Authorized Signatory)

Dr Anamica Chopra

Head HR

UAS International (A unit of United Accrual Services Pvt. Ltd.)

+91-124-4285911 • info@uasinternational.in • www.uasinternational.in





Unit Number 126 1st floor Vipul Agora Mall Delhi-Mehrauli road near MG road metro station sector 28 Gurugram Haryana 122001



Dear Virendra Singh Shekhawat,

Congratulations for your outstanding performance in **"TRAVEL & TOURISM PPT"** during the International Internship Program 2021.

I am sure that you will continue to lead by example and be an outperformer in the times to come. With your diligence and hard work, I am Confident that you will emerge as a source of motivation for your colleagues across your batch.

I wish you a very successful year ahead!

I look forward to seeing you as a Champ in coming days.

Best Wishes



(Authorized Signatory)
Dr Anamica Chopra

Head HR

UAS International

(A unit of United Accrual Services Pvt. Ltd.)



SUMMER INTERNSHIP PROJECT

REPORT ON

“SUPPLY CHAIN MANAGEMENT”

COMPANY NAME – WIN-MEDICARE PVT LTD

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR

THE AWARD OF

MASTERS IN BUSINESS ADMINISTRATION

SUBMITTED BY – YASH SHARMA

ENROLLMENT NO – A20001920024

MBA 3rd SEM



AMITY UNIVERSITY JAIPUR RAJASTHAN 2020-2022

UNDER THE GUIDANCE OF

DR. PADAM BHUSHAN

DECLARATION

I hereby declare that the Summer Internship Report entitled “Supply Chain Management” submitted to Amity University Jaipur Rajasthan is a record of original work done by me under the guidance and supervision of Dr. Padam Bhushan, faculty guide, Amity Business School. The project is submitted for the partial fulfillment of the requirement of the award of Masters 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. Yash Sharma

Amity Business School

Amity University Jaipur Rajasthan

A Report On

**PRODUCTIVE RECRUITMENT STRATEGIES AND
PROCEDURES WITH REFERENCE TO DCB BANK**

By:

Yashshree Sushil Sharma – A20001920003

DCB BANK

A report submitted in partial fulfilment of the requirements of Summer
Internship Program of Amity University Rajasthan

27 AUGUST 2021

ACKNOWLEDGEMENT

The internship opportunity I had with DCB Bank, Jaipur was a great chance for learning and professional development, and I'm thankful to DCB Bank, and Corporate Resource Centre, Amity University Rajasthan for providing such a wonderful opportunity with great exposure.

At the outset, I would like to thank my company guide Mr. Sumit Saxena, Regional HR, DCB Bank Rajasthan, who heartily guided me to undertake the project 'Productive recruitment strategies and procedures with reference to DCB Bank' and gave me triggering points to ponder upon throughout this project. I'm grateful for his guidance and constant support all the time. I thank Sir and DCB Bank for encouraging my work through reward and recognition. (Annexure 1)

I owe a deep sense of gratitude to my faculty guide Dr. Rahul Agarwal, Amity University Rajasthan, for truly being an inspiration to me always for me to do my best in this internship, report and beyond. His valuable suggestions and remarks have helped make this project a more meaningful one.

Lastly, I offer my regards to all those who have supported me in any respect during the completion of the internship and report.

Thanking You,

Yashshree Sharma